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Board of Directors

Sierra Institute welcomes Arthur Woods, newest member of the Board of Directors.



Arthur Woods, Compass Partners, San Francisco, California

Arthur Woods is the Co-Founder of Compass Partners, a nation-wide organization focused on social entrepreneurial education with programs serving hundreds of college students throughout the country. Arthur has started a number of social business ventures and has been featured on ABC, FastCompany, and Chicken Soup for the Soul for his work in social entrepreneurship. Arthur holds a Bachelors of Science in Business from Georgetown University and now works at Google in San Francisco, California.

Gerry Gray, Vice President for Forest Policy, American Forests, Washington, DC

Dr. Gray directs the Forest Policy Center at American Forests, which focuses on rural and urban community forestry. He holds a Ph.D. in Resource Economics.



Terry Collins, Collins Pine Company, Chester, California

Mr. Collins is a fourth generation family member of the Collins Pine Company, the first privately owned forest products company to be independently certified by the Forest Stewardship Council. Collins Pine has 90,000 acres of sustainable managed timberland and a state-of-the-art sawmill in Plumas County.

Terrel Hutton, Director of the Producer's Circle, KQED, San Francisco, California

Ms. Hutton is a former consultant in non-profit development and strategic planning and has a long history of work in philanthropic circles.

Ken Roby, Hydrologist - US Forest Service, Greenville, California

Mr. Roby is a long time resident of Indian Valley. He is a stream ecologist for the US Forest Service and works on ecosystem assessment, monitoring and modeling for the Plumas and Lassen National Forests.



John Allen, Professor, Sociology, Utah State, Logan, Utah

John C. Allen has conducted research and worked with rural communities across the U.S. for over twenty years. Working from an asset based development approach Dr. Allen has had the opportunity to see first

hand how rural people and places can build on local assets to create a positive social and economic future for themselves. His previous roles have included: Director of the Western Rural Development Center, hosted by Utah State University, Director of the Center for Applied Rural Innovation, University of Nebraska-Lincoln, and Executive Director of the Nebraska Co-op Development Center. He holds a PhD in Sociology.

Martha Guzman-Aceves, Legislative Advocate for the California Rural Legal Assistance Foundation, Sacramento, California

Ms. Guzman-Aceves advocacy work has concentrated on occupational and environmental hazards. She is currently an active member of the Environmental Justice Coalition for Water, which concentrates on attaining safe and affordable drinking water for rural communities. She holds a M. S. in Agricultural and Resource Economics and a B. S. in International Economics.



Henry (Hank) Foley, Retired Director of Plumas Health Agency, Quincy, California

Dr. Foley is a former Deputy Secretary in Health and Human Services in the Carter Administration, as well as serving as Cabinet Head in Health Services for three different states (Colorado, Arizona, and Hawaii) and served as CEO and Chief Operating Officer for two metropolitan health groups. He has published numerous articles on health and mental health insurance coverage. Dr. Foley continues to be active in rural health issues, while enjoying life in San Diego, California.

Jonathan Kusel, Founder and Executive Director

Jonathan Kusel is the founder and executive director of Sierra Institute for Community and Environment. He received a Ph.D. in natural resource sociology and policy from the University of California, Berkeley where he was a visiting scholar and instructor before launching the Sierra Institute. Jonathan's research focuses on social indicator use and evaluation, community well-being and assessment, and community-based group processes.



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