



NEVADA COUNTY BOARD OF SUPERVISORS
BOARD AGENDA MEMO

MEETING DATE: February 25, 2025
TO: Board of Supervisors
FROM: Supervisor Hardy Bullock and Supervisor Susan Hoek
SUBJECT: Certificate of Recognition celebrating Robinson Enterprises' 75th Anniversary of serving Nevada County residents and businesses.

RECOMMENDATION: Present the Certificate of Recognition.

FUNDING: None

BACKGROUND:

Robinson Enterprises, Inc. (formerly known as Robinson Timber, Inc) was originally founded by Lowell Robinson in 1949 in Nevada City. The organization, originally known as Robinson & Sons, served as a successful local logging company and was a critical piece of the forest management landscape for Nevada County. In 1956, Joe Griggs, Sr. joined the organization followed by Ed Walker in the late 1980s, and together with Lowell Robinson, the trio became known as "The Big Three."

The Big Three guided the organization through several growth opportunities; all of which expanded on the core mission of forest management and forest health. Over time, the service line went well beyond just logging and into petroleum, construction, hauling, hazardous materials removal, emergency services, and more.

Over time, as the larger forest management landscape evolved, the organization was forced to evolve to stay relevant. For example, logging efforts were severely impacted by the surge in environmental protests during the 1990s, and over recent years, catastrophic wildfires severely curtailed the opportunities in logging. Robinson Timber went from operating 35-40 logging trucks down to just 13 today. As the logging piece of the business dwindled, other service lines expanded to fill the gap.

To formalize the evolution of services provided, the decision was made in the late 1990s to change the name from Robinson Timber to Robinson Enterprises.

Don Hoffler, who joined the company in 2000, is now a part owner/operator of the organization and runs the business with Tim Robinson (Lowell Robinson's grandson) and Joe Griggs, Jr. Don underscores the importance of evolution to ensure that the legacy of Robinson's founders perseveres.

Today, Robinson Enterprises is a large employer for Nevada County with roughly 130 staff. The current owners are committed to growing and evolving as the macroeconomic and local landscape changes, but they do believe that they will always be a timber operation at their core as residents of Nevada County live in the forest and they want to ensure that Nevada County continues to be one of the best places to live and work.

Congratulations to Robinson Enterprises for 75 years of serving Nevada County through its forest management services.

Sincerely,

Supervisor Hardy Bullock
District 5

Supervisor Susan Hoek
District 4