

Russell Howe Weyerhaeuser/Trus Joist

From a young age, Russ Howe had a passion for building, and while in college, he helped construct his grandfather's home—a pivotal experience that set the course for his career.

Born and raised in Corning, N.Y., Russ graduated from Corning East High School. He earned an associate degree in math and science from Corning Community College before pursuing a Bachelor of Arts in wood products engineering from the State University of New York College of Environmental Science and Forestry (SUNY ESF) in Syracuse, graduating in 1987. After college, Russ spent three years at Glulam Systems, working in various capacities such as sales, deliveries, drafting, and collections. In 1990, he joined Trus Joist (later Weyerhaeuser) and has been a dedicated industry professional ever since.

During his years at Trus Joist, Russ earned multiple sales awards, including Platinum in 1992 and 1993; Gold in 1991, 1994, 1995, 1996, and 1997; Silver in 1999; and Bronze in 1998. He was also named the Trus Joist Great Lakes Salesman of the Year in 1992, his first full year with the company. Russ continued to collect accolades after the Weyerhaeuser acquisition, including the esteemed Weyerhaeuser PROS Award, which he has won three times since 1999.

Russ has contributed to several organizations in leadership roles. He has served as a past board member of

the wood products division at Morrisville College and the architectural program at Finger Lakes Community College. He is currently a board member at SUNY ESF's Wood Products program and volunteers as a Master Forest Owner (MFO) with Cornell University. Russ has been a board member of the Western New York Lumber Dealers Association (WNYLDA) since 2008, actively contributing to the membership and advertising committees. In 2015, he received the association's highest honor, being named Lumber Person of the Year.

Russ married his wife, Jennifer, in 1991, the same year he began his career at Trus Joist. Their daughter, Rebecca, was born in 1993 and graduated from SUNY Oswego in 2016. Together, Russ and Jennifer run West Wind Farm, where they board dogs and cats and manage their hardwood timber. Russ retired on July 19 to focus on his sawmill business and enjoy more time with his family and their farm.

A man of many interests, Russ is an avid hunter, fisherman, and woodworker. He also competes in the "Game of Logging" in the landowner division, earning second place nationally in 2015.

With his deep dedication to the industry, strong community involvement, devotion to his family, and genuine friendships, Russ embodies the spirit of the award. CNYRLDA is proud to recognize Russ Howe as its 2024 Lifetime Achievement Award Winner.