Rob Freres, President

Robert “Rob” Freres Jr. is president of Freres Lumber Co., Inc.; president of Freres Timber, Inc.; partner in Evergreen Biopower LLC; and board member of the Freres Foundation. Rob is a life-long leader and outspoken advocate of the wood products industry, having witnessed the demise of hundreds of mills since the 1990s, and the collapse of the social structure of 130 timber-dependent communities in the Pacific Northwest.

Rob is an active member of the Board of Visitors of Oregon State University’s College of Forestry; chair of the American Forest Resource Council; a 38-year executive board member of Associated Oregon Industries; president of the Small Business Timber Council; a former board member of the Oregon Forest Resources Institute; and past president of NW Timber Association. Rob also serves in his community as a decade-long board member of the Regis Foundation, which supports the Regis St. Mary Catholic School system in Stayton, Oregon.

Rob grew up in Stayton, and earned a B.A. in Business from Southern Oregon State College in 1979. He attended Willamette University in Salem and in 1983, served on Senator Mark Hatfield staff in Washington D.C.

Rob has worked his way up through the family business, from sweeping floors at age 10, to working in every capacity in veneer mills through high school. Rob gained experience in logging and road building during his college years.

Today, he is delighted to see the company through the introduction of their Mass Plywood Panel product and facility. “This new facility has the veneer segment in the Pacific Northwest ecstatic over the expanded use of veneer,” says Rob. “… and it has the world a-buzz about the possibilities with mass timber construction.”

William M. Smith, Chief Financial Officer

William “Bill” Smith serves as Chief Financial Officer (CFO) and Corporate Secretary for Freres Lumber Co., Inc. Bill joined Freres Lumber in 1994 and is responsible for all aspects of the company’s financial functions, including accounting; planning and analysis; treasury and taxes.

Bill serves as the Finance Chair for his church and is a member of the Stayton Road Runners.

In Bill’s finance industry career, he has always focused on the forest products sector. He started in public accounting as an auditor focusing on forest products and agri-business clients. He also served as a Corporate Accounting Manager for an international forest products company.

Bill earned a B.S. in Business Administration from Oregon State University and is a member of both the American Institute of Certified Public Accountants and The Oregon Society of Certified Public Accountants.

Regarding the company, Bill says, “It’s humbling to be associated with such a great family-owned company that is revolutionizing the mass timber industry both domestically and internationally with its newly developed MPP product.”
T. Tyler Freres, Vice President of Sales

Tyler Freres is the Vice President of Sales for Freres Lumber Co., Inc. He has worked directly in plywood manufacturing since 2004. In his veneer sales position, Tyler is responsible for selling and sourcing all veneer for Freres veneer and plywood operations. As an executive team member, he takes an active role in determining the long-term direction of the company.

He began his career in the timber industry during his high school years when he held his first job cleaning grease out of logging equipment. After high school, Tyler attended Southern Methodist University (SMU), in Dallas, Texas, where he earned a B.A. in English Literature and a B.B.A. in Business Administration with Finance minor.

During his college years, Tyler returned to Oregon each summer to work in every available timber industry job: millwright, dryer feeder, barker operator, green chain, core layer, log scaling and road crew.

After graduation from SMU, Tyler attended Oregon State University College of Forestry. He and his wife Deana then spent a couple of years in France. While abroad, Tyler worked on his MBA.

In 2016, Tyler conceived of and the company later created Freres’s Mass Plywood Panel (MPP). Tyler’s passion for the future of veneer is evident. “I believe that the veneer and panel industry has the greatest potential of transforming and producing innovative wood products to create the greatest structures at the lowest cost with the least environmental impact.”

Kyle Freres, Vice President of Operations

Kyle Freres is the Vice President of Operations for Freres Lumber Co., Inc. Since 2001, he has managed and supervised a variety of areas including environmental health and safety, cogeneration, information technology, plant upgrades and maintenance. As a member of the executive team, Kyle is actively involved in long-term strategic planning for the company.

Kyle attended Southern Methodist University (SMU) in Dallas, Texas where he earned a B.S. in Industrial Engineering, a B.A. in Mathematics and minored in Russian Area Studies. After college, he worked for PricewaterhouseCoopers as a technology consultant for a mix of Fortune 500 companies such as Proctor & Gamble, Abbott Laboratories and Blue Cross Blue Shield before returning to the family business in 2001.

Kyle has managed some of the company’s largest capital projects including the Evergreen BioPower cogeneration facility constructed in 2007 and the new Mass Plywood Panel (MPP) facility, which came online in December of 2017. He is an advocate for innovative new production technologies as well as product innovation. “Vision, robotic and control technology will improve the traditional mill production floor just as our new MPP product will revolutionize the construction site.”

He enjoys just about any sport that includes shooting a gun, chasing his four boys with his wife Trisha, and attending their activities. Kyle is motivated by the heritage built by three generations of the Freres family, and the dedication of employees over almost 100 years.