



Central Chilcotin
REHABILITATION LTD.



PERCY GUICHON

MEDIA KIT

centralcr.ca

Percy Guichon

Percy Guichon is the **Chief Executive Officer (CEO)** of **Central Chilcotin Rehabilitation Ltd (CCR)**, and an elected **Councillor of T̓sideldel First Nation**.

Percy is a recognized leader in Indigenous-led forestry initiatives. His leadership has earned national recognition for advancing sustainable forestry while strengthening Indigenous community engagement.



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CCR is a joint venture owned by the T̓sideldel First Nation, Tl'etinqox Government, and Yunesit'in Government. **CCR leads large-scale forest rehabilitation programs that restore ecosystems, reduce wildfire risk, and generate sustained economic opportunities for Indigenous communities.** Known for innovation and reliability, CCR combines advanced technology, traditional knowledge, and collaborative partnerships to promote environmental stewardship and longterm forest sustainability.



Speaking Topics

Indigenous Leadership in Forestry

Insights on how First Nations leadership shapes sustainable forest management, economic development, and community engagement across British Columbia.

Wildfire Mitigation & Community Resilience

Strategies for reducing wildfire risk, protecting ecosystems, and building resilient communities through Indigenous-led forestry programs.

Fibre Utilization & Sustainable Industry Practices

Lessons learned from repurposing dead or fire-damaged fibre for biomass and pulp, creating economic opportunities while promoting sustainability.

First Nations-led Economic Development

Exploring how forestry programs and partnerships can provide sustained economic opportunities for Indigenous communities.

"Percy Guichon's keynote at the **Keeping It Rural Conference** was highly engaging and effectively captured the audience's attention, making complex topics accessible and compelling. His humorous and insightful style, alongside his deep, hands-on, expertise, added significant value to our focus on rural development through Indigenous-led forestry, wildfire mitigation, and sustainable land stewardship.

I wholeheartedly recommend him as a speaker for future events in these important fields."

—Sarah Sinclair, Executive Director, BC Rural Centre Partnerships & Funding





Percy Guichon, CEO of Central Chilcotin Rehabilitation Ltd. and Councillor of T̓sideldel First Nation, shares insights on Indigenous-led forestry, community development, and reconciliation in action on the **On the Brink** podcast.

Watch the full podcast here:

- [On The Brink | Percy Guichon | Episode #319](#)

Video clip photo credit: On The Brink

Keynote & Speaking Engagements

Year	Conference	Role	Topic
2024	DEMO International Conference	Keynote	First Nation’s Forestry Leadership
2024	Forest Products Association of Canada —“Building Resilient Communities”	Panelist	Wildfire Management Lessons
2024	First Nations Forestry Council Conference	Panelist	Fibre Supply & First Nations Opportunities
2025	Northwest Territories Biomass Week (Virtual)	Keynote	Forestry Programs & Initiatives in T̓sideldel Traditional Territories
2025	Forests Canada—“Building Bridges”	Keynote	Indigenous-Led Strategies for Economic & Environmental Resilience
2025	Keeping It Rural Conference	Keynote	Forestry, Innovation, and First Nation Leadership
2025	Forward Summit West	Panelist	Interconnection between Indigenous Communities and the natural resource sector
2025	Indigenous Forestry Conference	Keynote	Forest Rehabilitation, Fibre Optimization and Indigenous-led economic opportunities in Nanaimo
2025	Forest Nursery Association of BC	Keynote	Restoring balance through Indigenous Leadership in forestry in Sidney, BC

Awards & Recognition

Percy Guichon’s leadership at **CCR has been recognized across Canada** for advancing Indigenous-led forest stewardship, environmental responsibility, and innovation in land rehabilitation. His work has contributed to CCR receiving major awards, including:

	2022 BC Achievement Foundation Business Partnership of the Year
	2024 FPAC Indigenous Business Leadership Award
	2024 Communitas Excellence in CSR Ethical & Environmental Responsibility
	2024 Muse Creative Award Educational Video
	2024 Williams Lake Business Excellence Awards Business of the Year
	2025 Canadian Biomass Magazine Company of the Year
	2025 First Nations Forestry Awards of Excellence —Innovation Award (<i>Percy Guichon</i>)

Book Percy Guichon for your next conference or event to gain insights into Indigenous-led sustainable forestry initiatives and community-driven initiatives.

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