

LAUNCH EVENT



Mikko Hautala

Ambassador of Finland to the United States

Mikko Hautala became Ambassador of Finland to the United States in September 2020. Prior to that (2016-2020), he served as Ambassador of Finland to Russia. In August 2020, Hautala was awarded ("Ambassador Prize") by the Confederation of Finnish Industries for his excellent work in promoting the interests of Finnish companies in Russia. During his career, he has received several civil and military decorations both nationally and internationally. Ambassador Hautala joined the Ministry for Foreign Affairs of Finland in 2001.



Nina Kopola

Director General, CEO, Business Finland

Nina Kopola began her five-year term as Director General of Business Finland on 1 September 2019. Her leadership has already brought about the implementation of Business Finland's strategic and organizational reform. Kopola is widely recognized as an experienced business leader and pioneering female CEO. She is best known for her time as CEO of the Suominen Corporation and as Business Director at Dynea, and was the only female CEO of a publicly listed company in Finland for quite some time. She has also served on the board of directors of many other listed companies.



Janet Mills

Governor, State of Maine

Janet Trafton Mills was sworn in as the 75th Governor of Maine on Wednesday, January 2, 2019. As governor, she is fighting to see that every Maine person has affordable, high-quality health care, that Maine has a strong economy with good-paying jobs in every part of the state, that every Maine child has access to a world-class education, and that Maine is a place where families can put down roots and raise their kids. Prior to becoming governor, Janet served as the Attorney General of Maine.



Gretchen Whitmer

Governor, State of Michigan

Gretchen Whitmer was elected to the House of Representatives in 2000 and elected to the Michigan State Senate in 2006 where she served as the Senate Democratic Leader. In the 2018 gubernatorial election, Governor Whitmer won all 83 counties in the primary and won the general election with 53 percent of the vote. Governor Whitmer is committed to solving the problems Michiganders face every day. That means ensuring every Michigander has a great public education and a path to a good-paying job, every community has clean, safe drinking water, and everyone can drive to work or drop their kids at school safely, without blowing a tire or cracking a windshield.



Shannon Lott

Natural Resources Deputy, State of Michigan

As DNR natural resources deputy, Shannon Lott administer the divisions that oversee Michigan's wildlife and fisheries, state forests and state parks, minerals and law enforcement. She has more than 20 years of experience with the DNR, formerly as assistant chief of the department's Forest Resources Division since January 2018. In that role, Lott has worked on developing the division's latest strategic plan; helped with new initiatives, such as the Good Neighbor Authority, in which DNR staff assist in managing timber on federal lands; and been elected to and will serve on the Michigan State University Forestry Advisory Board.

INTRODUCTION



Heli Hyypiä

Climate & Green Economy Counselor
Embassy of Finland to the United States

Heli Hyypiä currently serves in the Trade and Economic Affairs section of the Embassy of Finland in Washington DC, where she has been since August 2018. Ms. Hyypiä's portfolio includes Climate Policy, Green Economy and Arctic affairs. She coordinates Finland's partnerships with States in the US in these sectors.

SESSION ONE: Success factor 1: Efficiency in Forest Management & Policies

MODERATOR



Dana Eidsness

Director, Maine North Atlantic Development Office (MENADO)

Through her work leading MENADO, Dana Eidsness leverages Maine's transportation, economic development, and knowledge resources to build networks that grow the Maine economy through trade in goods, services, and innovation exchanges. Her program interfaces with other Arctic and North Atlantic-focused organizations to ensure that Maine is included in important discussions regarding North Atlantic resources, sustainable development, and climate resilience. Ms. Eidsness was instrumental in developing collaboration with Finland that led to the signing of a 2019 MOU between Finland and the State of Maine.



Leena Leskinen

Business Manager, Finnish Forest Centre

Leena Leskinen's duties include formulating the regional forest program and stakeholder collaboration. She also promotes forestry livelihoods with the help of education, advisory work and development projects. Dr Leskinen has a background in almost 15 years long academic career, studying forest planning and environmental and forest policies. Last 10 years she has been working as a civil servant. She has expertise in EU policies, regional development and natural resources issues and forestry.



Vesa Leppänen

Chief Technical Officer and Head of Unit for Geospatial Modeling, Arbonaut

Vesa Leppanen, CTO of Arbonaut, has his professional focus on technology strategy and product development. He has lead technology and product development in different technology companies in US, Finland and UK, working on timber and carbon inventory of forests and corridor mapping with LiDAR and other sensors. He has accrued extensive expertise and experience in the remote sensing industry. Vesa holds a MSc. degree in Forest Technology from University of Eastern Finland.



Aaron Weiskittel

Director, Center for Research on Sustainable Forests; Professor of Forest Biometrics and Modeling, University of Maine

Aaron Weiskittel has been faculty at the University of Maine since 2008 following a two-year stint at Weyerhaeuser. teaches undergraduate and graduate courses on forest measurements and biometrics. PI/Co-PI on over \$20 million in research grants from USDA, USFS, NSF, and NASA. Authored nearly 150 peer-reviewed publication and was lead author on a widely used textbook on forest growth and yield modeling. He has worked closely with forest industry throughout North America in a variety of endeavors.



Jeffrey Hatcher

Managing Director, Indufor North America

Jeffrey Hatcher manages Indufor's North America office – an international management consulting firm supporting clients advancing the sustainable bioeconomy. The projects he leads focus on sustainable investments in natural resources with clients including public-private partnerships, impact investors, trade associations, international development agencies, and leading conservation organizations. Prior to joining Indufor he worked for the Rights and Resources Group and the Food and Agriculture Organization of the United Nations.



Brandy Brown

Climate and Energy Advisor, Office of Climate and Energy, Michigan Department of Environment, Great Lakes, and Energy

Brandy Brown is the Climate and Energy Advisor at the Michigan Department of Environment, Great Lakes and Energy since June, 2019. In this role she leads the Office of Climate and Energy, which Governor Gretchen Whitmer created in February 2019. Dr. Brown is an experienced energy strategist with deep industry knowledge. She joined EGLE from CLEAResult in East Lansing, where she formulated strategic objectives for electrification products such as electric vehicles (EV), photovoltaic systems, battery storage and other emerging technologies.

SESSION TWO: Success factor 2: Efficiency in Planning

MODERATOR



Donna LaCourt

Acting Program Manager, Food and Agriculture Development and International Marketing, Michigan Department of Agriculture and Rural Development

Donna LaCourt is Acting Program Manager, Food and Agriculture Development and International Marketing with the Michigan Department of Agriculture and Rural Development and has been in this role since 2014. She specializes in forest products and international trade. Prior to this position, she was an International Trade Development Manager with the Michigan Economic Development Corporation where she worked in both international trade and bioenergy business development.



Lauri Sikanen

Principal Scientist, Natural Resources Institute Finland (LUKE)

Lauri Sikanen has been working 25 years with industrial timber supply R&D. 1999 he had his PhD of customized wood purchases and supply at the University of Joensuu, Finland. Since 2001 he has been focusing on wood biomass for energy and international technology and know-how transfer. In Luke and former Finnish Forest Research Institute (Metla) he has been leading and participating consulting processes in Finland, Scotland, Germany, Italy, Russia, Iceland and Canada.



Pekka Leskinen

Head of Bioeconomy Program, European Forest Institute

Pekka Leskinen is the Head of Bioeconomy Programme at the European Forest Institute (EFI). Among others, the Bioeconomy Programme will advance knowledge on sustainable bioeconomy and bioeconomy markets. Before EFI, he has worked as a Research Professor at the Finnish Environment Institute, and for joint professor position of Finnish Environment Institute and University of Eastern Finland.



Bri Bowman

Program Director, Forest Opportunity Roadmap/Maine (FOR/Maine)

As Program Director for FOR/Maine, Bri Bowman supports a cross-sector collaboration between industry, communities, government, education, and non-profits working together to realize the next generation of Maine's forest economy. She holds a Master's in International Development from the University of Denver, and a BA in Peace Studies from Goucher College.



Brian Craig

FAIA, Chair, Michigan Forest Biomaterials Institute (MiFBI)

Building on a career that spans from the Peace Corps in Afghanistan to Senior Vice President and architect at Progressive AE to founding Director of the Master of Architecture Program at Kendall College of Art and Design of Ferris State University, Brian Craig, FAIA, is Board Chair of the Michigan Forest Biomaterials Institute – mifbi. Brian has led the mifbi Board in the Institute's growing role as convener and educator in the collaborative work of developing and promoting the possibilities of the Michigan forest bioeconomy. Brian holds Bachelor of Science in Architecture and Master of Architecture degrees from the University of Michigan in Ann Arbor.



Antti-Jussi Tahvanainen

Innovation Policy Manager, Finnish Forest Industries Federation

Antti-Jussi Tahvanainen is in charge of innovation policy affairs at the Finnish Forest Industries Federation. In tight collaboration with stakeholders in industry, government and the academia, he promotes the competitiveness of both the Finnish and European innovation systems, participating in the co-creative development of RDI policies and instruments as well as key strategies for the promotion of a vibrant bioeconomy.



Charlie Becker

Chair, Michigan Timber and Forest Products Advisory Council; General Manager, Lyme Great Lakes Timberlands

Charlie Becker earned B.S. and M.S. Degrees in Forestry from Michigan Tech (1984/1986) and began his career with Mead Corporation in Escanaba, MI. In 1994, Charlie became a supervisor in land management and timber harvesting operations for Mead in the Central Upper Peninsula. In 2012, Charlie became the Lake States Senior Resource Manager for Plum Creek overseeing operations throughout Michigan and Wisconsin and continued in that role following the merger of Weyerhaeuser and Plum Creek in 2016. In 2019, Charlie became General Manager of Lyme Great Lakes Timberlands overseeing operations across the Upper Peninsula of Michigan and Northern Wisconsin.

SESSION THREE: Success factor 3: Efficiency in Education & Innovation

MODERATOR



Katja Väyrynen

Education Expert, North Karelian Municipality Education and Training Consortium Riveria

Katja Väyrynen is an entrepreneur to support health, good living and learning environment, awareness, human potential and development skills. Experienced, international, multi-professional teacher, innovator, and designer, who has worked 20 years in VET, studied several qualifications and degrees and enjoys continuous development and learning. Katja became Education Expert at Riveria in 2019, to develop international educational solutions to companies and education organizations globally. In this role, she designs and coordinates the development services and strengthens the co-operation with national and international partners.



Mikko Saarimaa

Education Manager, Riveria

Mikko Saarimaa, Education manager of Riveria Forestry has experience as a student of Riveria, as a harvester operator and machine mechanist, so Mikko knows what the practical work is and how to talk issues with developers and scientists. Nowadays Mikko is responsible for several vocational programs, projects and development services in forestry. Mikko has international experience as operator and as the speaker.



Sanna Kasurinen

Head of Education, Karelia University of Applied Science

Sanna Kasurinen is responsible for the bachelor's degree studies in Forestry and Energy and Environmental Engineering and in addition the master's degree studies in Master of Engineering, Sustainable Energy Economy, Technology Competence Management and Business Management and Leadership. She also leads Karelia's project activities under the theme 'Carbon neutral solutions'. Sanna herself has Master's degrees in Forestry (2000) and Economy (2016).



Jouni Pykäläinen

Professor of Forest Economics and Forest Policy, University of Eastern Finland

Jouni Pykäläinen has studied, among others, forest-based services and value networks and forest sector foresight methods and processes. Jouni Pykäläinen has also worked as the head and vice head of the School of Forest Sciences, University of Eastern Finland, and as the Director of the Forest Foresight Unit in the University of Eastern Finland leading the project "Foresight of new business possibilities in the forest sector". He has extensive experience in practical forestry, among which includes his work as an entrepreneur.



Hemant Pendse

Director, Forest Bioproducts Research Institute at University of Maine

Hemant Pendse joined the faculty at the University of Maine in 1979 and became Department Chair in 2003. He received his M.S. and Ph.D. degrees in Chemical Engineering from the Syracuse University. He is the Founding Director of the Forest Bioproducts Research Institute (FBRI), which was established in March 2010. Currently he is leading an interdisciplinary team focused on converting woody biomass into fuels, chemicals, and advanced materials; bringing researchers together from School of Forest Resources, Department of Chemical & Biomedical Engineering and School of Economics.



George Berghorn

Assistant Professor of Construction Management, School of Planning, Design and Construction; Adjunct Assistant Professor of Forestry, Michigan State University

George H. Berghorn is an assistant professor of construction management in the School of Planning, Design and Construction and an adjunct assistant professor of forestry at Michigan State University. He earned a PhD in construction management from MSU and a Master of environmental studies degree from Yale University. His research is focused on building deconstruction and material circularity, reuse of salvaged lumber in mass timber products, barriers to mass timber construction in the U.S., and predictive cost and time model development for mass timber buildings.



Arto Visala

Department of Electrical Engineering and Automation, Aalto University

Arto Visala has an extensive experience as an engineer, scientist and educator in the field of control engineering, automation technology and robotics. During the last 15 years Professor Visala's main research focus has been in in semiautonomous heavy duty machines, particularly in agriculture and forestry.



Andrew J. Storer

Dean and Professor, College of Forest Resources and Environmental Science, Michigan Technological University

Andrew Storer is the dean of the College of Forest Resources and Environmental Science at Michigan Technological University. He was educated at the University of Oxford, England, and was a researcher at the University of California in Berkeley prior to joining the faculty at Michigan Technological University. In his role as dean he has worked on developing a degree program in Sustainable Bioproducts, and with faculty conducting research in many aspects of the forest bioeconomy and sustainability.



Alina Ruonala-Lindgren

Co-Creation Manager, VTT Technical Research Center of Finland

Alina Ruonala-Lindgren works as a Co-creation Manager at VTT Technical Research Centre of Finland Ltd. She joined VTT two years ago and has previously worked in the forest industry for 18 years in different positions. Her current role at VTT is to co-operate and build partnerships with companies and other organizations by creating research and innovation ecosystems in the field of biomaterials. The possibilities biomaterials offer and the way they can be used and create business opportunities inspire her.



Jesse Randall

Director, MSU Forestry Innovation Center

Jesse Randall is the Director of Operations at MSU Forestry Innovation Center, where he oversees research and outreach on the 8500 acre northern research station. Dr. Randall's focus on woody biomass centers on the adoption of new combustion technologies to support small to medium district energy systems as well as scaling up private businesses to grow, harvest, supply woody biomass crops. Over 2 years he has garnered national attention with online technology transfer to landowners and loggers alike.



Regis Rouge-Oikarinen

Project Manager, Woodpolis

The current professional position of Regis Rouge-Oikarinen is Project Manager in an ERDF-project called "Woodpolis" located in a timber cluster of the Municipality of Kuhmo. His formal geographical education and experience in both the social and natural sciences allows him to combine a multiplicity of methodologies and theoretical approaches also for the development of the timber, bio and circular economy.



Katariina Kemppainen

Investment Manager, Metsä Group

Katariina Kemppainen works as an Investment Manager in Metsä Spring, the innovation company and corporate venture capital arm of Metsä Group. With over ten years of experience in R&D in forest-based biorefining, she now leads the ExpandFibre Programme and Ecosystem that targets at accelerating the development of new bioproducts.

SESSION FOUR: Success factor 4: Efficiency in Harvesting

MODERATOR



Ulla Lainio

Commercial Counselor, Business Finland Washington D.C.

Since 2009, Ulla Lainio has worked in Forest, Arctic, Marine, Offshore, Cleantech and Smart Mobility industries at Business Finland, a Governmental company. Ulla has 15 years' work experience at Finnish and French forest industry companies UPM, Ahlstrom and Walki in international business and innovation.



Turkka Lastunen

Authorized agent for Kesla Oyj

Turkka Lastunen is acting as an authorized KESLA agent for the new forestry markets since 2017. He has made a long career, mostly at the international forestry machinery business as a director related to R&D (research and development) and production and especially in export sales & marketing tasks. His strongest skills and experience are related to forest harvester heads.



Mikko Turunen
Sales Support Specialist, John Deere Forestry, Finland

Mikko Turunen develops and delivers sales training to the sales channel in Europe. 17 years of experience with the company in multiple roles. John Deere is the largest forest machine manufacturer. Cut-to-length machines manufactured in Joensuu, Finland. Full-tree machines manufactured in Dubuque and Davenport, U.S.



Eero Lukkarinen
Area Director (Canada), Ponsse Plc

Eero Lukkarinen has over 30 years experience in forestry and mechanized CTL technology. He has been working for Ponsse over 13 years in several countries and in many leading positions. Ponsse Plc (www.ponsse.com) is one of the world's largest manufacturers of cut-to-length forest machines. The company is based in Vieremä, Finland.



Dana Doran
Executive Director, Professional Logging Contractors of Maine

Dana Doran is Executive Director of the Professional Logging Contractors of Maine (PLC), a trade association that was created in 1995 to represent logging and trucking contractors in the Maine forest economy. Mr. Doran has held this position since 2014. Prior to the PLC, Mr. Doran has worked in a variety of positions in education, private industry and government. He graduated from Lafayette College in 1996 with a Bachelors Degree in History and Government and the University of Connecticut in 1998 with a Masters Degree in Public Administration.



Donald Burr
Program Coordinator, Mechanized Logging Operations, Northern Maine Community College

Donald Burr was hired in the spring of 2018 as the new PLC Safety & Training Coordinator. Don has more than 20 years experience as a logger, primarily as a feller buncher operator for Madden Timberlands. He also has extensive experience supervising crews and working with landowners and their foresters. For the last two years Don has also served as lead instructor and coordinator for the Mechanized Logging Operations Program – a partnership between the PLC, industry, and the Maine Community College System – a role he will continue.



Pasi Lautala
Associate Professor, Department of Civil and Environmental Engineering, and Director of Rail Transportation Program (RTP), Michigan Technological University

Pasi Lautala was appointed in August, 2012 as an Assistant Professor in the Department of Civil and Environmental Engineering and promoted to Associate Professor in 2017. He is also the founder and the Director of Rail Transportation Program (RTP) since the program was established in 2007, and a member of the Executive Committee for the Michigan Tech Transportation Institute (MTTI). Pasi has his BS from Tampere University of Technology in Finland and his MSc. and Ph.D. degrees from Michigan Tech University.

CLOSING



Ilkka Turunen
Counselor for Education and Science, the Embassy of Finland in Washington, D.C.

Ilkka Turunen is counselor for education and science at the Finnish Embassy in Washington. He has also served as Secretary-General of the Research and Innovation Council and worked as Counsellor in Finland's embassies in Paris and Brussels.
