

## **The Urban Wood Network: Expanding from Coast to Coast**

***Jennifer Alger*** – President, Far West Forest Products

***August Hoppe*** – President, Hoppe Tree Service

***Jordan Skiff*** – Public Works Director, City of Fond du Lac

***Dwayne Sperber*** – Owner, Wudeward Urban Forest Products

***John Kemppainen*** – City Forester, City of Stoughton

***Bob Wesp*** – Owner, Kettle Moraine Hardwoods

***Don Peterson*** – Executive Director, Wisconsin Urban Wood

### **Description of Presentation**

Established in 2017, the Urban Wood Network (UWN) is a national membership-based association dedicated to the urban wood industry. Learn how UWN is rising as the voice of the urban wood industry across the country and right here in Wisconsin. The more we learn about the essential qualities of living urban trees, the better we become at bringing those beneficial, healthful characteristics into our built environments through the use of urban forest products. Trees first. Wood next.

### **Speaker Bio**

**Jennifer Alger** is President of Far West Forest Products and has been working with urban salvaged woods for over 20 years. She is the director of the Urban Wood Network Western Region, and the founder of USRW Inc. that has developed the first ever Urban Lumber Standards for North America. These Standards will be a game-changer for the industry and for the first time allow Chain-of-Custody and certification for urban wood, known as USRW Certified Woods. She is working with an expert team of developers and customer experience specialists on the build out of AncesTREE™ an inventory management system and enterprise application that will allow users to easily adhere to the industry Standards, track the chain of custody, manage their inventory, and generally better manage and grow their urban lumber businesses.

**August Hoppe** is a third-generation arborist and President of Hoppe Tree Service. He is a past president of the Wisconsin Arborist Association and currently serves on the Board of Directors for the Tree Care Industry Association. In 2014 he started the Urban Wood Lab, a division of Hoppe Tree Service that produces urban wood products such as lumber, natural edge wood slabs and custom milling of tree service logs. When he is

not working with trees, August enjoys spending time with family and friends, preferably while kayaking or cycling.

**Jordan Skiff** has been the Public Works Director in Fond du Lac since 2011, and held the same position in Sparta for almost 12 years before that. Those two cities exposed him to very different resources available to mid-size Wisconsin cities when it comes to urban forestry. It has also provided a view of the different perspective of public trees and how they mix with sidewalks and stormwater, as seen between foresters, park staff, and engineers. He is privileged to be the past chair of the Urban Forestry Council, and also serves as the urban forestry rep on the Wisconsin Council on Forestry. These varied experiences have taught him a lot of the ways that synergy can be found when people of different backgrounds and circles of influence come together to work toward common goals.”

**Dwayne Sperber** has dedicated himself to building the urban wood industry. For nearly 20 years he has advised on the vast potential of this renewable resource. Dwayne is called on to provide urban wood utilization guidance and products for leaders across sectors including municipalities, academia, arborists, design professionals, manufacturers, and suppliers. Dwayne is an appointed member of the Wisconsin Urban Forestry Council, and founding member and advisor of the Urban Wood Network. (moderator & panelist).

**John Kemppainen** is the City Forester for the City of Stoughton, WI.

**Bob Wesp** is the Owner of Kettle Moraine Hardwoods.

**Don Peterson** is the Executive Director of Wisconsin Urban Wood.