

Identifying & Serving Local Forest Products Markets

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Description of Presentation

This talk is about identifying and serving different types of forest product businesses in Wisconsin. An overview of the different industry sectors in the state followed by the specifications of the different raw materials those businesses are looking for will be the main discussion focus. Tailored to urban tree removals, we will go over a guide on how to identify different markets and utilize material for the highest and best use.

Speaker Bios

Logan Wells started in his role with the DNR in March of 2019. He works with businesses that use wood to make different products. Prior to this he worked as a QC/production foreman for a large hardwood sawmill in Reedsburg, WI. He has a degree in forestry from UW-Madison and a master's degree in wood manufacturing from Purdue University. Logan got started in the wood business in high school, when he started a portable sawmill business as an FFA project.

Scott Lyon is a Forest Products Specialist with the Wisconsin Dept. of Natural Resources and has been in his position since 2014. He provides assistance to support and grow Wisconsin's forest products industry by offering marketing and technical support; manufacturing efficiency studies; and wood utilization and marketing plans to lessen the impacts of invasive species within communities. Scott has sales and production experience related to forest products, both domestically and internationally. He earned a bachelor's degree in wood products from Penn State and a master's degree from Virginia Tech, where he studied international marketing of forest products. Scott was recognized by Woodworking Network as a member of the "Wood Industry 40 Under 40" Class of 2018.