



MICHIGAN  
**FOREST**  
PRODUCTS  
COUNCIL

## **INDUSTRY LEADERS SET 'INNOVATIVE' AGENDA AT GOVERNOR'S SUMMIT**

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**Lansing, Mich.**— Organized by the Office of the Governor and Michigan DNR, the Governor's Forest Products Summit is being held at the Lansing Center today to discuss the challenges of the industry and strategies for future growth. Michigan Forest Products Council members are among the leadership invited to participate in the Summit.

"We need to increase our exports of products made in Michigan," Governor Snyder stated in his opening remarks to Summit attendees, "Across the board, we need to increase the exports of products from our land-based industries including mining, water-quality, and forest products without exporting our human talent."

Each year the forest products industry generates \$12 billion in the economic activity and employs 154,000 Michigan citizens. The summit has set as one of its five working goals to increase this economic impact on state and regional economies to \$20 billion by 2018.

"Working together in a climate that values the contributions of land-based industry will enable all stakeholders to set aside differences and reach our larger objective to grow Michigan's forest products economy," said Mike Sussman, MFPC chairman, "We value innovative ideas and sustainable forest management. If you don't do something imaginative and creative with what you have, you wake up one morning and it isn't there."

Summit speakers pointed to growing demand for biomass at home and overseas as a renewable energy sources and post-recession recovery in the housing market as compelling opportunities for business growth.

MFPC members companies, Minerick Logging, Traxys Power Group, Verso Energy Strategy, and Plum Creek participated in this morning's panel to discuss growing the forest products industry.

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