

# Governor's Forest Products Summit

Speaker Biographies • April 23, 2013 • Lansing, Michigan

## ***Governor Rick Snyder***

Governor Rick Snyder grew up in Battle Creek, Mich. He holds three degrees from the University of Michigan.

Following a successful career as partner at then-called Coopers & Lybrand, Snyder joined personal computer company Gateway. He was named president and CEO and guided Gateway to Fortune 500 status with more than 10,000 employees. He returned to Michigan in 1997 to co-found Ann Arbor-based venture capital fund Ardesta, whose mission is to be a source of capital to innovators and entrepreneurs and to turn budding ideas into exciting new Michigan companies.

Getting Michigan's economy moving again is the Governor's pledge. His goal is to continue to diversify Michigan's economy to attract global companies, while providing a positive climate for existing companies and entrepreneurs to thrive.

In 1999 Snyder was named the first chair of the Michigan Economic Development Corporation, where he helped lead the MEDC to one of the nation's most respected public-private economic development programs. In Washtenaw County, Snyder provided the leadership behind nationally recognized local economic development firm Ann Arbor SPARK.

A political newcomer and self-proclaimed reformer with the moniker, "One Tough Nerd," the Governor has pledged a commonsense approach to efficient and effective government, applying business management principles for creating jobs and reinventing the economy, re-establishing Michigan's innovative spirit, and restoring the state's reputation as a place where families and individuals enjoy a high quality of life.

Rick Snyder and Sue Kerr Snyder were married in 1987 and are the proud parents of Jeff, Melissa and Kelsey.

## ***Keith Creagh***

**Department of Natural Resources**

Keith Creagh brings a vast amount of experience and love of the outdoors to his position as director of the Michigan Department of Natural Resources. He has a robust background in policy development, strategic planning and relationship building and avidly pursues his lifelong interests in outdoor recreation, such as hunting, fishing, camping and hiking.

Prior to his appointment July 9, 2012, by Governor Rick Snyder, Creagh had been serving as director of the Michigan Department of Agriculture & Rural Development (MDARD) since Jan. 1, 2011.

Complementing his public service, he worked as director of Industry Affairs for the Neogen Corporation, a company that develops and provides food and animal safety solutions to the agri-food industry. In that capacity he established and maintained relationships with the scientific

community and regulatory agencies at the state and federal level, international product registrations, and manufacturing operations at Neogen's Wisconsin manufacturing plant.

Creagh's service with state government began in 1974 and has included a wide range of positions with MDARD during his tenure, including land use deputy director with the Departments of Natural Resources and MDARD, where he coordinated a multi-agency implementation plan in response to the recommendations from the Governor-appointed Michigan Land Use Leadership Council. Creagh has provided leadership for the Farm Bill and conservation programs, which brought together conservation organizations, state and federal agencies, and local conservation districts to establish conservation practices in the state. Working through the ranks, Creagh's assignments provided him experience with invasive and exotic species, conservation easements and environmental stewardship. His background also includes working closely with stakeholder groups, federal agencies, the state legislature and U.S. Congress.

Creagh has a bachelor of science degree in forestry from Michigan Technological University, and continues to collaborate with Michigan's universities and colleges on a variety of issues.

Creagh and his wife, Laska, have four children and reside in Williamston.

### ***J.R. Richardson***

**Natural Resources Commission and Timber Advisory Council**

J.R. Richardson – chair of the Natural Resources Commission and the Timber Advisory Council – is a lifelong resident of the Upper Peninsula. In his 31-year career in the paper industry, he worked as a union coal handler, paper machine laborer, recovery boiler operator, process engineer, engineering supervisor, production supervisor and quality and environmental manager. Richardson ended his paper industry career as an operations and technical manager for Smurfit-Stone Container Corporation. In 2007, he joined New York-based Traxys Corporation, an organization working to create renewable energy alternatives for producing power in the U.P.

While working in the forest products industry, Richardson has been a leader in developing safe, profitable, environmentally friendly processes and procedures. He directed the development of an environmental management system that led the way to Michigan's Clean Corporate Citizen designation for the Ontonagon paper mill. Under Richardson's leadership, the mill also attained a Longevity Award from the Clean Corporate Citizen program in 2004, and three Neighborhood Environmental Partnership designations.

For his work, Richardson has been honored by the Michigan Department of Natural Resources, the Michigan Manufacturer's Association, Champion International and many others.

Richardson is a member of the Rotary Club, Whitetails Unlimited, Ducks Unlimited, the Upper Peninsula Sports Fisherman's Association (president), the Solid Waste Planning Committee (head) and others. He has also served on the Michigan Department of Environmental Quality's Task Force for best management practices for the forest products industry.

Richardson has a bachelor's degree in chemical engineering from Michigan Technological University.

He lives in Ontonagon and is an avid fly fisherman, backpacker, hunter and stamp collector.

## **Dr. Ted Bilek**

U.S. Department of Agriculture Forest Service

Dr. Ted Bilek is an economist with the U.S. Department of Agriculture Forest Service, Forest Products Laboratory. He is responsible for initiating and conducting research studies related to financial feasibility analysis of new products and processes in the forest products industry.

Bilek has co-authored publications relating to wood gasification and the pre-extraction of hemicellulose in the pulping process for ethanol production.

He previously worked as a senior lecturer at the University of Canterbury, School of Forestry in Christchurch, New Zealand. Bilek also worked as a visiting scientist with the USDA Forest Products Laboratory and a visiting associate professor at the University of Wisconsin, Madison, College of Forestry and Natural Resources.

Bilek's research accomplishments include a series of articles about the disestablishment and partial corporatization of the New Zealand Forest Service and eventual privatization New Zealand's government-owned plantation forests. He also worked extensively with Maori forest landowners and produced a model that helped them with their settlement with the New Zealand government related to the value of their native beech forests.

## **Dr. Larry Leefers**

Michigan State University

Larry Leefers is an associate professor of forest economics in the Department of Forestry at Michigan State University. Prior to becoming a faculty member in 1985, he was an analyst with the Forest Service for the Huron-Manistee National Forests.

He has authored or co-authored over 80 scientific reports and articles. Dr. Leefers co-authored (with Donald Dickmann) the award-winning book, "The Forests of Michigan", in 2003. He co-authored the Social and Economic Assessment for the Michigan National Forests (2003) and the Social and Economic Assessment for Michigan's State Forests (2006).

He enjoys teaching three on-campus MSU courses, Michigan's Forests, Natural Resources Policy, and Forest Carbon Policy, Economics and Finance. His current research is focused on timber supply in Michigan for bioenergy, property value effects of natural resource amenities, and economic impacts of natural resource management and wood-based industries.

He has been a consultant to the Michigan Department of Natural Resources, several national forests, forest industry and the Ontario Ministry of Natural Resources. He is a former chair of the Michigan Society of American Foresters, and as a professional forester, he has the good fortune to spend time in the woods and share those experiences with others.

He holds a BS in forestry from Southern Illinois University and MS and PhD degrees in forest economics from Michigan State University.

## **Allan Wieman**

GE Capital Corporate Finance

Allan Wieman is managing director and leader of the Forest Products Sector for GE Capital Corporate Finance.

He has led GE Capital's financing and investing efforts in forest products, pulp, paper, packaging and printing since 2003. During that time, GE Capital has committed over \$20 billion to the sector. Its financings have supported timberland owners, wood products manufacturers, pulp and paper producers, and packaging companies.

Prior to taking on his current responsibilities, Wieman was a senior vice president with GE Capital's Energy Finance team, providing financing for electric power and industrial projects. Wieman also leads GE Capital's New Markets Tax Credits ("NMTC") activities. NMTC is a federal tax credit focused on attracting capital to low-income communities throughout the United States. Wieman is Executive Director of Rural Community Investment Fund, a GE Capital affiliate and certified Community Development Enterprise that provides New Market Tax Credit subsidized financing to rural communities, with particular focus on forest products and renewable energy sectors.

## **Margaret Minerick**

Minerick Logging

Margaret Minerick is the owner/officer of Minerick Logging and Minerick Trucking, along with husband, Bob, and son, Phillip. She is the president/owner of Sagola Hardwoods, Inc. In addition to those positions, Minerick co-owns Florence Hardwoods LLC with her husband and Dave and Pat Holli.

Minerick has served as Dickinson County commissioner, Sagola Township supervisor and Dickinson County Hospital Board chair. She is the former chair of Sustainable Forestry Roundtable under Governor Engler, past president of Michigan Association of Timbermen and former chair of Michigan Forest Products Council.

She currently is a member of Michigan Forest Products Council and Timber Advisory Council. Minerick has been active in the forest products industry for the past 30 years.

She and her husband have been married for 38 years. They have three sons Rob (Adrienne), Phillip (Brooke) and Jon. They also have three grandchildren.

## **Steve Walsh**

Traxys Power Group

Steve Walsh is the chief re-structuring officer/CEO of Traxys Power Group. Walsh has over 30 years of leadership and management responsibility in both private industry and military service.

Walsh served over 20 years on active duty as a U.S. Marine officer, primarily in special operations assignments worldwide. In 1999 he began with AES, a global power company where he served as regional vice president with direct P&L responsibility over multiple businesses operations in South America, Eastern Europe and South Asia/Middle East. In 2011, he established Tier One Capital Management LLC a company that identifies strategic partnerships for infrastructure projects in various markets targeting opportunities that provide risk adjusted financial returns. In 2013, he

joined Traxys, a worldwide metals and mining company as their chief re-structuring officer and CEO of their power group.

Walsh is a graduate of the U.S. Naval Academy (BS engineering), Strayer University (MBA with finance concentration) and Harvard Business School (advanced management program).

### **Mike Sussman**

#### **Verso Energy Strategy**

Michel (Mike) Sussman is currently the Director, Business Process Engineering for Verso Paper Corp. Verso is the third-largest coated paper manufacturer in North America with Corporate headquarters in Memphis, Tenn., and manufacturing facilities in Maine and Michigan.

Sussman is originally from Chicago. He has a BS in chemical engineering from the University of Illinois – Urbana/Champaign and an MBA (management focus) from the University of South Alabama. In his 26-plus year professional career, he has worked for multiple companies with most of his experience having been in the pulp and paper industry. Throughout his career he has held varying ascending positions of technical, customer service and managerial responsibility. Positions include process control engineer, process engineer, shift foreman, manufacturing superintendent, plant engineer, technical director, environmental/health/safety manager, manufacturing business unit manager, and mill manager.

Sussman has had the unique experience of having worked in the Midwest, deep South, and New England. The wide varieties of locations and positions have provided a great wealth of experience. Particularly, with facilities and organizations that are in turnaround mode or in need of a step change improvement. Over the last 15 years, he has been involved or led organizational change which includes the use of High Performance Work Systems, statistical process methods, value stream mapping, Kaizen, six sigma, and an assortment of other business management tools.

### **Pete Madden**

#### **Plum Creek**

Pete Madden is vice president, renewable energy and supply chain at Plum Creek. In this role, he oversees the company's renewable energy activities and is responsible for logistics and supply chain management.

In 2001, Madden joined Plum Creek as a senior financial analyst. He has held several key positions with the company including director of financial planning, manager of construction materials, senior resource manager in Michigan, director of regional marketing and operations for the southern region, and most recently as vice president of operations support where he was responsible for forest inventory and harvest planning, silviculture investments, nurseries and seed orchards and supply chain management.

Madden began his career in forestry in 1988 with the Westvaco Corporation in South Carolina. In 1992, he joined Georgia-Pacific Corporation where he held various positions including operations manager, procurement manager and senior financial analyst.

Madden graduated in 1988 with a bachelor of arts degree from Marlboro College in Vermont. He also earned a master of science degree in forestry and an MBA from the University of New Hampshire.

He serves on the board of directors for the Southeastern Wood Producers Association and the University of Georgia's Center for Forest Business Advisory Board, and has served on the board of directors for the Michigan Forest Products Council, Michigan Renewable Fuels Commission, and the Michigan Climate Action Council.

## ***Senator Tom Casperson***

Tom Casperson served in the Michigan House of Representatives for six years, from 2002 to 2008. In 2010, he was elected to the Michigan Senate. The 38th District includes 13 of the Upper Peninsula's 15 counties, making it bigger geographically than nine states.

Prior to being elected to the Legislature, Casperson worked for 27 years in his family's log trucking business, including 12 years as its owner and operator. That business, Casperson & Son Trucking, was started by his grandfather.

While in the House, Casperson served as an Assistant Majority Whip and as chair of the House Conservation, Forestry and Outdoor Recreation Committee and vice-chair of the Transportation Committee. In the Senate, Casperson has the distinction of being one of only two state senators to chair two Senate policy committees. He serves as chair of the Transportation Committee and the Natural Resources, Environment and Great Lakes Committee. In addition, he is a member of the Senate's Outdoor Recreation and Tourism Committee and the Reforms, Restructuring and Reinventing Committee. Additionally, Casperson serves as the chair of the Legislative Natural Resources Caucus and as a member of the Legislative Waterways Caucus and the Legislative Sportsmens Caucus.

While serving as a State Representative, Casperson authored 20 Public Acts, including: the "Crib Truck Bill" (Public Act 142 of 2003), which addressed the cause of a fatal log spill accident, a tragedy that led to Casperson's first run for elected office; the "Healthy Forest Package" (Public Act 125 of 2004), a group of bills requiring the Department of Natural Resources to certify Michigan's forests as sustainable forests; Public Act 449 of 2004, legislation that permitted metallic mining in Michigan; "The Castle Doctrine" (Public Act 313 of 2006), an Act that gives Michigan citizens the right to use force to defend themselves and provides law-abiding citizens with civil immunity; and Public Act 332 of 2005, legislation that prevented the State from seizing control of the Mackinac Bridge.

Since taking office as a state senator, Casperson has introduced a wide variety of bills, with 25 of those bills signed into law during his first term in the Senate, including: the transformative Land Cap, which provides restrictions on land that the Michigan Department of Natural Resources can purchase (Public Act 240 of 2012); a law to ensure the state fulfills its obligation to pay local units of government payments in lieu of taxes on the basis of the state's land ownership (Public Act 603 of 2012); a law that removes restrictions to permit property owners with frontage on the Great Lakes, to groom their beaches (Public Act 247 of 2012); a law to grant the Michigan Natural Resource Commission the authority to establish a wolf hunt season (Public Act 520 of 2012); and historic legislation to establish a Regional Transit Authority (Public Act 387 of 2012).

Casperson and his wife Diane, whom he married in 1982, continue to reside in Escanaba with two of their four children: Hillary and Dane. Their son Tom is a recent graduate of the engineering program at Western Michigan University, while their daughter Ashley lives in San Diego with her husband, Chan, who serves in the U.S. Navy, and their daughter, Oaklyn.

## **Dan Wyant**

### Department of Environmental Quality

Dan Wyant was named director of the Michigan Department of Environmental Quality in January, 2011, by Governor Rick Snyder.

The appointment marked a return to public service for Wyant, who was director of the Michigan Department of Agriculture (MDA) for nine years before he departed in 2005 to be President and Chief Operating Officer for the Edward Lowe Foundation.

Wyant's work with the Edward Lowe Foundation involved setting the strategic vision for the organization, which promotes entrepreneurship and helps second-stage business owners accelerate growth for their companies.

During his tenure at the MDA, Wyant was appointed to the Michigan Land Use Leadership Council, a bipartisan task force that developed innovative programs for land use and farmland preservation. Prior to directing the MDA, Wyant provided policy expertise for the Senate Majority Office and was associate director of Governor John Engler's Office of Legislative Affairs. He began his career in the private sector, as a marketing manager for the Ralston Purina Co. and then as an export trade consultant for Lowe's International.

In addition to extensive state government experience, Dan Wyant brings a clear strategic vision to the DEQ and a proven track record for helping opposing interests find common ground.

His vision for the DEQ stems from Governor Snyder's vision for Michigan. Wyant is committed to supporting the agency's advancement on the following fronts:

- Environmental stewardship: The department's mission is to safeguard public health and quality of life by protecting and carefully permitting activities that impact our air, water and soils.
- Being full partners in Michigan's economic recovery: Business development and environmental stewardship can and should co-exist, and the Michigan Department of Environmental Quality will lead the effort to demonstrate how.
- Providing unmatched customer service: As public servants, agency staff at every level are encouraged and expected to deliver customer service that reflects professionalism and courtesy.

Part of Wyant's appointment as DEQ Director includes chairing the Quality of Life group for the Snyder Administration – a trio of state agencies that includes DEQ, the Department of Natural Resources and the Michigan Department of Agriculture and Rural Development. The group works to find ways to make three agencies with similar missions and constituents run more efficiently and effectively through coordination at the headquarters, administrative, and field levels.

Wyant holds a bachelor's degree in food systems management from Michigan State University and a master's in business administration from American University in Washington, D.C. A native of southwest Michigan, Wyant and his wife live in East Lansing.

## **Jamie Clover Adams**

Department of Agriculture & Rural Development

Jamie Clover Adams was appointed by Governor Rick Snyder in July 2012.

Prior to becoming Director, Clover Adams worked in various governmental leadership roles for nearly 25 years in two state capitols, as well as our nation's capitol. She has served in both the legislative and executive branches and several business trade associations covering a broad range of issues.

Clover Adams most recently served as director of policy for the State of Michigan's Quality of Life Group. She has held several leadership roles in the Michigan Senate and as the Secretary of the Kansas Department of Agriculture from 1999-2003. Additionally, she has worked for the Kansas Grain & Feed Association and the U.S. Chamber of Commerce.

Clover Adams earned her bachelor's degree from the University of Michigan and has a master's degree in Public Policy from Georgetown University. She resides in DeWitt Township.

## **Mike Finney**

Michigan Economic Development Corporation

Michael A. Finney is president and CEO of the Michigan Economic Development Corporation (MEDC), a public-private partnership serving as the state's lead agency for business and job growth, talent enhancement, tourism marketing, arts and cultural grants, and overall economic growth. His responsibilities at MEDC also include serving as Governor Rick Snyder's Economic Growth Group Executive and as President and Chairman of the Michigan Strategic Fund.

Under Finney's leadership, the MEDC developed Pure Michigan Business Connect (PMBC), one of the most innovative economic development programs in the country. PMBC provides comprehensive business development, capital access, talent enhancement and marketing assistance to Michigan based companies. PMBC is quickly becoming a national model for economic development.

Prior to taking the helm at MEDC, Finney served as president and CEO of Ann Arbor SPARK (SPARK), a public-private partnership whose mission is to advance innovation-based economic development in the greater Ann Arbor region.

He also served as President and CEO of Greater Rochester Enterprise, Rochester, N.Y.; Vice President, Emerging Business Sectors, MEDC; Senior Vice President and General Manager, Thomson Saginaw; and, Assistant City Manager, Saginaw, Mich.

Finney currently serves on the board of directors for the State Science and Technology Institute, the Michigan Strategic Fund, the Michigan Economic Growth Authority, Governor Snyder's Talent Investment Board, and the Washtenaw Community College Foundation. He also serves on The University of Michigan Life Sciences Institute, Office of Technology Transfer and Center for Entrepreneurship, National Advisory Councils.

Finney has received numerous awards and recognition including the 2008 Saginaw Valley State University Outstanding Alumnus for the College of Business and Management; named by Crain's Detroit Business as one of the 2007 Newsmakers of the Year; and the 2005 Minett Distinguished Professor at Rochester Institute of Technology.

Finney holds a master of arts in human resources from Central Michigan University and a bachelor of business administration from Saginaw Valley State University.

## **Bill O'Neill**

### Department of Natural Resources

Bill O'Neill is the chief of the Department of Natural Resources' Forest Resources Division. He also serves as state forester for Michigan.

In his role as chief, O'Neill is focusing on what's best for the state forest land, and for the industries and people who rely on Michigan's robust natural resources. He believes that sustainably managing Michigan's state forest system has always been a collaborative effort and that by continuing to communicate and work together, we can ensure that Michigan's forests remain the best of the best for current and future generations.

As state forester, O'Neill is working to strengthen the DNR's representation among forestry stakeholders, maintaining a high level of involvement and productive working relationships with state, federal and Canadian forestry agencies, the Legislature and Michigan's timber industry. He is committed to working to maintain strong relationships with the Natural Resources Commission, universities and constituent groups related to forest management to ensure smart growth of the forest products industry in Michigan.

O'Neill has held various positions with the DNR during his 27-year career, including field forester, unit and district manager and field coordinator.

In his free time, he is an avid outdoorsman and serves on many community and professional boards.

O'Neill holds a bachelor's degree in forestry and a master's degree in forestry with an emphasis on business management from Michigan State University.