



MICHIGAN  
**FOREST  
PRODUCTS**  
COUNCIL

## **MICHIGAN FOREST PRODUCTS COUNCIL ADDS COMMUNICATION AND MARKETING EXPERTISE**

**For Immediate Release (June 10, 2014) – Contact Kailey Forbes, (517) 853-8880 or [kforbes@michiganforest.com](mailto:kforbes@michiganforest.com)**

LANSING, Mich. – Michigan Forest Products Council (MFPC), a non-profit organization committed to educating and informing Michiganders about the benefits of sustainable management of Michigan's forest resources economy, announced the addition of Amanda Sumerix as director of communications to grow the association's communications and marketing initiatives.

Each year, the Michigan forest products industry embraces its stewardship to sustainably manage over 20 million acres of forests in Michigan. Supporting 150,000 jobs, the industry contributes \$14.6 billion annually to the state's economy. Over the past few years, MFPC has expanded to meet the demands of the Michigan forest products industry to help protect, promote and sustain Michigan's forest economy.

"I'm excited to welcome Amanda to the MFPC team," said Michel Sussman, chairman of Michigan Forest Products Council. "Amanda brings valuable public relations experience combined with an extensive agriculture background. These assets and many more will make her an excellent addition to MFPC."

Sumerix will serve as director of communications and will play a key role in planning, directing and coordinating MFPC communications efforts with knowledge that was developed through in-depth experience working with various media outlets at the federal, state and local levels.

Prior to MFPC, Sumerix served as a Junior Account Executive for Gibbs & Soell Public Relations in Chicago, Ill. Sumerix is a graduate of Michigan State University with a Bachelor of Science in Environmental Studies in Agriscience with concentrations in Communication and Community Engagement and Education.

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