



RYAN WILLOCK - "INTRO TO LOW-IMPACT FORESTRY"

What is it? How do I start? What equipment do I need?

JEREMY HARLESS - "LOG GRADING & SCALING/MARKETING"

An introduction to hardwood log marketing

JUSTIN FUNK (VA DEPT. OF FORESTRY) - "TIMBER STAND IMPROVEMENT FOR WILDLIFE"

A discussion around the basics of managing woodland for wildlife

RUSS WILEY - "LET'S SELL FIREWOOD"

An introduction to starting your own firewood business

JUSTIN FUNK - "STATE & FEDERAL COST SHARE PROGRAMS FOR TIMBER STAND IMPROVEMENT"

An overview of potential funds available for timber land improvement

RUSS WILEY - "SAWMILLING FOR FUN & PROFIT"

How to turn logs into lumber while still having fun and making a profit

GET TO KNOW OUR SPEAKERS!

RYAN WILLOCK

Ryan Willock is a small-scale sustainable logger and farmer in the mountains of Virginia. He is a first-generation logger with strong ties to the land. This year marks 400 years that his family has been farming in Virginia.

Ryan has been in the logging industry for over 25 years now. He started out logging out of high school with low impact logging and has also worked as a conventional logger. His career has taken him across the country where he worked as a logger and timber fallen in the rugged mountains of Northern Idaho for a few years before returning home to Virginia to continue his work in low impact.

Ryan also has experience in running a small sawmill and firewood business. He also worked for one of the world's leading manufacturers of low impact logging equipment running approximately 80% of the US market for them as well as opening the market.

His passion is low-impact forestry and bringing European techniques and technology to the US and combining those with agriculture.

LEARN MORE AT [SMALLSCALEFORESTRY.COM](https://smallscaleforestry.com).

JUSTIN FUNK

Justin has worked for the VA Dept. of Forestry for 18 years. He served as an area forester for the Central region of Virginia early in his career and managed the state tree nurseries for 7 years.

The last 6 years have been spent in Southwest Virginia, back as an area forester. In his free time, he enjoys spending time with his wife and kids, hunting, playing guitar and music.

**JEREMY
HARLESS**

Jeremy Harless is a log buyer with 20+ years of experience buying multiple grades and species of logs. He is a 4th generation logger and holds a Bachelor's in Forestry from Virginia Tech. For 10+ years he has owned & operated a log yard that buys, sells, and ships logs domestically as well as overseas. He is dedicated to staying on top of current market trends while taking care of his current suppliers and customers. In his free time, he enjoys watching baseball and spending time with his family.

RUSS WILEY

Russ Willey is a Maine-based firewood producer, entrepreneur, and content creator dedicated to helping people build better firewood businesses through hard work, practical knowledge, and honest equipment reviews.

As the owner of Willey's Firewood, Russ has built a reputation for producing premium firewood while sharing the realities of running a modern firewood operation. His experience spans every part of the process—from harvesting timber and processing firewood to bagging, drying, marketing, and delivering wood to homeowners, campgrounds, restaurants, and BBQ enthusiasts.

Known for his straightforward, hands-on approach, Russ has become a trusted voice in the firewood community by testing and reviewing the equipment that professionals rely on every day. His content features chainsaws, firewood processors, log splitters, sawmills, forestry equipment, tractors, and accessories, always focusing on real-world performance rather than sales pitches. Whether he's comparing processors, testing a new chainsaw, or finding ways to improve production efficiency, Russ believes equipment should earn its reputation in the woodpile—not on paper.

Through his growing YouTube channel, Facebook community, and the Brothers in the Woodlot podcast, Russ educates and entertains thousands of woodcutters, arborists, landowners, and firewood producers across North America. His mission is to help others avoid costly mistakes, improve productivity, and build profitable firewood businesses regardless of their size.

Russ is also a strong advocate for workplace safety, supporting small businesses, and preserving the traditions of the forestry and firewood industries while embracing innovations that make the work more efficient. His personal motto, "A little bit every day goes a long way. Help someone if you can," reflects the values that have earned him a loyal following.

Whether he's behind a chainsaw, operating a firewood processor, milling lumber, or sharing lessons learned from years in the woodlot, Russ remains committed to advancing the firewood industry one load at a time.