

Haaga-Helia









VIERUMÄKI

The finnish development "program"

Presented By Aku Nieminen

December 12, 2023

Budapest, Hungary

Aku Nieminen

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13 years in the IIHF Sport Department

Member of the IIHF Top Mentorship Committee

Master's Degree in Sport Development and Management, Bachelor's Degree in Sports and Leisure Management (Haaga-Helia University of Applied Sciences)

ICCE/NCDA Trained Coach Developer

Fiancée and four children

Out of shape but working on it...





About Our Strategy

Conditions = Facilities and competence

Vision:

We offer education to fitness and sports professionals using advanced methods, world-class facilities for top athletes in priority sports, and we are the most attractive place for sports and fitness enthusiasts. We promote an active lifestyle among all Finnish people. All operations at Vierumäki are profitable, ethical and sustainable.

Focus Area #2:

Vierumäki offers **optimal coaching** and **training conditions** in activities aimed at **international excellence in ice hockey**, figure skating, cheerleading and gymnastics.

Vierumäki and ice hockey (in a nutshell, we...)

- Have an excellent surrounding for National Teams and Clubs to train, play, test, eat and recover.
- Organize and host camps, tournaments and other activities to develop players and to activate people.
- Through our Competence Communities, provide consultancy and expert services to organizations such as Finnish Ice Hockey Association and International Ice Hockey Federation to help them achieve their goals and be successful.
- Research and develop the game to help the whole world.
- Have high-quality education for coaches and leadership both in the Sport Institute of Finland and Haaga-Helia University of Applied Sciences

Finland

VIERUMÄKI

Finland

Population of 5,541 million

Area 338'000 km2, 73% forest plus 187'888 lakes

Estimated 3 million saunas

Independent since December 6, 2017

War history

"Humble, quiet, hard-working, trustworthy"

Sisu

(Apparently) the happiest nation in the world





3.03M people in Finland watched the game





identity

Identity in Hockey (national or club)

- Who am I? Who are we? How do we play our game? What's important?
- Changes in values and attitude Not necessary to be too humble or to think about the past (with Sweden) too much. Let's have fun, we've got this!
- "Meidän peli" our game
 - Not a system but a set of priorities and principles on how we play the game (e.g. quick pressure, block centre, readiness to attack/defence)
- Strategy of Finnish hockey
 - Made by the Finnish Association but the purpose, and the name, refers to it belonging to everyone involved
- The Lion Pathway
 - A model to support and guide player development

Simply put...



We have won the Championships because we skate hard and we are good in puck battles

Quality experiences

Quality Experiences

- Ice hockey is the most popular but not the most played sport (football)
- Player retention is an absolute necessity and thus the players need to enjoy what they are doing
- Creating the right kind of (challenging but enjoyable) environment is the key; when we have practices, it's not just a set of drills. Practices are valuable time; objectives need to be clear and appropriate for the development level of the players
- Good quality does not mean that it needs to look pretty.

"Player retention is the primary measure of quality coaching"

Athletecentred coaching

Athlete-centred coaching

- Needs of individual players in a team environment
- Holistic development of players, supporting them to become independent individuals
- Requires skill to use questions, guiding players to solve problems and find solutions
- Life-long learning (Kaizen)

What kind of players do you want?

Quality Coaching IIHF Coach Development Framework

Core Competencies

Sport and Performance IQ (hockey-specific and general)

Ice hockey technical and tactical skills, rules, traditions, physical training and conditioning, rest and recovery, injury prevention, sport psychology, nutrition.

Teaching

Long-term athlete development, athlete outcomes (competence, confidence, connection, character), optimal learning environments, principles of learning and practice design.

Program Leadership

Team culture, team and program management, roles and responsibilities, program stability and growth, core values and standards.

People Skills

Caring and positive relationships, emotional intelligence, mutual trust, respectful communication, support of staff and other coaches.

Personal Development

Continuous improvement, growth mindset, self-awareness of coaching strengths and weaknesses, well-being and self-care.

Finnish ice hockey association



			I AND		
	10 Feb. 1928 Member Since	66,687 Total Players	2 Men's World Ranking	4 Women's World Ranking	
FINLAND					HOME AWAY
Male Players	25,085		(D)	S. N	
Junior Players	35,457				
Female Players	6,145			SUOM	
Total Referees	1,558	\sim			
Indoor Rinks	289	*			~
Outdoor Rinks	84				
Nation Population	5,601,547				

WE MOVE FINLAND INSIDE AND OUTSIDE THE RINK



DIVERSE GROWING OF THE ICE HOCKEY FAMILY



Strategy of Finnish Ice Hockey 2022-2026

Ice Hockey Regions

The country is divided into ice hockey regions for the association's operations in such a way that each region forms an appropriate entity in terms of operations. For the ice hockey association's regional operations, Finland is divided into **eight** regions.

The basic task of the ice hockey region is to act as a regional administrative and cooperation body for ice hockey clubs, which develops Finnish ice hockey and its club activities. The goal of the ice hockey area's activities is a vibrant, constantly developing and communal ice hockey club activity.





Umbrella system and regional FIHA Staff 2023-24

- Skills coach clubs = "holders of the umbrella"
- Heads of Region
 - ET / Helsinki: Staffan Kosk (rekry) ja Joni Leander (osaaminen)
 - HÄ / Tampere: Jouko Mattila (osaaminen)
 - KE / Kuortane: Mari Parkkali (rekry ja osaaminen)
 - KS / Lappeenranta: Kari Schemeikka (rekry)
 - LA / Rovaniemi: Jari Lempinen (rekry)
 - LR / Pori (Turku): Jouni Myllymaa (osaaminen)
 - PO / Oulu: Ville Koho (osaaminen)
 - SK / Kuopio: Pekka Peltola (rekry)

• Regional coaches - 8 people



- ET / Helsinki: Toni Mustonen, Sami Nuutinen
- HÄ / Lahti: Jari Ruottinen
- KE / Kuortane: Joni Finne
- KS / Mikkeli: Ville Suovalkama
- LA ja PO / Oulu: Jari Saastamoinen
- LR / Turku: Vesa Lehtonen
- SK / Kuopio: Kalle Kerman







Finnish Hockey Academy

- Coach Education
- Club Development
- Player Education
- Game Official Education
- Goaltending Education
- Extra resources for all



Player Pathway

LÄTKÄÄ LÄPI ELÄMÄN.



- Leijona-Kiekkokoulun 2. ja 3. vaihto
- Sisääntulo harrastukseen: Liikuntakerho / Luistelukoulu / Leijona-Kiekkokoulu
- Jääkiekon harrastamisen markkinointi: Leijona-Koulukiekkomateriaali, Leijona-kiekkokoulun varustepaketti, Some, suoramarkkinointi ja -postitus ja printtituotteet
- Potentiaalisten pelaajien kartoitus postinumeroittain Leijona-navigaattorin avulla
- Jääkiekkoseurat ja niiden palvelut löytyvät=>etsiseura.fi

Strategy implementation: World's Best Player Pathway

Consists of matters such as:

- Utilizing data and technology in player development
- Investing in high-quality coach education throughout the field
- Enhancing the possibilities for combining elite-level player pathway and studies
- Further co-operation with the clubs in player development



The Lion Road

START

5-9 YEARS - GET EXCITED!

• Passion for Hockey

STAY

- 10-14 YEARS TIME TO PLAY!
 - Learn to play
- 15-19 YEARS TO BE COMPETITIVE!
 - What does it take to be an athlete

SUCCEED

- 20+ YEARS COMPETITIVE SPORTS
 - 24/7 athlete



5-9 years old

- Growing passion towards playing
- Directing into an active lifestyle
- Healthy self-esteem
- Small-area games, head up (perception), fun and games, learning rules, acting in a group, trying your best, listening and focus, basic technical skills, FMS and ABC, no scoreboards, no stats
- Amount of exercise:
 - 5-7 yrs: At least 20h a week, 25% instructed (hockey or other), the rest by your own and with your friends
 - 7-9 yrs: At least 20h a week, 40% instructed (hockey or other), 20% in school, the rest by your own and with your friends

TEACHING AND LEARNING?







10-14 years old

- Teaching the game
- Growing to be a player
- Versatile skill development, learning the four roles, emphasis on attack and defence, principles of transition/change of direction, different ball games in learning how to play, rotate positions, knowing yourself, readiness to co-operate, learning life-skills, further development of technical skills, A-AAA, practicing by yourself etc.
- Amount of exercise:
 - 10-11 yrs: At least 20h a week, 40% instructed (hockey or other), 20% in school or pond hockey, the rest in other self-facilitated activities
 - 12-14 yrs: At least 20h a week, 50% instructed (hockey or other), 25% in school or pond hockey, the rest in other self-facilitated activities

15-19 years old

- Directing to a sportive lifestyle
- Refining to be a winning and self-directive player
- Refining playing skills (w/ speed), confidence in playing, recognizing game situations, attack, defence, SH, PP, game roles, "our game" priorities, quick transition, changing positions based on game situations, growing to be a leader, holistic development (incl. psychology), enjoying training, handling pressure, academies etc.
- Amount of exercise:
 - 15 yrs: At least 20h a week, 50% instructed (hockey), 25% in school or pond hockey, the rest in other self-facilitated activities
 - 16-19 yrs: At least 20h a week, 75% instructed (hockey), the rest in other selffacilitated activities

20+ years old

- Directing to a sportive lifestyle
- Refining to be a winning and self-directive player
- Game situations in a "winning manner", an individual recognizes game situations and executes the winning choices through priority playing and game system, 5-man unit co-operation in offence and defence, "best under pressure", Elite level athlete life skills etc.
Winning player in the future?

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Skills of an individual

VS

FINLAND

Understanding the team's tactic

Commitment

Discipline

TOP OF THE WORLD

Perception and cunningness (ravasz), ability to find ways

Battling skills (details) - W/ puck - W/O puck

Goal scoring
- Skills of an individual





TO A WINNING TEAM PLAYER

TEAM TACTICS

GOAL SCORING

SKILLS OF AN INDIVIDUAL
SKILLS OF THE WHOLE LINE

TACTICS OF AN INDIVIDUAL

- PERCEPTION / ANTICIPATION
- SPEED OF CHANGING ROLES
 - CUNNINGNESS (RAVASZ)

BATTLING SKILLS

W/ PUCK / W/O PUCK
 (Hit Zone / Support Zone)
 (Box out / Box in)

BASICS

TECHNICAL AND MENTAL SKILLS
 PHYSIQUE



Club level and academies 15-19 yrs old

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15-19 years old

- Most time to work with the players (before pro careers)
- Magic happens in the club level
- Dual career opportunities "academy" arrangements
- Individual or small group practices
- Games mainly during weekends
- Enough time to rest and focus on other areas of life





PLAYER'S PATHWAY IN IFK

GOAL: CREATE GOOD PLAYERS AND GOOD PEOPLE

FOR PLAYERS

- GUIDE AND HELP
- TO CREATE TRUST WITH ONE'S OWN PATHWAY

FOR COACHES

- TOOL TO DEVELOP PLAYERS

FOR COMMUNITY

- AS A TOOL TO DEVELOP CO-OPERATION

PROFESSIONA	ALITY	STEPS TO THE TOP	REQUIREMENTS
▲ U20	COMPETITIVE SPORT	PRE-PROFESSIONAL HOCKEY	LIFE CONTROL SELF-GUIDE SKILLS
U18	STEPS TOWARDS PROFESSIONALITY	COMPETITION (INSIDE, OUTSIDE) STARTING ACADEMY TRAINING TEST TOWARDS PROFESSIONALITY	LEARNING PROFESSIONAL WAYS DEVELOPING LIFE CONTROL UNDERSTANDING THE MEANING OF OWN CHOISES
U16	PHASE PREPARING FOR COMPETITIVE SPORTS	PREPARING FOR COMPETITIVE SPORTS COMPETITION (OUTSIDE)	EXCITEMENT OF BEING AN ATHLETE UNDERSTANDING ATHLETES LIFE AND REQUIREMENTS
U15		FROM HOBBY TO INTENTIONAL TRAINING	INTEREST IN DEVELOPING ONESELF
COMMU		INTEREST IN ATHLETES LIFE INTERETS OF RIGHT THINGS	ENTHUSIASM ABOUT HOCKEY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	8:00-9:00 U18 Forwards	8:00-9:00 Skating 1st year		8:00-9:00 U18
School	9:00-10:00 U18-U20 Defencemen 10:00-11:00 U20 Forwards	9:00-10:00 Skating 2nd year 10:00-11:00 Goal Scoring	School	9:00-10:00 U20
School	School	School	School	School
16:00-17:00 Strength 17:30-19:00 Ice	16:00-17:00 Off-ice 17:30-19:00 Ice		16:00-17:00 Off-ice 17:30-19:00 Ice	Game

Load and Performance readiness

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Load and Performance Readiness

- Schedule obviously the key "work smart, not hard"
- Athlete-centred coaching all individuals
- Monitoring
 - "the big tests"
 - Technology supports
 - Other lighter tests
 - Asking

Testing (U18-U20 National Teams)

- Anthropometry: height, weight (and fat percentage)
- Speed 10 & 30m
- Jumps: standing long jump, countermovement jump & countermovement jump +40kg
- Wall ball throw from side to front
- Grip strength
- Pull-ups
- Toes to bar (no swinging)
- PPmax (maximal peak power, bicycle test)
- (on-ice testing optional)

Westerlund and Jokerit

- Utilized Firstbeat
- Paying attention to when recovery starts for the players
- For some, after a game, it took until the next morning for the recovery to start
- End result: no more morning ice practices

Pärmäkoski and Pelicans

- Player jogs or walks e.g. 1km or 2km in a pace of 5:30min/km or 6:30min/km.
- Once done, check heart rate
- If higher than usual, find out why

Biggest Achievement for Coaches

Players who take an active role in their development:

- Food
- Sleep
- Smart Devices vs books

Cognitive load:

Long days, no energy (or other life)



All-in-one Digital Coaching Platform for the Ice Hockey Clubs and Federations.



Towards Player-centred Coaching

- Designed to facilitate coaches' work and support diverse coaching needs during different phases of the season.
- Enables and developes active roles of the players.
- Utilizing ready-made and evolving training content.



To support player-centred coaching culture.

- Tools for engaging players in different stages of the coaching process.
- The goal is to empower players to be aware of their own development.
- According to recent research, taking an active role and regular self-assessment significantly enhance the effectiveness of learning and performance.
- Hockey Centre supports players in taking ownership of their development and encourages a more active role.



Consideration of different stakeholders.

Coaches, players and parents have their own user-friendly interfaces and applications for both computers and mobile phones.



Coach's interface

HOCKEY CENTRE

Player's and parent's interface





All-In-One Coaching Solution



Team management

- Communication
- Events and registration

Other functions

- Independent training
- Feedback surveys
- Training diaries
- Goals and achievement badges



HOCKEY CENTRE

Hockey Centre's training library

Training planning

- Club's own training bank
- Training periods and training events planning
- Drawing tool



Measurement data

- Load monitoring measurements
- Physical fitness tests

Video tool

- Clips
- Drawings
- Audio recording
- Sharing







Training bank

- Federation and the club can have their own training bank.
 - Utilize field drawings, videos, images, audio, and text.
- The ready-made content packages for the ice practises and physical training at the Hockey Centre is also available for purchase. Over 1000 exercises.
- Training bank exercises can be directly utilized in the planning of training events and, for example, in the distribution of independent training.





Drawing tool

Events as part of organizing team operations and planning training.

- Organize the team's daily life through training events.
- Events can be utilized for signing up for practices and in planning training by incorporating exercises from the training bank.



Messaging

- Coaches can have discussions with individual players, groups or the whole team.
- Messages can also be sent to parents. Messages can contain text, images, videos and audio files.
- There is also a notice board on which you can stick the most important messages.

<complex-block><complex-block>

Coach

Player or parents





Video Tool

- Creating clips, drawing, recording coach's voice, and sharing clips with players has been made easy!
- Utilize game videos directly as links.



Measurement Data Surveys

- Measurement data is a versatile tool for monitoring essential indicators related to an player's comprehensive development.
- Through measurement surveys, you support holistic coaching and can highlight, for example, the following themes: load monitoring, sleep quantity tracking, training readiness index and amount of self-directed sport.



Extensive features of Hockey Centre for engaging players

- The Contents view is used for engaging players. Through it, you can create your own concepts related to player-centric coaching. Ready-made concepts from the library are also available.
- Examples of how this is utilized include:
 - Independent training
 - Various surveys during the season
 - Physical tests
 - players' goals
 - Nutrition and skill journals



Sharing independent training exercises

- Enables real-time and transparent guidance and monitoring of independent training at both the team and individual player levels.
- The coach can share exercises, for example, as videos and files or utilize exercises from the exercise bank.
- The player conducts self-assessment reflections after each exercise, addressing aspects e.g. as the usefulness of the exercise, skill development, or level of exertion.



Regular Assessments and surveys

- The coach can create (or utilize pre-made) desired surveys or assessments for players.
- Application areas include, for example, match surveys, training feedback, seasonal surveys, or other themes related to skill development like life management and mental skills.
- You can highlight aspects that are align with the training period and the club's goals. This teaches players to pay attention to desired aspects over the long term, as "what is kept in focus, grows in action."







Journals

- Diary enables the broad documentation of qualitative aspects. This is often utilized in the development of sportspecific skills (e.g., related to skating) or as a nutrition journal.
- The journal serves as a communication tool between coaching staff and the player, allowing for direct dialogue.

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Recording tests

- The coach or player can record test results.
- Long-term review of test reporting at the team and individual levels.
- Possible to compare results to set reference values.

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Avery Crosby	0 min 35 s 0 1130s	Omin 35.00s	
Caden John	0 min 40 s 0 1/100s	Omin 43.00s	
Danni Macdonald	0 min 14 s 0 1/100s	Omin 14.00s	
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Emerson George	0 min 50 s 0 1/100s	Gmin 30.50%	
Galo Simpson			
Han Solo			
Indiana Jones	min \$ 1700s		

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Benefits for the club

Own materials	Training bank	Assessment units	Vest templates	Goal templates		
	deration's Purchased					
Trainings Training or	Rections					
🗃 🛛 🖿 Training				8 II Fa	er Q. Search	
Physical Exercises	I Sport specific drills I	Warm-ups	1			
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- Eases and facilitates coaches' work.
- Promoting comprehensive and playercentred coaching.
- Developing players' active role.
- Club's own training bank and utilizing ready-made exercise content from Hockey Centre.
- Possibility to implement the club's common coaching practices into everyday routines.

the hurry

"children love to compete, adults love to compare" Dr stephen norris

VIERUMAKI

Atro Leppänen

- Aged 20, 2018-19 season in Division II in Finland (level after Liiga, Mestis, Suomisarja)
- Made it to Mestis, four seasons there
- This season Liiga
- Named to Men's National Team for this int'l break



2014-15	🚹 Tappara U17 "A"	U17 SM-sarja	38	8	10	18	16	-
2015-16	КРК U17	U17 Mestis	13	15	11	26	18	-
	KPK U17	U17 Suomi-sarja	12	29	23	52	22	-
	КРК	II-divisioona	6	1	2	3	4	-
	КРК ІІ	III-divisioona	2	0	2	2	0	-
2016-17	E KPK U18	U18 Mestis Q	1	0	1	1	2	2
	KPK U18	U18 Suomi-sarja	3	5	1	6	6	-
	КРК II	III-divisioona	4	8	7	15	0	-
	КРК	II-divisioona	25	10	20	30	18	-3
2017-18	КРК	II-divisioona	21	18	20	38	24	2
2018-19	КРК	II-divisioona	24	27	21	48	26	2
2019-20	KeuPa HT U20	U20 Suomi-sarja Q	2	3	2	5	2	-
	KeuPa HT	Mestis	36	3	4	7	20	4
	Laser HT Loan	Suomi-sarja	2	1	0	1	0	25
2020-21	🚹 KeuPa HT	Mestis	29	4	11	15	4	5
2021-22	KeuPa HT	Mestis	29	7	16	23	14	13
2022-23	Hiekko-Espoo	Mestis	51	23	35	58	20	32
2023-24	Sport	Liiga	27	8	7	15	10	2
	Projected 🚯	Liiga	59	17	15	32	22	4

The 96's



FORWARD OTTO NIEMINEN VIEW PROFILE >

2010-11	TPS U16	U16 SM-sarja Q	9	6	9	15	0	-
	TPS U16	U16 SM <mark>-</mark> sarja	19	12	8	20	0	-
2011-12	TPS U16	U16 SM-sarja Q	8	9	7	16	4	-
	TPS U16	U16 I-divisioona	5	11	7	18	6	-
	TPS U18	U18 SM-sarja	22	10	3	13	8	-
	Finland U16 (all)	International-Jr	19	8	9	17	4	20
2012-13	TPS U18	U18 SM-sarja	33	25	17	42	14	-
	TPS U20	U20 SM-liiga	13	7	3	10	4	10
	Sinland U17 (all)	International-Jr	9	4	2	6	6	3
2013-14	TPS U18	U18 SM-sarja	16	5	6	11	2	-
	TPS U20	U20 SM-liiga	25	8	5	13	10	13
2014-15	TPS U20	U20 SM-liiga	36	9	10	19	12	5
	TPS	Liiga	19	2	0	2	4	-9
	Sinland U20 (all)	International-Jr	4	1	0	1	4	1
2015-16	TPS U20	U20 SM-liiga	21	12	5	17	4	8
	TPS	Liiga	19	1	2	3	2	-2
	SaPKo Loan	Mestis	6	4	1	5	4	5
	Finland U20 (all)	International-Jr	3	0	0	0	0	0
2016-17	TPS U20	U20 SM-liiga	8	6	5	11	0	3
	TPS	Liiga	33	5	3	8	4	1
	TUTO Hockey Loan	Mestis	4	0	1	1	6	1
2017-18	TPS	Liiga	39	3	2	5	6	-4
	TUTO Hockey Loan	Mestis	1	0	0	0	0	0
2018-19	TPS	Liiga	36	12	8	20	8	14
2019-20	Pelicans	Liiga	24	4	1	5	2	-3
	Peliitat Loan	Mestis	3	5	1	6	0	5
2020-21	Pelicans	Liiga	42	2	6	8	12	-4
2021-22	FPS	Mestis	9	5	11	16	6	10
	📴 HK Spisska Nova Ves	Slovakia	36	15	15	30	16	13
2022-23	Gdense Bulldogs	Denmark	48	25	21	46	10	21
2023-24	H Nottingham Panthers	EIHL	12	5	4	9	2	1

The 96's

- 3000 started (Helsingin Sanomat)
- 2012 Youth Olympic Games
- 2016 World Juniors
- Professional careers







The 96's

- 2012 Youth Olympic Games
 - Out of 44 in U16 National Team, 15+2 were selected and won gold
- 2016 World Juniors
 - Influence of younger players (Laine, Puljujärvi, Aho)
 - Only 4 players from 2012 team made this team (Kapanen, Tuulola, Sopanen, Kähkönen)
- Out of 17 in YOG, only 8 seem to be playing anymore
 - 3 in NHL, 2 in Liiga, 2 abroad (France and UK), 1 in division
 - 1 of the NHLers did not play in the U20 team
 - Rantanen, Hintz, Mikkola, Lammikko etc were not in the YOG







Summary

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Summary

- Identity in hockey
- Quality experiences
- Athlete-centred coaching
- Quality coaching
- Nation-wide support
- Competence development
- Player pathway
- Everyday life
- Balancing and monitoring load
- No hurry

Any questions?



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