

FORESTS FOR OUR FUTURE: WHAT AN EXPERIENCE!

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HAVE YOU SEEN THE TAPPI EXHIBIT YET?

Have you seen *Forests For Our Future* yet? If so, you know it is a unique forest experience at INNOVENTIONS at Epcot® at the WALT DISNEY WORLD® Resort in Lake Buena Vista, FL, that combines discovery, entertainment, and lots of family fun. Since opening in October 1999, the ever-changing INNOVENTIONS attraction has allowed guests to discover tomorrow's technology, today, through hands-on experiences that activate the imagination. INNOVENTIONS is where you'll find the well-designed TAPPI exhibit, *Forests For Our Future*, where millions of guests from around the world are introduced to the science and technology of our industry while they enjoy a feel-good experience at one of the world's greatest theme parks. Once guests step into the fascinating world of *Forests For Our Future*, they come to understand how the forest products industry is protecting the future of our world's forests while providing the forest products we all need.

Our exhibit was originally scheduled to end its run this June, but due to its overwhelming success, TAPPI and INNOVENTIONS elected to extend its presence at INNOVENTIONS beyond 2001. The extension is made possible by the TAPPI Foundation, which has enthusiastically agreed to support this one-of-a-kind public outreach initiative.

During the 1998 TAPPI Pulping Conference, Dave Peakes, former chairman of TAPPI's Public Outreach Committee, told me of the preliminary plans to develop an exhibit for INNOVENTIONS that would focus on our

industry. Dave's enthusiasm and vision for this unprecedented public outreach initiative were contagious. Not only was I quickly hooked, I also volunteered to help. Over the next 12 months, a team of TAPPI members and staff worked at an accelerated pace with the world's greatest experts of FUN, the Disney Imagineers. This talented team guided us through the process of creating an "experience"

for INNOVENTIONS guests that would be more than just a walk-through exhibit.

Today, the success of *Forests For Our Future* is confirmed each time you witness a guest exploring one of the Discovery Trees, interacting with a Disney cast member at the TAPPI Field Station, or even laughing at one of the amusing jokes in "Total Tree-via." This interactive exhibit is a fantastic way to tell our industry's story to thousands of people every day. Guests leave with a new understanding of the forest



Since October, 1999, *Forests For Our Future* has delighted audiences with fun experiences like "TAPPI's Total Tree-via".

products industry and how it uses science and technology to grow trees and forest habitat.

One of the keys to the success of *Forests For Our Future* has been the enthusiasm and dedication of the Disney cast members who serve as our exhibit's hosts. I have had the pleasure of working with this outstanding cast by volunteering to provide quarterly refresher training, as well as serving as an ongoing resource for answering the really tough questions that guests ask the cast members. We even took several cast members on a tour of a local tree farm to learn first hand about the business of growing trees. Without a doubt, my involvement in *Forests For Our Future* has been one of the most rewarding experiences of my career. The cast members are a diverse group of



TAPPI sponsored "Paper Creator: Fun With Plants" at the Eighth Annual Epcot® International Flower & Garden Festival April 20-June 3, 2001.

enthusiastic people who strive to make our exhibit the best possible experience for all of our guests.

Along with the extension of *Forests For Our Future* comes the opportunity to make the exhibit experience even better. Equipped with valuable input from guests, TAPPI members, and the *Forests For Our Future* cast, we are busy updating the exhibit's design and content. New interactive games are being developed, the "Tree-via" game show is being updated, and the TAPPI Field Station will take on a whole new look. These enhancements will further refine the exhibit's messages and make the experience even more enjoyable and memorable for our guests.

In addition to the exhibit itself, TAPPI has taken advantage of numerous other opportunities to interact with the public. This year, for example, TAPPI took part in the *Eighth Annual Epcot® International Flower & Garden Festival*. During the six-week festival (April 20-June 3), TAPPI hosted a special display called "Fun With Plants—Paper Creator." Each day, hundreds of guests created and decorated their own piece of paper, all the while also discovering new facts about paper and trees. TAPPI is also working with the Disney Youth Education Series (Y.E.S.) to develop educational forest-oriented activities for school

groups attending one of the many excellent field trips hosted by the WALT DISNEY WORLD® Resort.

The next time you are online, check out the *Forests For Our Future* web site at www.forestsforourfuture.org. TAPPI designed the site to acquaint people with our experience at INNOVENTIONS at Epcot®, and visitors can take a virtual tour of *Forests For Our Future* while listening to their choice of soothing nature sounds. Site visitors can also play some fun interactive games, such as Forest Memory, Animal Scramble, and Timberland Search, each designed to reinforce the *Forests For Our Future* message.

TAPPI "stepped out on a limb" (pardon the pun) to create *Forests For Our Future*. But as our industry faces continued challenges now and in the years to come, *Forests For Our Future* will always stand out as a bright spot at the turn of the millennium—perhaps the most significant public outreach effort in the industry. We hope you will make a point of visiting *Forests For Our Future* over the upcoming months to see for yourself what a little imagination and ingenuity can do. And say hello to our cast members the next time you are at INNOVENTIONS at Epcot® to visit YOUR forest. **TJ**

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Artist's rendering of the newly designed Field Research Station.

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Many individuals, companies, and organizations have helped make *Forests For Our Future* an experience like no other. Whether providing props for the TAPPI Field Station, participating in cast training, hosting tours, or simply contributing ideas, it is the involvement of the entire forest products community that has enabled TAPPI to tell our industry's story so effectively to such a wide audience.

According to Mike Wallace, TAPPI President and TAPPI Foundation Chairman, "The TAPPI Foundation is honored to support *Forests For Our Future*, and we sincerely appreciate the support of the Weyerhaeuser Company Foundation and International Paper who have helped TAPPI create this unique and very positive exhibit experience. We also wish to thank the American Forest & Paper Association (AF&PA), the Mead Corporation Foundation, the Westvaco Corporation, the Temple-Inland Foundation, and the Inland Foundation, as well as the hundreds of individual TAPPI members who have offered their support to the TAPPI Foundation for this important endeavor."

Thanks to these combined efforts, *Forests For Our Future* has a promising future indeed.

—Carnie Wall, TAPPI Foundation Executive Director