

FORESTS FOR OUR FUTURE

Patricia Dunwoody

EXCITEMENT BUILDS AS EXHIBIT PREPARES TO OPEN AT EPCOT®

In just a few weeks, thousands of people across the globe will begin to see our industry in a dazzling new light.

By teaming up with the greatest entertainment complex in the world, the paper industry now has an unprecedented opportunity to share its success story with people everywhere. For the next 21 months, our accomplishments will be at center stage of a dramatic new exhibit at Epcot® at Walt Disney World® Resort in Florida.



Timed to coincide with Disney's Millennium Celebration, our new "Forests For Our Future" exhibit will open its doors on Oct. 1, 1999. Situated in the Innoventions attraction, the exhibit will be in the heart of Future World at Epcot. Other exhibitors at Innoventions include many of the world's most well-known and technologically advanced companies, such as IBM, Motorola, Xerox, General Motors and others.

The walk-through, interactive site will showcase how our industry uses science and technology to be good environmental stewards while providing a vast array of products that consumers have come to rely on. With guidance from TAPPI, the Walt Disney World Company has created an exhibit that will focus on sustainable forestry, paper recycling and manufacturing, and the many ways that paper shapes our lives. Anyone who experiences it should walk away with a new appreciation for what our industry has accomplished.

We want people who visit "Forests For Our Future" to leave feeling like they've discovered - in a fun, interesting way - something new and enlightening about our industry. Also, TAPPI hopes guests will gain a better understanding of the paper industry and a better appreciation of how we meet society's needs while taking care of our natural resources.

"Forests For Our Future" is packed with facts and entertainment.

Visitors entering the 2,200-square-foot exhibit will find themselves immersed in a lush woodland with a cool green canopy, where life-size trees will help frame the story of sustainable forestry. Diorama-type backgrounds will meld into trees, rocks, a waterfall and other natural-looking elements, while animal and bird sounds permeate the exhibit. Fireflies will flicker in the woods. Three trained presenters will help lead guests through the site, which will include games like "Total Tree-via" and "Pulp Fact or Fiction." Touch-screen experiences on special "Discovery Trees" will add even more to the learning experience.

Deborah Warner, business relations manager of Innoventions, thinks "Forests For Our Future" will be a big hit with visitors.



"This is the perfect opportunity for TAPPI to be a part of a spectacular celebration welcoming millions of people from around the world," she said. "It's also a great way to raise awareness and stimulate interest in how the pulp and paper industry is improving the quality of life now and into the next century."

The inspiration behind our exhibit was born years ago, when TAPPI made a commitment to improve the public image of the paper industry. Last fall, a team of TAPPI members was assembled to assist with message development and to provide technical guidance to Disney's creative team.

As many of you may remember, we announced the Innoventions exhibit in March at TAPPI 99 in Atlanta. A special appearance by Mickey Mouse highlighted the evening, and TAPPI member Ron Pote won a free trip to Walt Disney World Resort. "We have

discovered that in this age of increased public awareness, if we don't tell our story, someone else will," noted Dick Barker, TAPPI's president, during the event. "All too often, those 'someones' don't get it right. We want the public to understand the real story about our industry and the positive impact it has on their lives."

We've come a long way since then. After months of planning, "Forests For Our Future" is about to be unveiled. I hope you'll share in the excitement of this once-in-a-lifetime opportunity, and join us in making the exhibit a success.

After all, it is because of people like you that we have such an amazing story to tell. TAPPI is proud of what our members have accomplished, and we are eager to spread the word about your achievements. And while "Forests For Our Future" is designed to tell our story to the world, we also hope it will be a focal point for our industry, and a source of pride for all TAPPI members. By telling your friends, neighbors and co-workers about the exhibit, you can help make "Forests For Our Future" a must-see site. And because Epcot is ideally situated near conference facilities, it's



Mickey Mouse and TAPPI president Dick Barker congratulate Ron Pote, owner of BYO Solutions, Inc., who won a trip to Disney World at the TAPPI 99 reception in Atlanta.

also an excellent place for you and your company to host meetings and special events.

There's never been a more important time for our industry to carry its message to the world. And we've never had such a remarkable way to do it. Starting Oct. 1, let's make sure everyone knows about "Forests For Our Future."

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Artist's rendering of "Forests For Our Future" exhibit.