

1944-2019 - 75 YEARS: A MILESTONE IN THE HISTORY OF TREES FOR TOMORROW NATURAL RESOURCES EDUCATION CENTER

Trees For Tomorrow is the story of how once-abandoned farms and burned-over woodlands have become productive forests growing a sustainable supply of raw materials, creating jobs, increasing the tax base and providing for recreation. It is also the story of how people, young and old, are learning the social and economic significance of conservation, in relationship to their environment, and how to manage the renewable natural resources: Forests, soils, water and wildlife. For seventy-five years, Trees For Tomorrow has been at the forefront of environmental stewardship and education, preparing today's youth to be tomorrow's stewards of our natural world.



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PROLOGUE

Trees For Tomorrow, an accredited specialty school focusing on natural resource topics, has been offering environmental education to students, teachers, adults, seniors, and others in the heart of Wisconsin's Northwoods since 1944.



Highway M near Boulder Junction, Wisc., 1911

Over seven decades ago, thousands of acres of logged-over, burned over, abandoned and barren lands were left unplanted. The country was at war. Trees were needed for thousands of products essential to support both military and civilian life. Most young men were engaged in the armed forces, leaving few behind to harvest pulpwood to aid the war effort and keep Wisconsin mills rolling. Landowners and farmers were urged to help their government by cutting trees.



Pulpwood Round-Up, Tomahawk, Wisc., 1943



Pulpwood Round-Up Committee, 1943

To get the wood out of the forests, the northern Wisconsin Victory Pulpwood Committee was formed. It was made up of papermill executives, county agents, Wisconsin conservation department and US Forest Service personnel, newspaper people and interested citizens. In 1943, Melvin "Mully" Taylor, then a newspaper advertising man for the Merrill Daily Herald, headed up a campaign called "pulpwood goes to war." The effort roused local citizens to show their patriotism and work for the war effort, resulting in truckloads of trees heading out of the woods and into the mills during the Pulpwood Roundup event. The job of publicizing and working out the details was handed to Mully Taylor. He had the versatility and proper background to do the job. The campaign culminated in a pulpwood parade, speeches and festivities held in Tomahawk, Wisconsin. It was so successful that Taylor, along with support from nine Wisconsin paper mills, decided to continue the campaign as a peacetime tree planting effort. Acres of abandoned lands needed to be planted for the future.

Because of the success of the Pulpwood Roundup, executives of the mills realized they were in a unique position to influence landowners. If they could rally support for taking trees out of the forests, certainly they could likewise rally landowners to plant trees to reforest the woodlands as well.



Frank Grasse, special assistant to and representing Gov. Walter Goodland, tells a crowd of several thousand of the need for a coordinated effort to project a successful victory pulpwood program.

In the heart of winter, on February 22, 1944, the nine paper mill executives from the Wisconsin River Valley organized Trees For Tomorrow and named Mully Taylor as its director.

In the summer of 1945, forty individuals representing all facets of education came to Eagle River, to a vacant US Forest Service training facility built a decade before by the Civilian Conservation Corps, to map out the future. The following year, the “camp”, as it was known then, became a permanent institution through a special use permit with the US Forest Service, and in the summer of 1946 welcomed its first visitors for conservation education.



Board of Directors of Trees For Tomorrow, 1947. Front Row: E.B. Hurst, Folke Becker, Mully Taylor. Second Row: C. J. Bronstead, N.S. Stone, Robert Caldwell. Third Row: E.E. Zahn, C.G. McLaren, Leonard Kuehl, Sven Bugge.

The original members of Trees For Tomorrow included Consolidated Water and Paper Company, Whiting Plover Paper

Company, Mosinee Paper Mills Company, Marathon Corporation, Wausau Paper Mills Company, Ward Paper Company, Tomahawk Kraft Paper Company, Tomahawk Pulp Company, and Rhinelander Paper Company. These companies were represented by Stanton Mead, N.S. Stone, D. Clark Everest, Folke Becker, Sven Bugge, Dave Smith, E.B. Hurst, and C.G. McLaren. Other supporters included Jay Price and Vic Isola of the US Forest Service, W.T. Calhoun of the Wisconsin Conservation Department, W. McNeel of the University of Wisconsin, and Fred Schmeackle of the State College of Stevens Point.

For the first two years, the staff at Trees for Tomorrow consisted of D.B. Smith, Secretary-Treasurer, and Mully Taylor, who functioned as walking boss and bull cook.

The original objectives of Trees For Tomorrow were simple and direct:

- 1. To provide a local self-sustaining wood supply for industry, by encouraging small forest landowners to plant trees and practice sustainable management techniques;*
- 2. Year-round employment from the woods to the mills;*
- 3. Stabilize the tax base;*
- 4. Better watershed protection; and*
- 5. Enhancement of the resource for an expanding tourist industry.*



Trees For Tomorrow's original headquarters in Merrill, Wisc.

The original office and headquarters was located in Merrill, Wisconsin, and the “camp” was located in Eagle River, Wisconsin on the site of the present day organization.

Trees For Tomorrow is Wisconsin’s first natural resources education center and is proud to have served Wisconsin, Illinois and Michigan’s upper peninsula for the past 75 years.

In order to do a complete history of the many changes and accomplishments, we need to include a background dialogue of how this amazing institution began.

So... Let’s start at the very beginning.

TREES FOR TOMORROW’S EARLY YEARS

The first years were critical. Trees For Tomorrow was able to enlist the interest of federal and state agencies, as well as private citizens.



Mully Taylor, TFT’s first executive director, surveys a 4-year-old Norway pine plantation, 1944. Executive Director, 1944-1975.



Legionnaires and VFW members were grounds supervisors. "Plant More Trees: was the theme of Lincoln County Reforestation Week, the climax of which was the dedication of Merrill’s new Memorial Forest. More than 300,000 trees were planted.

There was need for an expanded reforestation effort in the northwoods, including technical assistance to forest-landowners and conservation education. A Reforestation Institute was formed in Rhineland, Wisconsin, and became very successful. A 360-acre high school forest was dedicated, with 400 high school students planting 60,000 trees. In addition to this, 20,000 red pines were planted by the first crude, hand-made, planting machine. As a result of this effort, more schools began planting memorial forests. This was just the beginning of a full-scale reforestation effort that would distribute tens of millions of seedlings to be planted across the state.



Eagle River H.S. Forest, 1946



Wausau Junior High School Forest, 1953

In the summer of 1945, the first conservation workshop was held at Trees For Tomorrow with 40 personnel attending. They represented high schools, teachers, colleges, the University of Wisconsin, the Department of Public Instruction, the Wisconsin Conservation Department, and the US Forest Service. They gathered to evaluate what had been accomplished so far, and to develop a plan for the future.

The first summer Camp was held in 1946, attracting 1,400 high school students from 100 schools. The concept for the camp was the result of a fascinating study of the many diverse conservation interests in the state. The youth in attendance came from both urban and rural areas, representing both high schools and 4-H camps, and included both boys and girls. Most of the students were sponsored by fellowships or grants.



First Summer Camp, 1946

"I AM A SCHOLARSHIP CHRISTMAS TREE"

This December, members of the Wisconsin Press Ass'n. harvested the first scholarship Christmas trees from their forest near Eagle River -- the only forest in the country owned by a group of newspapermen. At the Trees for Tomorrow office in Merrill, the Motor Carrier Ass'n. picked up the trees and delivered them throughout the state where publishers will sell them in their own communities. Receipts will go into the Press Forest Scholarship fund. The association gave a large tree to the University of Wisconsin School of Journalism, the Marquette School of Journalism, and to Governor Knowles. Each tree, tagged with a red Christmas card, carried this message from the forest.

"I am a scholarship tree. I am ten years old. In botanical circles I am known as *Pinus resinosa*, but most people call me Norway Pine. You'll see how my needles grow in sets of two and that my bark has a reddish cast.

"Scholarship trees from the Wisconsin Press Association Forest become symbols of Christmas for you and provide scholarships for journalism students at the University of Wisconsin and the University of Marquette.

"During the past decade, we have watched the abandoned field where we were planted become a thriving young forest. There are now 50,000 scholarship trees in this plantation.

"Across the road, trees in a natural stand are also growing under the best forest management practices. Since the spring of 1958, when foresters set up a 1/5 acre inventory plot, this mixed hardwood stand has served as a laboratory where thousands of high school pupils, college students, teachers, landowners, and other citizens attending Trees for Tomorrow Camp have learned about the interrelation of forests, soil, water, and wildlife.

"Each year members of the Wisconsin Press Association tramp down the road through our scholarship plantation and along the trails in the forest to check growth and inspect our progress. In the fall of 1966, the newspapermen harvested one hundred cords of wood to dramatize how land unsuited to agriculture has become a productive forest."

"Walking down the snow festooned trail, you can read the history of this forest, its present status, and its probable future. As you stand in the forest, time becomes a measure -- of trees that have grown during the past years, of what they will produce in the future. Far above, there is only the sound and rhythm of the wind through the trees, receding and returning. Your thoughts, too, go beyond the forest to undreamed of products and services these trees will render and to all that can be accomplished by those who manage well, not only the forest, but time.

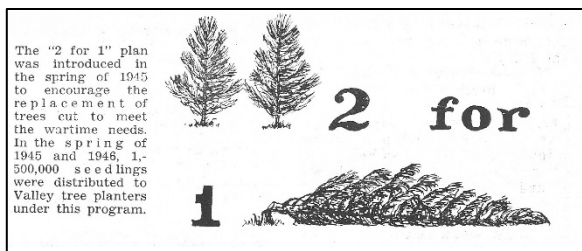
BILLIE TAYLOR, Publications Editor



An Advisory Board was created at that first camp to focus on local clubs and youth groups. Officers were elected, including Folke Becker, President; E.B. Hurst, First Vice President; C.G. McLaren, Second Vice President; D.B. Smith, Secretary-Treasurer; and Mully Taylor, the first Executive Director.

A Scholarship Fund was appropriated in the amount of \$12,000 for students who were interested in continuing their education in forestry. The first recipient was John Maracouiller of Merrill High School. If he took his pre-forestry at a school in Wisconsin, the scholarship fund would be held in trust until he entered an accredited school of his choice.

On January 15, 1946, the first forester was added to the education staff, William A.



The 2-For-1 plan distributed 39 million seedlings over eight years.

Sylvester, who was on the staff of the Wisconsin Conservation Department since 1938. He introduced a "2-for-1" plan where Trees For Tomorrow would offer two seedling trees for every one tree cut in support of the war effort. 800,000 trees were distributed with the first offering, and by the end of 1946, 1.5 million seedlings had been given to landowners.



Trees For Tomorrow's "2 for 1" program distributed over 1.5 million seedlings in its first two years.

TREES FOR TOMORROW'S BEGINNINGS

In the beginning, the facilities at Trees For Tomorrow included an administration



The original administration building and lecture hall. Today this building is named Juday Hall and is still used as a classroom.

building with a lecture hall, a pine paneled dining hall overlooking the Eagle River, two dormitories that housed 28 visitors, and a garage. The buildings were constructed in the mid-1930s as part of the Civilian Conservation Corps program and were owned by the US Forest Service. The first group to come to Trees For Tomorrow for a workshop were members of a Midwest Forest Fire Prevention Company. Bill Sylvester, Trees For Tomorrow's forester, was put in charge of classes. A steward, Walter Byington, was hired to maintain the buildings, grounds, coal furnaces, water heaters, and among other things the raising and lowering the flag each day. Byington would also serve as bus driver.



Trees For Tomorrow's historic dining hall.

In order to feed this large group, a good cook had to be hired. Joe Corey was the man for the job. "Musky Joe", as he was called, was a great fisherman, and had been a cook in a settlement logging camp. His style of cooking was logging camp food consisting of fried chicken, pancakes, raised donuts, sugar donuts and homemade bread. In order to feed such a large group, Trees For Tomorrow arranged for sugar stamps and 200 pounds of beef. Joe retired in the early 60's and became a Trees For Tomorrow tour guide.

In 1947, the first edition of Tree Tips, a monthly publication, was published in the Merrill office. It provided information on programs being offered at Trees For Tomorrow, fact finding, how to plant a tree,



Musky Joe and his kitchen staff, 1954.

memorial forest dedications, information about high school forests and ran an article under the title of "Up and Down the Valley with Bill Sylvester."



Tree Tips got its start in 1947 and is still distributed quarterly today!

In 1948, a cooperative firefighting organization was formed. Neil LeMay, Chief Forest Ranger of the US Forest Service, held a training school at the Trees For Tomorrow camp in Eagle River, in cooperation with the nine states in Region Nine. This laid the groundwork for building a network of cooperative stations in case of an outbreak of forest fires.

A new exhibit building was converted from an existing garage building in 1949. It was located at the border of the demonstration forest and became a regular stop on lecture tours. The products displayed were grouped under one of three common themes: Industry, Commerce, and Convenience, and were displayed against a colorful mural of the forest serving as a backdrop. At this time, the Administration Building was converted into the full-time Education Hall, serving as the central location for all classes.

As the 1940s came to an end, the Trees For Tomorrow staff expanded from the original two employees, to a full, well-rounded staff including an Executive Director, Education Director, Publications Editor, Camp Workshop Manager, Field Tour Guide, office staff, kitchen staff, and grounds crew.

THE FABULOUS FIFTIES

In the 1950s, forest management programs were starting to develop, and forestry consulting firms were established. Trees For Tomorrow soon became involved in the tree planting machine business. Bill Sylvester, along with Harry Lowther of the Kimberly Clark Corporation, worked together to re-design three tree planting machines, and the Chicago Northwestern Railroad joined forces with Trees For Tomorrow to begin a mechanical tree planting project. The machine operated under the direction of W.A. Kluender, forestry agent for the railroad, who owned the original machine.

Trees For Tomorrow purchased their own mechanical tree planter in 1951. In seven short years there was a significant jump in the number of individuals requesting trees to 525 people from the original 197 woodland owners in 1944. A plan was put into place to facilitate the purchase of 1000 trees for each landowner for two years from state nurseries. More could be accomplished by stimulating the purchase of trees from existing nurseries, rather than distributing free trees each spring to the same landowner.

By the end of 1952 Trees For Tomorrow decided, due to economic conditions, to discontinue free tree distribution altogether, but still supported the planting of seedlings to help bolster the recovering forests. Despite cessation of the program, Wisconsin ranked second in the nation in terms of numbers of trees planted by landowners.

By this point, the camp in Eagle River was operating from April to October. The Vico Isola Memorial Grove, situated near the entrance to the campus, was dedicated in memory of the former Assistant Regional Forester, and later that summer 500 members of the American Forestry Association, from the U.S. and Canada, held their 75th National meeting at Trees For Tomorrow.

Trees For Tomorrow's oldest education-related program, The Educator Workshop, held its 8th annual workshop in June 1954 to provide leadership in conservation. Fred Schmeackle was the keynote speaker, and he stressed the importance of beginning conservation early, and suggested teachers carry the torch of conservation to pupils from early grades into high school. There was a record attendance at the workshop, and the Merrill school system set an example for the nation by integrating conservation education into almost all subjects. The first three-day conservation workshop for high school students was also held, with students coming north from Milwaukee.

Paper making was becoming a hot topic as there was increased demand for products made from trees: a paper on a desk, a letter in the mailbox, food cartons, books, the daily newspaper, napkins, facial and bathroom tissue and furniture, among other household products. It was used in the making of paper-based plastics, mimeograph and bond paper, wall paneling, and much more. All of this was essential to our way of life.

On April 21, 1954 Trees For Tomorrow marked its 10th Anniversary. Members of the Board of Directors met in Merrill where Folke Becker was re-elected President. He remarked how, ten years earlier, Trees For Tomorrow embarked on an adventure, unique in forestry. The nine paper mills had no blueprint to follow, but they visualized a time when there would be vast new forests in Wisconsin. It was a dream come true.

However, with the increased forest land, a new problem emerged: the forests became a fire hazard after the spring break-up. All foresters, including Trees For Tomorrow foresters, forest rangers, federal and state, county and industrial were on call. Many of the fires were started by hunters. To fight them, backpack pumps, each holding five gallons of water, were used. A pickup truck, with a 500-gallon tank on a trailer, stood by to fill the backpack pumps. Forest management now became a priority.

With the emphasis turning to forest management, a new need was identified: To research and design a workshop that would interest people and give them the tools to safely and successfully manage their woodlots. New officers were elected to develop the program and put it in motion: E.B. Hurst, President; Sam Casey, Vice President; N.S. Stone, Secretary/treasurer; and Mully Taylor, Executive Director.

Seven more companies joined to support Trees For Tomorrow, including the Kansas City Star Company, Flambeau Paper Division of Park Falls, Wisconsin Public Service Corporation, Horberg Paper Mills, Inc. of Green Bay, Badger Paper Mills, Wisconsin-Michigan Power Company, and Chippewa Flambeau Improvement Company; and new directors were added to the Board, including W.N. Marx, Pierce Ellis, R.F. Hoyer, and E.R. Sutherland as Chairman.

As demand for Trees For Tomorrow's programs grew, so did the need to accommodate more visitors. In 1958, Trees For Tomorrow members helped build the Hemlock Dormitory, which brought the capacity for housing up to 73. New recreational facilities were also added to the grounds, and included volleyball, badminton, horseshoe pitching, archery, softball, croquet, and table tennis. Boats were available for fishing, and a campfire ring

along the banks of the Eagle River Chain of Lakes was added for outdoor gatherings and songfests.

A landowner survey was done in 1959, which identified just how much had been accomplished in the previous fifteen years. A valuable lesson was learned: Our natural resources are plentiful but not inexhaustible.



Folke Becker welcomes the Landowner's Clinic group, July 1959

Subdivisions, malls, superhighways, campgrounds and many other people-oriented comforts were taking down a vast number of trees. Developers were listening to the nation's population, but not considering the consequences to our natural resources.

The forest products industry had invested in thousands of preferred stock seedlings, and industrial planting had reached an all-time high. Members of Trees For Tomorrow now owned 823,201 acres of forest land, and the organization employed 48 foresters to do long-range forest management planning and operate three tree nurseries.

By the end of the fifties, Trees For Tomorrow's objectives had been met, and the forestry consulting firms were no longer needed. Trees For Tomorrow had distributed and machine planted 23 million seedlings, prepared management plans for 370,000 acres of private woodlands, and sold 400,000 cords of wood. 17,449 acres of forest land was under management, and the staff of foresters was increased.

THE SIXTIES

As the 1960s began, the annual workshop schedule was expanded, and ran from March to November. Fees had to be raised to meet camp expenses, and the facility was filled to capacity. There came a realization that the success of a large-scale conservation movement depended on teachers. A workshop was planned to offer five different workshops for educators, and a state conservation curriculum committee was formed. A two-day meeting was held at Trees For Tomorrow to plan a guide to conservation education, and to address the needs of high school teachers who brought their students to the camp. The emphasis was placed on Biology and Agriculture, including interests in soil conservation, growing trees, and farming.



Teacher Workshop participants learn tree ID.

At this time, Wisconsin Public Service (WPS) became more involved with Trees For Tomorrow. They were active in planting trees and interested in the conservation of our natural resources. WPS and the College of Agriculture at the University of Wisconsin set up a Public Service Week to promote a conservation program through workshops held on the Trees For Tomorrow campus. Karl Johansson, an employee of WPS in the Wausau area, had taken courses in forestry and journalism, and was sent to promote these experimental workshops. He led 68 workshops under the WPS sponsorship that were attended by 5,334 students and teachers. WPS became the biggest provider of

scholarships to Trees For Tomorrow.

Stew Santy and Ed Campbell, both representatives of WPS, also became involved with Trees For Tomorrow in the late fifties. Stew had received a call from Wausau office that he would oversee a group of students from Wausau High School who would be going to Trees For Tomorrow for a trial workshop. This would determine if WPS would continue their involvement in the conservation program. Stew later became the public information supervisor of WPS.

Ed Campbell became assistant to Stew, helping with the workshops. A round robin was set up for all the schools in the Wausau area. Stew or Ed would go around and visit each superintendent or principal, asking them to participate. There were 63 schools involved in total, and seven schools attended Trees For Tomorrow at any given time, as more would be too hard to handle with existing staff. There would be 46 students per workshop, and a typical workshop always included a field trip to Rainbow Flowage, Rhinelander Nursery, Trout Lake, and one of the paper mills.



High School workshop at Rainbow Flowage

The Wisconsin DNR had been hosting similar programs, but in a nearby demonstration forest. The students were taken to Franklin-Butternut Lake in the Nicolet National Forest for a multi-use demonstration. Each student became an expert at a station and would then teach at

that particular station. They would start fires and then put them out, but not all the way. This was to make a point: If the fire was not completely extinguished, it could easily flare up again. They also learned to scale lumber with their scaling sticks and do research on the trees. At the lake, they learned to shock fish. They ate many of their meals in the field while out on these demonstrations. According to Stew, they were not the greatest.

At the end of the workshops, Mully Taylor would gather the coordinators of each of the workshops together and spend a day and a half at Merrill to go over any changes in the program and decide what part of the programs could be repeated.

In 1961 E.H. Hurst of Consolidated Water Power & Paper Co. was elected president of Trees For Tomorrow's Board; H.P. Taylor of WPS and C.L. Dostel of Thilmany Pulp & Paper Co. were elected as vice-presidents, and N.S. Stone of Mosinee Paper Mills Co. was re-elected as secretary/treasurer. Folke Becker and D.S. Smith, who were with Trees For Tomorrow from the beginning, left the Board after 17 years of service. Governor Gaylord Nelson appointed George Kilp as chairman of a Wisconsin Forestry Advisory Committee and established a \$50 million-dollar resource building program.

Teachers, attending two three-week summer courses were offered three college credits, while a second six-week graduate program was offered and ran concurrently with the undergraduate programs. Dr. Bernard Wievel, director of the credit courses, demonstrated the use of a scale stick in a pruned pine plantation. During the 14th annual Trees For Tomorrow conservation workshop and fall color tour, the Wisconsin Federation of Women's Clubs voted to continue a \$100 scholarship for teachers attending both workshops.

Two Norway pine trees were dedicated in the

Memorial Grove at the camp, in memory of the late W.T. Calhoun, former superintendent of information and education, and the late J.M. Conway, former president of Charmin Paper Products Co., for their contributions to conservation in Wisconsin.

In 1964 Trees For Tomorrow celebrated its 20th anniversary, and members of the Board of Directors held a dinner at the Claridge Motor Inn in Rhinelander. N.S. Stone, Secretary-Treasurer, presided as toastmaster, and Governor John W. Reynolds issued a proclamation designating May 17-23, 1964, as Trees For Tomorrow Week.



E.B. Hurst and Gardner Chidester (US Forest Products Lab) cut TFT's 20th anniversary cake.

A 20th anniversary field day was held in May and re-enacted the events of two decades prior at the Rhinelander High School Forest where it all began. The first handmade planting machine, and Trees For Tomorrow's first mechanized planter were demonstrated. In an opening in the forest, 250 pupils planted 60,000 trees, and a caravan of cars and hikers moved to nearby Camp Tesomas, a 40-acre camp managed by the Boy Scouts, where crews demonstrated modern harvesting, peeling, loading equipment, and hand planting of aspen trees.

"Little Genius", one of the first tree planters, a vintage machine from 1945, put in several rows of young pines. Across the field, a modern machine, belonging to the Rhinelander Mill, rolled back and forth putting in trees, demonstrating modern day practices. Lunch was served in the field by the Trees For Tomorrow staff to 408 people.

A Proclamation

WHEREAS, the State of Wisconsin is an outstanding leader in protecting and developing its renewable natural resources; and

WHEREAS, within the framework of this overall and diversified program, Trees for Tomorrow, Inc. has been working, during the past twenty years, on good resource management with the private land-owners of this state; and

WHEREAS, during this same time, Trees for Tomorrow, Inc. has been working with teachers and pupils of our schools for a better understanding of the significance of our natural resources; and

WHEREAS, the economic and social stability of this state and the security of our nation are founded on our resources, on the goods and services they provide; and

WHEREAS, well managed forests and streams mean not only work and security for the people in woodland areas, but also prosperity for the people of towns and cities; and

WHEREAS, during these past two decades tremendous changes have been taking place in forestry, in the peoples' attitude toward their land, and in the changes they have brought about on the land; itself,

NOW, THEREFORE, I, JOHN W. REYNOLDS, Governor of the State of Wisconsin, hereby designate the week of May 17-23, 1964, as

TREES FOR TOMORROW WEEK

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this eleventh day of May in the year of our Lord one thousand nine hundred and sixty-four.

John W. Reynolds
GOVERNOR

By the Governor
Robert C. Zimmerman
Secretary of State

The Milwaukee Journal TV cameras and sound crew shot scenes of the anniversary activities, and the documentary aired on June 1, 1964 on WTMJ. Other stations throughout Wisconsin also showed the documentary, which proved to be a valuable promotion tool for Trees For Tomorrow.

A letter writing contest asked landowners to convey in 300-500

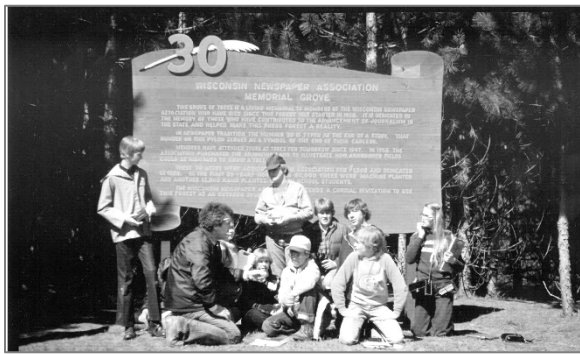
words their experiences in planting, managing, or harvesting trees., The top 25 received the publication "Managing Small Woodlands", a book written by A. Koroleff and J.A. Fitzpatrick that helped landowners make their small woodlands more profitable.

The Lake Superior Power Company, Nekoosa Paper Mill, and Wisconsin Power and Light Company joined the Trees For Tomorrow Board of Directors. This made a total of twelve paper mills and five power companies represented on the Board.

The Wisconsin Press Association, who had a long relationship with Trees For Tomorrow

because of Mully Taylor, bought their own 80-acre forest near Eagle River. Trees For Tomorrow's staff was invited to use the forest as a "school forest" for educational purposes.

Changes to the Trees For Tomorrow campus continued, and the Kiwanis Clubs and the Federation of Women's Clubs helped build and furnish the "Library in the Woods." This gave students and teachers resource material for their programs. Over time, these clubs raised thousands of dollars to provide scholarships and support for teachers and students.



Student's gather at the Wisconsin Press Association's forest. The forest is still used today as TFT's School Forest.

In the mid-1960s, Al Barden came to Trees For Tomorrow and served as camp manager until 1969. Things were changing. The technical services had well run their course. These services had been provided by consulting foresters for a fee; however, these services were becoming a thing of the past. But as the need for these services waned, the educational side of Trees For Tomorrow was growing, and this became the focus of the future. As long as there are people to educate and to tell the story to, this would become Trees For Tomorrow's unique niche in Wisconsin.

Trees For Tomorrow's programs now included stream gauging on the riverbanks to measure the hydrologic cycle. This was important in the management of surface water resources as well as ground water. There was tremendous pressure from the

public to use these lands for recreation, fishing, hunting and camping, and they wanted to cut down the trees right at the edge of the water. This was a problem as it was not a sustainable practice to clear trees right up to the edge. Water became an important focus for the program, and students were taught the importance of increasing water yield through water management, as well as forest management, and how proper maintenance would both preserve an aesthetic strip on the banks and prevent erosion near the flowages and reservoirs.

Stevens Point University (known as Central State College at the time) had a very close relationship with Trees For Tomorrow and provided coordinators for the programs and offered a summer program for college credit for teachers at the campus in Eagle River.

Walt Nicewander was the Camp Manager in the sixties but had to give up his position for health reasons. This left an opening on the staff. Lee Andreas met with Mully Taylor in Merrill and took over the position in 1964. Lee was a forester, undergraduate of forest management, and held a graduate degree in silviculture. His Master's thesis was on the rooting of stem cuttings of hybrid aspens. He became Education Director. Lee and Al Barden would spend evenings together having bull sessions where they discussed environmental topics, develop concepts and then debate them.

THE SEVENTIES

With the start of the seventies, changes were afoot at Trees For Tomorrow, the most significant was the name. The Trees For Tomorrow "Camp" became known as the Trees For Tomorrow Environmental Center. Gone were the days of reforestation, land management, and landowner assistance. The organization was now known for its education programs.



The name of the facility was changed from Trees For Tomorrow Conservation Camp to Natural Resources Education Center in 1981.

The basic concept was to build a better environment for people in all walks of life, providing them with guidance in the responsible management of all natural resources: Forests, soils, water and wildlife management.

The biggest problem facing the environment was air and water pollution, solid waste, and the need for overall environmental improvement. Meetings were held on campus to address a variety of topics and how to resolve them: The removal of junk cars, recycling glass and metal, disposal of bones, fat, and paper. If these problems did not get resolved, they could become health problems. James Whitcomb Riley once wrote: "How can we control social greed and economic greed which is ruining our world? Each person has individual freedoms. A moral discipline

is the responsibility of each one of us to save our environment."

There was record enrollment at Trees For Tomorrow. With the help of universities and agencies, programs were designed to address the new environmental theme. Enrollment in the seminars increased 50%, and Iowa State University joined as a sponsor of the careers workshop. The University of Wisconsin Extension sponsored and staffed the teacher's environmental seminars at Trees For Tomorrow, and offered one university credit, graduate or undergraduate, for any of the one-week seminars.

Trees For Tomorrow became a year-around study center and offered programs and workshops all four seasons that allowed participants to see the wonders of the working resources. Facts gathered are like pieces of a puzzle, fitting together. The facts fall into place, stir the imagination and arouse interest. Participants saw what was being done to make the world a better place and wanted to learn more about it. New offerings added to the winter program schedule included the first winter workshop was held for UW forestry students in 1971, a snowmobile safety ecology workshop, and a cross-country skiing winter ecology workshop.

Women's clubs around Wisconsin were becoming involved in the environment. Twenty-five chapters of the Wisconsin Federation of Women's Clubs (WFWC), attended their 28th tour of the center. Each year they gave \$1200 in scholarships to 31 girls, a new high in support for the programs. They also donated toward transportation and other expenses. To solidify their support and engagement with Trees For Tomorrow, the Wisconsin Federation of Women's Clubs held their 25th annual workshop at the Eagle River campus.

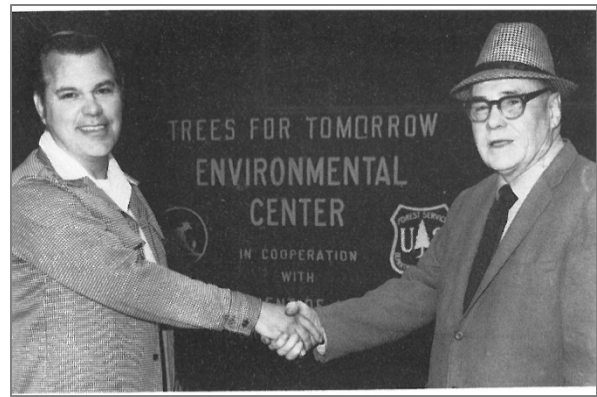
Other groups were flocking to Trees For Tomorrow's campus for their meetings, and to explore the programs there were being taught. The AFL - CIO conservation committee members and their wives held their first resource tour at Trees For Tomorrow. Over Labor Day weekend, the Wisconsin Business and Professional Women held their 13th annual resource tour. The Wisconsin-Upper Michigan District Kiwanis International celebrated their 25th Anniversary at the Eagle River Campus. And the Wisconsin State Chamber of Commerce recreation industry committee met for the first time at Trees For Tomorrow's campus in the Northwoods, rather than a metropolitan area.

Among the changes in the early seventies, new officers were elected to the Board of Directors, including Norman Hoferle, of the Flambeau Paper Co., as President; Marlow Burgy, Vice-President; Walter Adrian, Vice-President; H. T. Hansen, Secretary; and George Mead II, Treasurer.

In 1975, after nearly 30 years at the helm, Mully Taylor announced his retirement. Gene Wirsig came in as Executive Director until 1979 when Earl Plourde took over as Director. Earl only stayed two years and left in 1981. The State Historical Society took all of Trees For Tomorrow's records to their office for storage.

THE CHALLENGES OF THE EIGHTIES

As a new decade began, Trees For Tomorrow was struggling, both financially and with low attendance. The Board of Directors gave serious thought to closing as corporate interests, attributing to the bulk of our funding, had cut back their contributions from about \$60,000 a year to half that amount. Sixty-five percent of Wisconsin pulp producers were supporting members of Trees



Mully Taylor retired in 1975 and handed over the reins to Gene Wirsig, Executive Director, 1975-1981.

For Tomorrow, and the original membership fees were calculated based on how many cords of pulpwood were purchased. But with the decline in corporate support, Trees For Tomorrow was challenged with developing new revenue sources in addition to current sources: workshop fees, corporate sponsorships, and public memberships.

Prior to his departure, Mully Taylor began developing a plan for programming to be held at Trees For Tomorrow in the winter. Snowmobiling was put into a winter program, along with the first nationally certified snowmobile safety program. Until this time, programs on campus had mostly taken place during the warmer months. While the change helped bring in more revenue and it kept the staff employed, it had little to do with the proper management and wise use of our natural resources. The short-lived program was dropped after only three years.

During this time, there were 20 corporate members, all but one being a member of the forest products and utilities industries, that one being the Wausau Insurance Company. New support came in from the C.G. Bretting Company of Ashland, who made machinery that was used for forest products, and ANR Wisconsin Utilities. Oshkosh B'Gosh Company became a silent partner. The key corporate leaders included Jim Wright, of Green Bay Packaging and president of the Trees For Tomorrow Board of Directors;

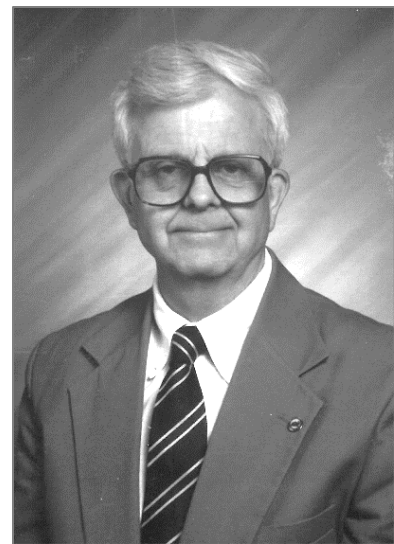
Vince Beacon, VP of Lake Superior District Power, a subsidiary of Northern States Power; and Dan Satran, owner and publisher of the Vilas County News Review. Of the 20 corporate members, these three were the most involved, and they made it clear to the Board that, as an organization, Trees For Tomorrow Pipeline Company of Detroit, who sold gas to was faced with a decision to make. If finances didn't improve, Trees For Tomorrow was going to fail.

Other people who lent their support were: Paul Ziemer of Wisconsin Public Service, John Henderson and Gus Swoboda, of PSC, Thor Hanson*, forester with Weyerhaeuser Wisconsin Operations, Carl Dietz of Owens Illinois Paper Mills, and Larry Mastalish* of Proctor and Gamble. Larry was a key factor in starting a corporate fundraiser and getting Proctor and Gamble to become a major contributor. Supporters also included Don Ingram, forester, with Consolidated Papers, which was the only remaining founding member of Trees For Tomorrow and a supporter through 50 years; and Ed Koerschner* of Wisconsin Electric Power in Iron Mountain, Michigan. Bill Veaser, president of the corporate relations at the Upper Peninsula Power Company was instrumental in reviving a sponsored workshop at Trees For Tomorrow and convinced his company to make a tremendous financial commitment. (*These gentlemen later became president of Trees For Tomorrow's Board of Directors at various times.)

Following the departure of Gene Wirsig as Executive Director, in September 1981, Henry Haskell was appointed to take on this important role.

Henry proceeded to develop a professional staff, believing that workshops should offer a realistic understanding of our resources. He sold the Trees For Tomorrow message in the form of fundraising membership drives and

recruiting new schools. He wanted schools to keep coming back far into the future and believed that *Education Is The Key*. This became Trees For Tomorrow's motto, and the message is as important today as it was then.



Henry Haskell, Executive Director,
1981-1944

By 1984, the tide was changing, and Trees For Tomorrow was seeing a brighter financial future, and was running a budget surplus, which had not happened in a long time.

The Center provided the opportunity for groups to be taken to working resource management areas. Because the Trees For Tomorrow campus was relatively small, about 40 acres, the hundreds of square miles of National Forest surrounding Eagle River became the outdoor classroom. The idea at the core of the programming was, with proper management and conservation, and with wise use of our natural resources, people would benefit for generations.

With the growth in utilization of the campus, and a boost in the budget, the need for more teachers was imperative. There were only four educators on staff at the time: Mark Fries, forester; Mark and Erika Peterson, who announced they would leave Trees For Tomorrow in early 1984; and Ann Haas, a biologist, with a degree from Bemidji State, in Minnesota. Joe Panci was hired to replace Mark Peterson. Joe was a graduate of Michigan State University, with a degree in

forestry and a teaching certificate in environmental education. He was the ideal person for Trees For Tomorrow and became a major force in the recruiting effort. Because Joe was going to work closely with new hires, he came up with innovations on the interview process that would benefit Trees For Tomorrow. When teachers come to Trees For Tomorrow to teach, it should be an enjoyable experience, which made personality a contributing factor in the hiring process. As a result of his efforts, five new educators were hired: Sandy Lotto, forester, from Stevens Point; Martha Ehlinger, U.W. Madison; Amy Grenier, Angela Cannon, and Gail Pierce, all from Stevens Point. Gail Pierce eventually became Executive Director, and her husband Bryan was also on staff.

More emphasis was put on the outdoor classroom, and students really took to this way of teaching. Concerns were raised by the Board that the educators were teaching too much environmentalism, and not enough conservation. It was an ongoing debate, but the staff kept the Board informed about the curriculum being taught since Board members didn't spend enough time on campus to see the results of this teaching style. The Sylvania Wilderness became a valuable resource in the outdoor education, as students could see, firsthand, the unique attributes of a designated wilderness area compared to National Forests and private woodlands.

In March 1984, Trees For Tomorrow began publishing *Northbound* as the official publication. It was a forum for natural resources issues and education and published four times a year. Concerns, such as the increasing number of acres dedicated as wilderness areas, were discussed. Trees For Tomorrow's supporters made their living through logging and running their sawmills, and worried that the National Forests would be set aside in their entirety as a playground for tourists.



Students learning about the forest in the Outdoor Classroom.

At this point, fifty-percent of the programs taught at Trees For Tomorrow were for high school students. The Advisory Council felt the audience at Trees For Tomorrow was changing, and there was a demand for younger students. Henry Haskell thought it should remain a high school focused program, but members of the Advisory Council, headed by Don Tincher, objected and encouraged Henry to adapt programs to fit younger children. This brought about the appropriate changes and successful new programs were incorporated into the curriculum.

On October 17, 1984, Trees for Tomorrow celebrated its 40th Anniversary.

The brighter times were short lived, and just when things were starting to look better, Trees For Tomorrow found itself back in financial trouble. By early 1986 the Center was near failure once again, with a huge deficit. As a result, some corporate supporters had made the decision to withdraw their support, compounding the problem. Members of the Board talked them into making one last effort to get Trees For Tomorrow on its feet again.

While the newer winter workshops were very

successful, spring and summer saw a decline in enrollment. Only 1,450 students came through the programs over the course of eight months, leaving four months with no activity at all, and no revenue.

The 21st Century Campaign for Growth was established to put the organization back on a sound financial footing. Three professional firms were contacted to help raise the funds. They were: Goettler Company of Columbus, Ohio, Ketchum Company of Pittsburg, and Haney Fundraising of Milwaukee. The final contract was signed with Goettler and Associates in August of 1986, with the campaign beginning in 1987.

Goettler charged a flat rate, depending on the objectives. Trees For Tomorrow's goal was to raise \$1.5 million, but Goettler pushed for an increased goal of \$2 million. Their fee was 10% of the goal of two million, and were paid an initial fee of \$25,000, and a monthly fee thereafter. The end total would be \$200,000.

The campaign was enormously successful and succeeded in raising \$1.7 million over nine months. They had saved Trees For Tomorrow, and the campaign proved that Trees For Tomorrow was a major factor in generating funds for itself through its employees, members, friends, and people the Board and Director knew. Through their efforts, more school groups and teachers came, helping shore up the finances.

The monies collected were, in part, for campus facilities and infrastructure. \$1.2 million was set aside as a fund to support the center and scholarships. The interest on the money would generate funds for this purpose. \$125,000 supported immediate improvements in facilities and equipment, and another \$675,000 went to a building campaign.

Not all the money that came in was cash on the barrel head. \$350,000 was in Insurance



The 21st Century Campaign successfully raised over \$1.7 million dollars for TFT.

policies. Another corporation said they would give \$416,000 worth of bathroom fixtures. \$4,000 went to architectural fees to design a new building, as long as it was an all log structure - or they would give Trees For Tomorrow two loads of pulpwood. Over the course of the campaign, some companies did renege on their agreement, but not many.

As a result of the campaign, money was spent on the purchase of a new bus, new heating systems in nine buildings, education equipment, and employee salaries. Additional funds were put aside for scholarships to help students who wanted to come to Trees For Tomorrow but could not afford it.

Schools were finding it tougher and tougher to raise money to come, and the scholarship fund was a boon to attendance. Trees For Tomorrow's rates were very reasonable. The cost, at that time, to provide lodging, food and programming for a student was \$27 a day; however, if a teacher came for a three-day program, this quickly added up to \$81 per person. As the number of students in a group increased, so did the final bill. Trees For Tomorrow was in a position to help schools who couldn't afford the tuition and were unable to find a benefactor. Because of the change in the financial picture, Trees For Tomorrow was able to provide scholarship money to help bring schools to campus.

1993: THE FIRST FIFTY YEARS COME TO A CLOSE

The beginning of the 90's saw dramatic changes in personnel. Scott Valitchka became president of the Advisory Council, Bill Lawrence resigned, and Donna Welhoefer took over some of Assistant Director, Gail Pierce's responsibilities on staff, including *Northbound* layout, managing the center store, and coordinating Elderhostel programs. The atmosphere of Trees For Tomorrow took on a whole new meaning, and it was, again, time to re-prioritize.

Scott Valitchka, President of the Advisory Council, would continue for another year but would step down and become Trees For Tomorrow's liaison on the Board of Directors. Lee Jackson (Stone Container) was made a member of the Advisory Council.

Some areas of the organization were performing well, including the gift shop and seedling sales; however, despite the 21st Century Campaign reaching \$1.51 million, the fiscal year was still showing a loss. There was a need to find ways to generate revenue, including grants.

Organizations were becoming more involved and fundraising became one of the priorities. With the help of Larry Mastalish, Henry Haskell decided to engage a corporate fundraiser who would be appointed to the Advisory Council. He was a key factor in securing Proctor and Gamble's buy-in as a major contributor to the 21st Century Fund. Consolidated Papers, who was the only remaining founding member of Trees For Tomorrow, also supported the campaign. This brought about changes in the Board of Directors. Bill Veaser of the Upper Peninsula Power Company (UPPCO) became president of the Board of Directors. UPPCO was a small

utility company but was a big supporter of Trees For Tomorrow, both financially and in bringing workshops to Trees For Tomorrow.

Northbound set new short-term goals for their public relations press releases. The major goal was to arrange for a promotional video to be distributed to television stations to be used during public service broadcasts. Additionally, they wanted to find a way to catalog and store all Trees For Tomorrow promotional literature, slides, and videos, and store them in a central location. To help with outreach, the staff and committee would develop a list of all service clubs/contacts for press release purposes, as well as a list of alumni and their addresses to promote Trees For Tomorrow.

1992 saw new directions and new staff. Amy Grenier, Naturalist, from Illinois; Angela Cannon, Naturalist/Editor, with an AAS in Ecology at Paul Smith's College; and Dale Yerger, Forester, Paul Smith's College joined the education staff.

The Education staff traveled to Deep Portage and Wolf Ridge Environmental Learning Center in Minnesota looking for new ideas and ways to expand programs at Trees For Tomorrow. These centers had much larger groups at their workshops (100-250). Trees For Tomorrow's staff needed direction in dealing with groups of that size effectively. They also wanted to learn how to cope with staff burnout.

With a very strong economy and her strong school recruiting efforts, Gail Pierce's approach assured that student workshops would be filled. This also made it possible for the Trees For Tomorrow budget to balance, and it would do so for many years to come. Her efforts, combined with networking, promotion, personnel professional development and administration contributed to the growth of

programs.

For the first time, Trees For Tomorrow offered a two week-long “talented and gifted” workshop in the summer of 1992. These workshops would increase to three weeks in 1993, and the fall programs were extended from the end of October to the end of November. Educator, Joe Panci, questioned where the organization was going with education, and if they were meeting the needs of the students. He proposed “Old Traditions and New Directions” as a goal for the curriculum.

When Miles Benson became President of the Trees for Tomorrow’s Board following the death of Al Jones, he made it clear that the Board of Directors would continue to work closely with the staff to provide maximum opportunities for children; expand financial support to keep up with the center's growth; recognize the Trees For Tomorrow’s 50th year in 1994; work with the education staff to develop new resource programs and improve the older ones; and help the staff expand their own experiences and background.

More hands-on activities, including bridge building, group dynamics to build better group participation, and small group plot studies for forestry, became more beneficial, with less traditional classroom time.

Trees For Tomorrow was showing continued growth in attendance, range of programs, and revenues. Overall attendance increased 16.5%, while workshops for middle school students and teachers grew to 1,006 persons, 582 more than in 1991 – more than a 100% growth in this program alone. This was attributed to the active marketing program and a highly professional staff who could take on the opportunities and challenges of the future. Henry Haskell had sold Trees For Tomorrow to schools with the message,

"We want your school still visiting us 20 years from now."



Tomahawk Middle School, 1994, from Tomahawk, Wisc.

Additional new programs were developed including week-long Elderhostel programs for adults, day programs for girl scouts, and partnerships with the local Womens Clubs and the library. The Alumni Association, which had been dormant for two years, was also revitalized. Letters were sent out to locate Trees For Tomorrow alumni and identify their relationship to Trees For Tomorrow and begin to track what impact their experience at the center had on their life.

As 1994 approached, Trees For Tomorrow saw the end of an era. A 50th Anniversary celebration was being planned, and the Board, Advisory Council and staff were involved in working out the details, led by Ina Trummer, an Advisory Council member chosen to lead the planning committee. August 25, 1994 was set for the celebration, and the goals for the event included encouraging people to support Trees For Tomorrow, both financially and through participation; maintaining and increasing personal and corporate membership; building a financial base; expanding the campus facilities to add more teaching space and staff; reinforcing relationships; and identifying alumni.

To publicize the anniversary and the celebrations, a video was made for public service announcements, along with public radio broadcasts and press releases. Feature

articles were published in Wisconsin Trails, Wisconsin Outdoor Journal, Woodland magazine, the Eagle River Chamber Newsletter, Trig's Newsletter, and Tree Tips. The planning committee wrote letters and made contacts to help support the events, and preparations began with great enthusiasm. The anniversary, while marked with one major event, would be celebrated in conjunction with a series of public events throughout the summer.

Before Trees For Tomorrow had a chance to fully celebrate the accomplishments of 50 years, Henry Haskell announced his retirement on July 6, 1994 after 13 years as Executive Director of Trees For Tomorrow. Henry's accomplishments were numerous. He developed the professional staff, improved workshops that offered a realistic understanding of our resources and helped ensure that schools would keep coming back. He formed fundraising campaigns, membership drives, and a school recruitment program. Henry always maintained that education was the key to success in any resource management

A MEMORABLE 50 YEARS CELEBRATED

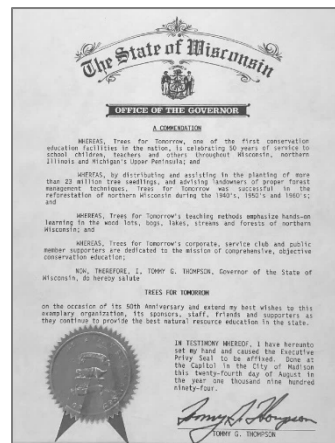
On August 25, 1994, the Trees For Tomorrow campus became the site of a momentous celebration - half a century of accomplishments were brought to the attention of the public in one full day of festivities.



Invitations were sent to top level executives,

the Governor's office, business leaders, Advisory Council members, staff, as well as other friends of Trees For Tomorrow. Organizations, foundations, universities, media, and all supporters of Trees For Tomorrow were contacted by letter and asked to recognize Trees For Tomorrow's work with a plaque, a letter of recognition, or an award of some kind, to which there was a great response.

Local artist, Roberta Barg, painted a 50th anniversary commemorative print called "Guardians of the Forest", a beautiful piece that depicted two wolves, with numerous other animals hidden in the background. The print sold for \$150.00 as a fundraiser. An anniversary logo was developed, and a 50-year history book was researched and published by Ina Trummer, Advisory Council member, and given to all attending. A copy of the book is included in the collection at the Lane Library, a government depository library, and home to Wisconsin's Own Library sponsored by the General Federation of Women's Clubs of Wisconsin on the campus of Ripon College in Ripon, Wisconsin.



During the day's festivities, tours and field demonstrations were held, and attendees had access to slides, movies and booklets that told the story of Trees For Tomorrow.

Herbert Grover, former State Superintendent of Schools, gave the keynote address, and Governor Thompson presented anniversary plaques. A proclamation was decreed by the governor's office.

The evening ended with a banquet.

The anniversary celebration was met with overwhelming support and success. Friendships were renewed, tales of times spent at Trees For Tomorrow were told, and dignitaries spoke of the many accomplishments. Everyone left with the assurance that Trees For Tomorrow will be a foremost factor in educating the young and old about our resources. The organization and its supporters moved forward, looking ahead to a bright future.

In the future

*Before us lie opportunities
As well as challenges.
We are on the threshold of
A new era*

*With opportunities for large scale resource
development
Abounding in every direction.*

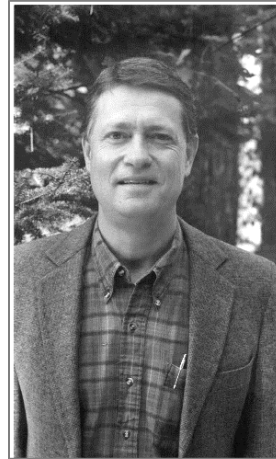
*Drawing on 50 years of experience
Trees For Tomorrow is dedicated
To meet
The challenges of the future.*

THE LATE NINETIES: BEGINNING OF A NEW ERA

In the process of a new beginning, we are reminded that the past is but a prelude to the future. Trees for Tomorrow can be proud of the many achievements of the first 50 years. The organization moved forward with a renewed enthusiasm as an educational institution, to preserve the legacy of Trees For Tomorrow and be able to point with pride the achievements between then and now.

1994 saw the beginning of new challenges and changes. A big change was in administration. Trees For Tomorrow bid a fond farewell to Henry Haskell and thanked

him for his 13 years of dedicated service. He retired on July 6, 1994 and is remembered for his many accomplishments.



*Jim Holperin, Executive
Director 1994-2003.*

In June 1994, Jim Holperin, past State Representative of the 34th District, became the fifth Executive Director of Trees For Tomorrow Natural Resources Education Center, just in time for Trees For Tomorrow's 50th Anniversary celebration. He

brought with him experience in natural resources issues and a lot of enthusiasm for Trees For Tomorrow's mission. While serving in the Wisconsin State Legislature, he was involved with issues concerning lakes and forests in Northern Wisconsin. He knew Trees For Tomorrow's mission of reforestation and education was important to the state. Jim's marching orders were to balance the budget, reinvigorate the 21st Century fundraising campaign, and get a building expansion plan back on track. His personal goals were to maintain and enhance the top-quality education programs, support the teachers with up-to-date technology, provide opportunities for professional growth, and give the staff freedom to be creative.

In the late 1990's most major Wisconsin papermaking, electric utility and wood products companies were still headquartered in the state, and their corporate offices were staffed with homegrown leaders, many of whom had some connection to Trees For Tomorrow. This familiarity, coupled with a strong economy, resulted in several corporate pledges to the 21st Century capital campaign, and a booming stock market meant the gifts

earned double digit returns. This enabled Trees For Tomorrow to move ahead with plans for a new dorm and renovations.

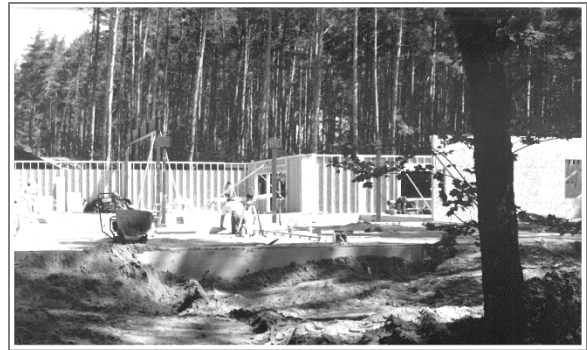
Additional classroom and office space was desperately needed, and Jim promoted the building of a new education hall. It would be located on the north end of the scotch pine plantation, off the northeast corner of the oval. The building would include one large classroom with a divider, two smaller classrooms, and would include state-of-the-art audio-visual equipment. Staff offices would also be included in the building plan, with a workroom for computer equipment and tables for *Northbound* and other art/graphic projects. This new building would allow the staff to have larger class sizes and multiple classes going on at the same time.

The building project also included a new dorm building (Tamarack Dorm) to house more overnight guests, and renovations to the existing buildings. Construction of the new dorm began in July 1996 and was completed on February 7, 1997. Construction on the new Education Hall began in June 1997. The old Education Hall (Juday Hall) was leased to the Eagle River Historical Society to be used as a museum open to the public.

Upon completion of the new buildings, renovations to Spruce, Pine, and Hemlock Dorms began. This included new bathrooms, windows, doors, carpeting, lights, woodwork and new furniture. The dining hall was renovated by removing one wall, adding a new dishwasher and a juice machine, and replacing the existing flooring.

The original buildings, and the U. S. Forest Service property on which they were located, had been added to the National Register of Historical places in 1996. This limited the expansion plans within the original footprint of the facility. The new dorm and Education Hall were built on private land owned by Trees For Tomorrow, which was adjacent to

the Forest Service property. In later years, Trees For Tomorrow would purchase another piece of property to the east for possible future expansion.



Construction of the new Education Hall (Mully Taylor Education Hall), 1997.

The Board of Directors, Advisory Council members and staff were very active participants in fundraising and soliciting donated building materials so that most of the windows, doors, siding, roofing, plumbing fixtures, tables and chairs and other interior furnishings were either donated or obtained at deep discount.

The new era ushered in two-fold emphasis: Obtaining grants and sponsorship from companies willing to pick up scholarships for schools and recruiting new schools.

Jim Holperin and Gail Pierce spent a lot of time traveling to schools across the state, meeting with teachers and presenting the various programs. Trees For Tomorrow was experiencing low attendance because of the difficulty in raising the funds for transportation up north. A grant by the Wisconsin Environmental Education Board was given to five area schools through the outreach program, and a summer family program series, planned by seasonal interns, was in its second year. The first group to attend this program was the Unitarian Church group. The result of this new recruiting effort proved successful with 13 new schools attending Trees For Tomorrow.

New adult programs including nature

photography, intergenerational Elderhostel, hunter safety, and snowshoe weaving were developed. School programs added reptiles and amphibians, astronomy, and a wildflower class as options during school visits. Some years attendance was up, and other years down, but overall it was stable.



Participants weave their own snowshoes, directed by TFT staff, during an Adult Skill Builder class.

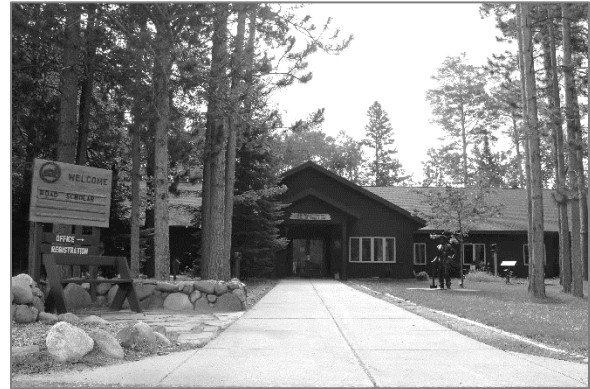
In order to rebrand Trees For Tomorrow as a school, and not a camp, accreditation was sought and granted from the North Central Association Commission on Accreditation and School Improvement. This made Trees For Tomorrow unique among natural resource education institutions, as there were only a few that held that distinction nationwide. This was a big accomplishment among the staff, Board, and corporate sponsors.



The camp was re-branded as an Education Center and sought accreditation as a school.

By the end of the Twentieth Century, Trees For Tomorrow was seeing a renewal of enthusiasm, professional development, and sensing a bright future. With better

programming and better educators, education was going to be the real key to success.



The Mully Taylor Education Hall.

THE 21ST CENTURY BEGINS

The new century brought new challenges: There was an unusually high staff turnover that affected the consistency of the programming. An evaluation of staff salaries was conducted, and a goal was to offer salaries that were competitive to other private schools. The budget had seen a slight surplus in the early 2000s, but there was also a slight increase in the number of employees, with an average of 24-25 employees on staff.

Staff became more involved in the Eagle River community and participated in the annual Fourth of July parade. Staff also hosted the Eagle River Chamber's Business After 5 event at Trees For Tomorrow.

With the help of staff, Board of Directors, and Advisory Council, and led by Board member Randy Harbath of Georgia Pacific, a fundraiser was organized. The first annual Golf Outing at the Eagle River Golf Course was held in 2002.

In April of 2003, Jim Holperin resigned as Executive Director to become Secretary of the Wisconsin Department of Tourism. Gail Pierce was promoted to the position of



*Gail Pierce, Executive Director,
2003-2005.*

Executive Director. She was challenged with a tight budget and a reduction in corporate sponsors and school groups.

In 2004, Trees For Tomorrow hired its first-ever director of marketing and development, Heidi Nykolayko. Her job was to work with the Executive Director on fundraising,

promoting Trees For Tomorrow, and recruiting new and diverse corporate sponsors. This position lasted only a short time and ended in 2008 when the responsibilities went back to the Executive Director.

Turnover on staff continued and Maggie Bishop was promoted to be the next Executive Director of Trees For Tomorrow following Gail Pierce's resignation in 2005. Trees For Tomorrow was operating in the red, and a global recession, the likes of which had not been seen in decades, was looming on the horizon.



*Maggie Bishop, Executive Director,
2005-2014*

Trees For Tomorrow made some major cutbacks in staff to help overcome a growing deficit. An independent

fundraising consultant, David Allen, was hired to give advice on how to raise funds more effectively.

Funding was a challenge to the forest

products industry, school districts, and at Trees For Tomorrow. Schools were having a difficult time raising money for transportation; but to help support school visits, Frank Brown, a long-time Advisory Council member, donated \$82,000 toward scholarships. The money was put into a separate account, with the earnings used to fund the Frank Brown sponsored High School Workshop each year.

Because of the high transportation costs, Trees For Tomorrow attendance was down about 12%. This caused a decline in teacher workshops and Elderhostel programs. The Elderhostel programs did not encompass the entire country, as hoped, but was confined to the neighboring states. Interest was still there in Trees For Tomorrow's programs, and six new groups came to campus.

In order to raise additional scholarship money for students with financial need, Trees For Tomorrow tried hosting a raffle. Six raffle tickets were sent to all Trees For Tomorrow members, asking them to sell or purchase them. The grand prize was a handmade quilt, created by Gail Gilson Pierce; second prize: handmade bear-paw style snowshoes; and the third prize was 100 coniferous tree seedlings.

Despite the downturn in the economy, Trees For Tomorrow saw continued support from corporate sponsors, Board members, Advisory Council, and individuals. A strong relationship was developed with the Wisconsin State Implementation Committee of the Sustainable Forestry Initiative (SFI), providing annual grant money for a variety of programs. The local Dairy Queen committed to donating all the change in their collection boxes, and an endowment fund was established with the Greater Milwaukee Foundation to keep Trees For Tomorrow moving forward through these challenging times. Doug "Bart" Brown donated \$50,000

to be used to roof the Education Hall.

New programs were developed to further expand the offerings for students and visitors. Birds of Prey, featuring hawks and owls, was added to the education program. Winter programs included school groups learning to cross-country ski and took this new skill to the woods to learn about animal tracks and marks.

As 2007 rolled in, the first Friends and Family Weekend took place on January 5-7. Invitations were sent to all Board members, Advisory Council members, and public patrons. They stayed on campus, ate in the dining hall, received cross-country ski and snowshoe lessons, and were given guided tours in the woods by a teacher/naturalist from Trees For Tomorrow. At night they got together for a social hour, with Trees For Tomorrow providing the entertainment.

On July 14, 2007, the City of Eagle River celebrated their 150th anniversary, and Trees For Tomorrow was at the heart of the event. New committees were formed, including an education committee that would focus on recruitment and retention, and a Sesquicentennial and Endowment Committee. Trees For Tomorrow received a \$75,000 Toyota USA Service Learning Grant for a teacher workshop.

There were many challenges facing the youth in the 21st century including gang activity, bullying, violence and childhood obesity. Environmental education was the key to resolving these critical issues. Connecting kids to the land, and learning how to respect our environment, leads to a stronger sense of identity. Trees For Tomorrow provided that education, vital to the well-being of our youth. Even as adults, we have learned that we have the greatest abundance of natural resources in the world and yet, we have managed to misuse every one of them. Here

again, "Education is the Key."



Apollo, Trees For Tomorrow's red tail hawk.

2008 set the stage for new strategies. A strategic planning session was held where the entire culture of Trees For Tomorrow was examined, including future needs and expectations; visioning as a group process; background, mission, major messages, and center goals; forming a vision statement; identification of "critical" stakeholders and their interests; finding our strengths, weaknesses, opportunities, and threats; and, understanding our competitive environment, challenges and trends. As a result of the strategic planning session, a new vision statement was developed and approved by the Executive Committee and Board: *"Trees For Tomorrow will be the national leader in natural resource education providing an accredited, outdoor, hands-on, science-based curriculum focusing on sustainability and stewardship to enlighten diverse audiences."*

At the Advisory Council meeting of October 24, 2008, Maggie Bishop presented awards to Frank Brown, Maury White, Dave Engleson and Chuck Thier for their many years of service and support of Trees For Tomorrow. The award included a wood desk organizer with a Trees For Tomorrow pen, a Trees For Tomorrow pin, and a bookmark. Frank Brown was also presented with the Mully Taylor Award for his outstanding dedication

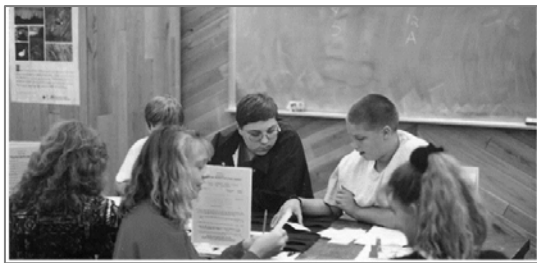
to Trees For Tomorrow and all his work and support of the scholarship fund. Frank served on the Advisory Council for a total of 61 years.

Direct TV completed two days of filming of Trees For Tomorrow and Gerritt's Middle School from Kimberly, Wisconsin. The result was a 10-minute section of a 30-minute show aired in early in 2009.

By the end of 2009, over 250,000 students and teachers had attended Trees For Tomorrow. The Education staff numbered 5 full time and 4 seasonal naturalists, with the Executive Director and Assistant Director helping to teach when needed.

2010: ANOTHER DECADE BEGINS

Never lose sight of our mission. That was the message that came out of the Trees For Tomorrow Education Committee in 2010. We were concentrating a lot of time on fundraising but not focusing on how to get new schools and maintain the ones we have. The focus now was on making connections with colleges and universities.



Upward Bound students work together on a project.

Northwestern Technical College developed a Natural Resource Certificate and incorporated Trees For Tomorrow into the program. Maggie Bishop contacted all the Upward Bound programs within the state. The Trees For Tomorrow campus was the site of a weekend Upward Bound from U.W. Stevens Point, and U.W. Stout held a week-long workshop at Trees For Tomorrow.

Northwestern University designed a mini workshop for students in 5th to 12th grades, focusing on technology, writing/literature, high level math and natural resources.

The Elderhostel workshops were doing very well and were re-named Road Scholar. It gave adults the ability to explore the world's places, peoples, cultures, and ideas. Doing so, they would discover more about themselves. Each year, participants visited every state and more than 90 countries, including 7 programs offered at Trees For Tomorrow. This program offered Northwoods Birding By Trail & Canoe; A Northwoods Skiing and Snowshoeing Adventure; Hike Northern Wisconsin & Michigan's Upper Peninsula Gems; Backroads Biking Adventure; Hiking Northern Wisconsin Forests. Staff member, Troy Walters put a lot of effort into developing these programs. In addition to the existing programs, for the first time in many years an inter-generational workshop for grandchildren and their grandparents was held, called Exploring Woods and Waters of the Northwoods. The workshop was filled to capacity and a second one had to be added.



Wisconsin Public Service has been sending students to Trees For Tomorrow for more than 60 years.

Wisconsin Public Service celebrated 60 years of sponsoring high school students for a natural resource education workshop at Trees For Tomorrow, sponsoring 7,000 students over the years. Proctor and Gamble sponsored a high school group and was celebrating 61 years of support. It seemed

Trees For Tomorrow had a lot to celebrate.

The Office of Energy Independence awarded Trees For Tomorrow \$50,000 for educational programming, focusing on sustainable forestry and woody biomass. It developed a resource group that included the Wisconsin DNR, paper industry and utilities representatives, and K-12 Energy Education Program (KEEP). Human resource and curriculum development focused on wood used as energy, as well as carbon capture and sequestration.

In 2010 alone, 2,537 students received financial assistance from the Trees For Tomorrow scholarship program or from corporate or private sponsorship. For many students, the experiences they have at Trees For Tomorrow are first-time, or once in a lifetime experience. Experiencing the rise and fall of a quaking bog, the feel of rotting log, the taste of balsam fir, the roar of waterfalls, the smells and quiet of a wilderness or, watching a timber harvest and hear the crash of branches and the loud thump of a tree as it hits the ground, all of these experiences teach students to connect to the land, and leads to a healthier lifestyle. Learning to enjoy the outdoors is vital and essential to the well-being of our youth.

Heidi Nykolayko introduced the concept of Forest Fest on Trees For Tomorrow's campus on August 2, 2010. The event would be held in conjunction with the Partners in Forestry (PIF) annual meeting. Plans were started to develop the event, and PIF wanted to partner with Trees For Tomorrow. A film was developed to hand out during the summer to prospective vendors, explaining the event, its date and how to participate.

Forest Fest would serve as a community outreach event to share the history and legacy of the timber products industry in Wisconsin and demonstrate modern sustainable logging practices that keep the industry from

committing the sins of the past. The event included vendors, equipment demonstrations, Birds of Prey and critter demonstrations, working forestry tours, a Lumberjack Show, horse drawn wagon rides, handmade crafts and wood products on display, music, food and more. This was a family-friendly event, and open to the public. It would not only be a way to promote Trees For Tomorrow, but it would benefit the timber products industry as a whole with positive publicity. The event was a success and has been held annually ever since.



Families gather to watch a log truck demonstration at Forest Fest.

Despite the success of Forest Fest, it was determined that Trees For Tomorrow did not need a full time Marketing Director. Heidi Nykolayko's position changed to a Development Director, with grant writing her main focus. In June, she submitted 10 grants to support program development and scholarship.

Hail damage impacted the campus later in the year. Insurance paid for much of the damage, and the US Forest Service received recovery act dollars to replace all the roofs on the historical buildings, replace siding where needed, upgrade windows and resurface the blacktop around campus. All work was completed by November 15. Elsewhere on campus, new trail signs were sponsored by the Sustainable Forestry Initiative (SFI) to

provide a self-guided experience on the demonstration trail.

Additional transportation options were also needed on campus, and Advisory Council member Frank Brown found and purchased a van, in Texas, for Trees For Tomorrow. The van had high miles but was in excellent condition and would give many years of driving and better options for transporting small groups. With a donation from Tug Juday, a newer small bus was also purchased.

Because of Trees For Tomorrow's limited budget, the *Tree Tips* monthly newsletter experimented with becoming an electronic newspaper. In order to receive future issues, an e-mail address had to be provided. *Northbound* was featuring articles for all four seasons of the publication. Rob Weiner, Editor, said there was need to focus on natural resources regulations, as so many people were unaware of the laws. *Northbound* would be sent to all schools in Wisconsin, and articles were sent to Wisconsin Society of Science Teachers to be put in their newsletter. One special article highlighted different types of Naturalists, from Ced Vig and Aldo Leopold, to Tug Juday. All were supporters of natural resource education. Ced Vig, longtime friend and contributor to *Northbound*, passed away on October 31, 2010 and wrote his *Northwoods Almanac* for many years.

2011-2015

2011 started out with a strategic plan showing the progress and continued plans for concentrated work areas. Maggie Bishop produced a revised version of the 2010 annual report, identifying the Board of Directors and all corporations and foundations that had contributed support, in addition to memorial and scholarship fund donors. The report was sent to everyone who

had provided support the previous year.

Maggie attended a teachers' conference and did a verbal survey regarding the Trees For Tomorrow name and logo. It was interesting to note that most thought the name meant Trees For Tomorrow was a conservation or tree planting organization, not a school. Of the 50 questioned, only half had heard of Trees For Tomorrow.

Areas were identified for Maggie to address, which included branding, fundraising, utilization, and strengthening the staff. In response to these challenge areas, Maggie reported that 500 alumni from 1999 were sent letters inviting them to join other alumni and fill out an online survey. They were also invited to the golf outing and Forest Fest. Outreach letters were also written for scholarship, endowment, and grant support. Trees For Tomorrow could not continue to solely rely on the same people who had given in the past.

Data received on similar jobs within the state indicated that pay for non-professional staff was in line with the industry standard; however, professional staff was underpaid. Rollie Alger and Jack Palmer, members of the Advisory Council, met with the staff to conduct interviews to better understand why they chose to work for Trees For Tomorrow, what they were doing well, and what changes could be made to do better.

To increase utilization of the campus and programs, new audiences were sought, such as a Learning in Retirement group. Another group identified to focus on was to that of universities, and Maggie met with Fox Valley Tech to discuss a partnership with Trees For Tomorrow.

Sheri Buller, who oversaw recruiting school groups and developing programs, told of the difficulty in finding opportunities with the schools considering the political

environment. Mailings were sent to charter schools, and an attempt was made to engage home school groups. Groups were canceling due to school budgets, uncertainty over teacher contracts, and in favor of less expensive programs closer to home. To help augment the revenue from programs, more adult programs were offered. Skill builder workshops taught adults new skills that utilized our natural resources and provided a way to explore the outdoors. Teacher workshops were offered to provide an invigorating way to earn university credit and continue professional development, showing teachers how to incorporate our natural resources in their home classrooms.

Trees For Tomorrow focused on fundraising to ensure the programming would continue into the future. The new DNR secretary, Cathy Stepp, was contacted to help develop a partnership with state government officials to help with grants for Trees For Tomorrow.

Trees For Tomorrow's mission was to deliver balanced, objective information on the management and use of our natural resources. The field-based programs place people in direct contact with natural resources that support human needs, teach knowledge and skills leading to responsible lifestyle choices. This experience inspires informed participation in policymaking and promotes stewardship and renewal of natural resources for use by future generations.

In 2011 Trees For Tomorrow had earned 77% of their budget. Trying to get the remaining 22% was taking 80% of the Director's time. Just a few years prior, Board contributions were \$180,000 and by 2011 they were only \$40,000. The \$140,000 difference was equal to the deficit faced each year. A \$25,000 donation was given by Bunny Venn, who owned a candy store in Eagle River, and was a longtime resident and supporter of Trees For Tomorrow. A \$20,000 grant came from the Sustainable Forestry Initiative (SFI) to

sponsor high school students and their teachers to attend a 4-day natural resources workshop. Although some significant donations from individuals were coming in, there had to be a consistent way to make up the difference without taking it from savings.

2012 was an up and down year. Several new school groups were welcomed in, but several long-time school groups stopped attending; overall attendance was up 2% from the previous year. Trees hosted a week-long Winter Wolf Tracking Workshop, hosted by Teaching Drum School of Three Lakes. The workshop was very successful and represented a first-time partnership with Teaching Drum. When summer came around, eight local resorts participated in a summer outreach naturalist programs with about 1,100 people attending.

The Board of Directors met with M&I Bank at their 68th annual meeting in May 2012 to discuss changes in the investment accounts. Structural changes were being made in how the investments were being managed, and fees were increasing. The Board decided to pursue other options and transferred investment fund management to a firm in the Green Bay area.

The Board was also undertaking an endowment campaign, sending letters to business associates to encourage interest in supporting Trees For Tomorrow's programs. To meet the immediate needs of the budget, Maggie Bishop, the current Executive Director, attended a grant writing workshop to increase her skills in writing successful grant appeals.

The Advisory Council presented Ina Trummer with the Mully Taylor Award, created in 1982 to honor individuals who have had a significant impact on Trees For Tomorrow. Maggie thanked Ina for her hard work on the 50th anniversary booklet. Ina gave an update on the progress of the 75th

anniversary book, and her plans for the content. The book was scheduled to be released in 2019. Shane Tulowitzky, the proprietor of Mel's Sporting Goods in Rhinelander, was presented with the Resource Specialty Award for his countless volunteer hours assisting with Trees For Tomorrow's mission. The 2012 Distinguished Teacher Award was presented to Barb Thompson, School Forest Coordinator of the West Salem School District for her support and assistance in the area of education.

In April 2012, Folke Becker, one of the founding members of Trees For Tomorrow, was inducted into the Wisconsin Conservation Hall of fame in Stevens Point.

The spring and summer brought a number of activities that increased Trees For Tomorrow's visibility and helped raise money to support programs. A Spring Celebration was held for parents and children, with plenty of activities for both including photos with the Easter Bunny, an Easter egg hunt in the forest, face painting, basket-making and cookie decorating were among some of the activities. The occasion made a positive educational and recreational impact on countless families and the Eagle River community. Just a few weeks later, the annual golf outing was held and raised just over \$19,000, which went a long way toward providing scholarships for students who could not otherwise afford to attend Trees For Tomorrow. This gave even more students the opportunity to participate and learn about sustainable management and use of our natural resources. Forest Fest was held the first weekend in August and the turnout brought 600 community members and visitors to campus to learn about the timber products industry and Trees For Tomorrow's work with young people. Despite the rain, the event was a success. On August 2-4, 2012, Advisory Council member Jack Palmer arranged for Trees For Tomorrow to host a

group of 50 Chinese students to learn about water who were visiting the United States. They presented a poster exhibit during Forest Fest about what they had learned.

In 2012 we said goodbye to longtime supporter of Trees For Tomorrow, Frank Brown.

Frank was born in 1917 and passed away September 30, 2012. He attended Eau Claire Teachers College before returning to St. Germain, Wisconsin to teach in the rural schools for five years. In 1943 Frank joined the Army Air Corps, and upon discharge from the military he finished his bachelor's degree at Eau Claire, became a member of the County Supervising Teachers Association, and began supervising schools in the area until he was recalled to active duty in the Korean War.

Frank began his association with Trees For Tomorrow during the time of the transition from a CCC training camp to a Trees For Tomorrow Camp, and started his relationship as a program coordinator, and was one of the original members of the Advisory Council. All in all, Frank was an educator, veterans advocate, community servant, church member, American Legion member, bowler, golfer, and sports advocate. He was the first educator appointed to administer the Elementary and Secondary Education Act (Title 1) program in Wisconsin. But his accomplishments and dedication to Trees For Tomorrow was endless. He gave of himself in so many ways and was tireless in his determination to educate all peoples on the importance of conservation of our natural resource.

In 2013, as Trees For Tomorrow began its 69th year of educating students and nurturing understanding and respect for our natural resources, there were many accomplishments on which to reflect and be proud.

Over the course of an average year, Trees For Tomorrow reaches thousands of students, teachers, and adults through 83 school workshops, 23 adult workshops, 13 community events, and 192 outreach programs. Numerous meetings and conferences for other organizations are hosted on the campus, and Trees For Tomorrow educators assist nearly 2,000 students with scholarships to participate in one of the workshops.



Students learning to ski, a typical winter activity to help get visitors outside in the winter.

In 2013 Trees For Tomorrow staff developed a new limnology course (the study of freshwater) with the help of Vilas County Lakes Association, to look at the structure of different types of lakes, how they are formed, and the physical, chemical, and biological processes that occur in lakes. New partnerships with Great Headwaters Trails, Lake States Resource Alliance, and Wisconsin Headwaters Invasive Partnership were forged, strengthening our connections with the community.

In June, a group of interested supporters met to discuss the possibility of building an endowment for Trees For Tomorrow's future needs. The goal was to raise \$1 million over the next three years to ensure that Trees For Tomorrow will not only survive but will continue to thrive for the next 70 years. Their activities included naturalist led hikes,

canoeing, a birding outing, live "Birds of Prey" presentations, and a wine and cheese social. The sharing of ideas helped to develop a plan of action for the fundraising, which took on a new high. Foundation/grant requests were submitted, and a spreadsheet was created for new requests.

Shortly thereafter, Maggie Bishop resigned as Executive Director. Trees For Tomorrow Board president, Bill O'Brien, met with the full-time staff to brainstorm what important qualities the new Executive Director should have. Bill took the ideas to the full Board and put together a job description and a position announcement. A screening and search committee was formed with three Board members, one Advisory Council member, and one staff member. The committee felt the most important qualifications for the new Director would include programmatic expertise, communications, focus on resource management, fundraising and grant writing, and generate unique ideas to help lead Trees For Tomorrow into the future.

The question of the future of the Advisory Council came into question. Was the Council providing Trees For Tomorrow what they need to help share the message. Chuck Thier, Council Chair, reminded them that the Advisory Council serves at the will of the Executive Director, and the Executive Director and Trees For Tomorrow staff work directly with the Council Chair to set the agenda and layout for meetings.

Trees For Tomorrow had a busy summer in 2013. The increase in programs paid off with a great turnout for the family and youth programs and Road Scholars. 300 students from China came again, thanks to Jack Palmer, and Trees For Tomorrow hosted a number of meetings for Wisconsin organizations.

The 11th Annual Scholarship Golf Outing was held on May 31. It had snowed the early

part of May, but 82 golfers showed up to play golf, despite of the cold. Over \$18,000 was raised to make Trees For Tomorrow an experience for all students, regardless of their ability to pay. Trees For Tomorrow was delivering an educational experience that lasts a lifetime.

The Natural Resources Careers Workshop was held June 17-21 for high school students interested in pursuing careers in resource management. They met with foresters, fisheries and wildlife biologists, water resource specialists, recreation land managers, and experienced real-life field work to develop outdoor skills. This workshop gave them the opportunity to discover and grow their interests in different natural resources careers. They learned how to select and apply for colleges that matched their outdoor career focus and earn college credits while enjoying a hands-on experience.

The Third Annual Forest Fest was held on August 3. The celebration of the timber products industry also drew workers from years ago to celebrate the 80th anniversary of the CCC (Civilian Conservation Corps). This federal works program was created by President Franklin D. Roosevelt during the Great Depression. Individuals and families of former CCC workers attended the celebration, which included a tree planting ceremony to honor the work of these men. All CCC representatives present signed their names on a special Leopold bench to honor the 80th year celebration.

During the time of the CCC, from 1933 to 1942, 3 million men worked in camps around the nation, 92,000 of those worked in Wisconsin. The CCC left an amazing legacy. They reforested America, planting three billion trees, constructed public roadways and bridges, built lodges, picnic pavilions and recreation structures that are still in use today. They contoured 800 state parks across



America and worked in national forests and parks. In Wisconsin, alone, the CCC planted 265 million trees, built 483 bridges, and erected more than 4,000 miles of telephone lines. Trees For Tomorrow was the site of a CCC training facility and many of the original buildings are still in use today. Trees For Tomorrow took over the camp in 1944 by Special Use Permit from the US Forest Service.

The role and value of *Northbound*, compared to the cost and time that Trees For Tomorrow put into publishing the paper, was evaluated. Considering staff time writing articles and layout, printing costs, putting together mailings, actual mailings, the cost per issue was \$4.00. The discussion ended with a proposal to eliminate *Northbound* and *Tree Tips* as they were and merge them into a quarterly newsletter. The Advisory Council was in favor of the change, and it also recommended that the newsletter continue to have an educational component. It was suggested that they retain the name *Northbound*, since it had so much more history with Trees For Tomorrow. Today *Northbound* is an educational insert in every *Tree Tips* newsletter.

In the absence of an Executive Director, Cheryl Todea, former educator, was named Interim Executive Director, and took over on October 1st. Cheryl had been doing the duties of a Director and had the experience and knowledge to take on the responsibilities. Trees For Tomorrow was in good hands.

Cheryl's first point of business was to oversee management of the operating budget. She reevaluated expenses and shared the information with the rest of the staff. Teacher/Naturalist duties were reviewed and

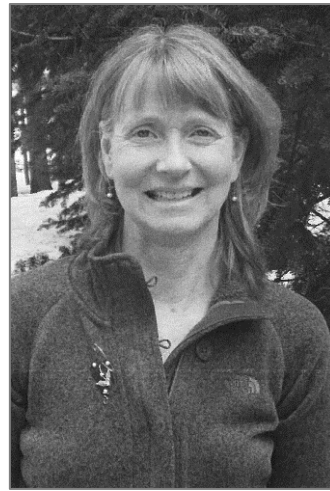
updated, and a plan was put in place to transition interns into full time educators.

Organize! Organize! Organize! That seemed to be the driving force. The year ended with a final push for the fundraising campaign. 400 support letters were sent out. An article was published in *Tree Tips* and posted on Facebook and Twitter to reach out to alumni and other audiences. On a more personal level, asking for donations would come from letters, phone calls, and in-person meetings. Learning more about donor managements software options, online giving and the ability to process donations and memberships directly through the website were imperative to meet the demands of modern-day expectations.

2014 marked Trees For Tomorrow's 70th anniversary. There was a lot to celebrate! Events throughout the year showcased 70 years of the past, present and future of Trees For Tomorrow. A celebration took place during Forest Fest, on August 2, 2014. A \$1000 scholarship was given to a lucky Alumni winner and a special Friday night dinner was held with a presentation given by outdoor photographer, Mark Hirsch.

The year also brought about dramatic changes, some looked upon as good, and some questionable. Trees For Tomorrow was to face many challenges.

The search for a new Executive Director was completed and Libby Dorn was hired as the new director. This was an opportunity to restructure and make sure the right skills were being filled by staff to ensure success into the next 70 years. The role of the Executive Director was to focus on leadership, networking, branding, and fundraising. Libby was selected to match her skills and experience with the needs of Trees For Tomorrow.



*Libby Dorn, Executive Director,
2014-2015*

With Libby 's focus off campus, a new position of Operations Manager was developed. The Board offered the position to Cheryl Todea, and she accepted this new roll after 13 years at Trees For Tomorrow. Her role would be to

administer the day to day operations on campus and manage the staff. With this change, the position of Assistant Director was eliminated, and Sheri Buller was thanked for her 10 years of faithful service to Trees For Tomorrow.

Concerns about budget/financial solvency, the decline in corporate sponsorship, school group numbers, and the inability of the education staff to address changes in educational methods, were taken to the Board of Directors. All of this was based on the final report of Trees For Tomorrow's Accreditation Review of May 1, 2013. These were serious weaknesses that threatened our accreditation and the existence of the organization. An External Review Team was unable to come up with a plan to solve this crisis. The Board President stated the following criteria to be met: 1) start addressing the education concerns expressed by the External Review Team; 2) create a budget scenario exhibiting sound financial planning; 3) create a staffing plan based on the needs of the organization.

Through grant funding Libby contracted with Dr. Martha Fewell, a retired science education professor from North Carolina, to give the education staff the proper teaching tools and re-develop the curriculum to meet

accreditation standards. Dr. Fewell held a two-day hands-on workshop at Trees For Tomorrow and was attended by all permanent educators and one seasonal educator. With several of the educators excelling in the training, they would lead Trees For Tomorrow into the future using sound scientific and teaching practices, backed by standards, benchmarks, and strong understanding of educational theory.

A meeting was held with Ephram Tomlanovich, accountant with Reach & Schwaiger in Eagle River to develop a budget that would assist Trees For Tomorrow in reaching financial sustainability. This meant deciding how to pay current bills and how to make the current payroll without taking money from the investments. This financial predicament had been going on for years and was not a healthy situation for Trees For Tomorrow.

The staffing situation was evaluated, and recommendations were made as to what positions and skills were needed at Trees For Tomorrow in all departments. Following the Trees For Tomorrow bylaws, all the recommendations, as well as all other work, was presented to President Chuck Cloninger and then to the entire Executive Committee for unanimous approval.

Some existing educators were released from duty, others were promoted or had their hours increased in order to service school groups and others during the year. The education staff was making the transition from “naturalists” to professional educators, and the skillset being sought could not be filled by some of the existing staff. By the end of September there would be a full crew working toward a sustainable future for Trees For Tomorrow.

Libby Dorn’s transition and schedule were reviewed. Beginning in March she would spend two days a week on the Eagle River

campus, and two days a week in Green Bay in the Brown County UW-Extension facility. Staff changes continued to take place under the new administration. Because the Advisory Council had not been notified ahead of time of these changes, there was concern for the way it was handled. This brought up the question again: What is the role of the Advisory Council? Board President, Bill O’Brion, was present to explain the process. It was determined the Director had the final say in all matters, including personnel, answering only to the Board of Directors.

To help firm up the staffing needs, and make sure we had the right people in place, much of the first half of the year was taken up with employee reviews and individual meetings with Board and Advisory Council members. Work responsibilities, health and insurance policies, and personal development were reviewed.

To help with school retention, and to cut down on school cancellations, two goals were established: 1) to get school contracts out 4-6 months prior to the workshops; 2) to get school invoices out within 3 days of completed workshop. This would help in scholarship and income distribution, and to secure return visits from current participant schools.

In August 2013, Trees For Tomorrow observed the 80th Anniversary of the Civilian Conservation Campus in Eagle River, and in 2014 funds were raised, and a statue was installed outside the education hall. The purpose of the statue was to educate students and adults about early conservation efforts, Trees For Tomorrow’s history, and the CCC legacy. Also, to honor the men of the CCC and remember their lasting legacy. CCC veteran Richard Chrisinger, who served at Camp Rusk, near Troy, WI, pledged \$15,000 toward the project on the condition that Trees For Tomorrow raise the remaining \$15,000.

The funds were raised, and the statue was installed and dedicated during the summer. Because of the CCC, much of the campus is on the National Register of Historic Places.



Dedication of the CCC statue, August 2013.

The first edition of the new *Tree Tips* newsletter was published in January 2014, would be distributed quarterly, and be available by U.S. Mail or electronically. The quarterly newsletter will keep alumni and supporters better informed about activities, events, and other news about Trees For Tomorrow. A modified version of Northbound, the forum for natural resource issues and education, would be included as an insert in each issue. This change allowed Trees For Tomorrow to make more efficient use of both staff and financial resources.

Harkening back to the humble beginnings of Trees For Tomorrow, tree seedlings, sold as an annual fundraiser, are still an integral part of Trees For Tomorrow's culture. Every year thousands of seedlings native to the region are sold to individuals around Wisconsin and the neighboring states. They continue to encourage tree planting, with all proceeds supporting education programs.

All in all, 2014 was a unique year. There were ups and downs, both financially and in school attendance. A lot was learned on how to deal with the many changes and challenges. Because of the challenges, a whole new

attitude evolved, and good things happened because of it. We go forward with enthusiasm and energy to meet the years ahead.

2015: A SEASON OF MANY CHANGES

2015 began with many changes and a bounty of "firsts" for Trees For Tomorrow. As we go through the year, we strive to better our total experience.

One of the more dramatic changes was in a competitive analysis of similar centers, which helped guide the organization through a comprehensive strategic planning project to establish a new mission and vision for the organization. The revised statements were approved by the Board of Directors and made effective November 1, 2015.

Among the changes highlighted in the plan were the mission and vision statements which were rewritten:

VISION: Preparing today's youth to be tomorrow's stewards of our natural world.

MISSION: Trees For Tomorrow promotes sustainable management of our natural resources through transformative educational experiences.

The plan also identified specific values that guided policies, decision making and operations of the organization. Values are a set of beliefs that govern the actions and choices of individuals and the organization. They communicate to constituents, the public, staff, leadership and supporters what is important to the organization. Values inspire staff and the board and provide a framework for making tough decisions. The five values identified as being central to the culture of Trees For Tomorrow included: Balance, sustainability, collaboration, professionalism and fun.

The Strategic Plan set forth five goals to guide the organization over the next three to five years:

- *Trees will develop revenue streams that are greater than or equal to expenses.*
- *Trees will ensure that it is the recognized leader in field-based education and resource management for K-12 students in the Upper Midwest.*
- *Trees will recruit, develop, and retain professional staff who are delighted to work at Trees.*
- *Trees will establish written charters for affiliated groups that support the mission of Trees for Tomorrow.*
- *Trees will enjoy strong, mutually supportive relationships with a variety of partner organizations, corporations, campuses, agencies, and individuals that can enhance the Trees experience and advance the mission of Trees for Tomorrow.*

Chuck Thier retired as Chair of the Advisory Council. Chuck was involved with Trees For Tomorrow for many years and his contributions were numerous. Through his many contacts with professionals and schools, he brought a positive balance to Trees For Tomorrow. Ray Perry, a longtime member of the Council, and former Board member, took over as Chair. At the spring meeting, the purpose statement and structure for the Advisory Council was amended to bring more purpose to the group. The goal of the council shall be to act at the pleasure of the Executive Director and assist the Director in any way, as needed.

Curriculum changes and strategic planning enabled Trees For Tomorrow to maintain accreditation with the North Central Commission on Accreditation and School

Improvement. By providing documentation to their accreditation reviewers, Trees For Tomorrow demonstrated an ability to effectively educate and operate as a sustainable business. This process showed positive results in the coming years.

The results of the curriculum changes gave evidence of educator effectiveness and student learning, using field journals and assessment rubrics with every middle school. Because of the unique and profound improvement in the programming, students were eager to go to class and participate.

The education staff switched their attention to redesigning the elementary curriculum to identify teachers and/or elementary education consultants who could serve as resource and/or provide training to staff (including development stages of 3-5th graders versus 6-8th graders). They also reviewed Next Generation Science Standards that align with Trees For Tomorrow mission, identifying thematic units (2-3) to create individual lessons within each unit. As part of the process the staff also identified field sites, resources and equipment needed for new curriculum.

On a sad note, Executive Director Libby Dorn had to take a leave of absence from Trees for Tomorrow due to health issues. She was battling two types of cancer. After a very short time, Libby passed away. She was a positive force at Trees For Tomorrow in the short time she was there. Several members of the staff attended her funeral in Green Bay. Working with her family, a decision on how best to honor her was discussed. Suggestions included planting a memorial tree and setting up a memorial scholarship account in her honor. She was known and respected for her positive attitude, transformation of the curriculum, experience, leadership, hardworking ethic, and always a big smile.

In addition to the typical summer events held

to support Trees For Tomorrow every year, including the Golf Outing and Forest Fest, a Banquet Fundraiser was held on Saturday, November 14, 2015 at the National Railroad Museum in Green Bay, Wisconsin. It was a farm-to-plate dining experience, where guests enjoyed a social hour with hors d'oeuvres, dinner, and live and silent auctions were held to raise money for programs. 107 tickets were sold and over \$24,000 was raised for much needed educational equipment. This exceeded the event goal by over \$9,000. It was a huge success and became an annual event.

Wow! What a year. So many positive things happening, both financially and educational. The year ended with a surplus in the bank, and Trees For Tomorrow staff did a great job of monitoring the departmental budgets, coming in below budget on most items. The events brought in a significant amount of money to support scholarships and educational costs.

2016

2016 brought about several changes in administration once again at Trees For Tomorrow. Despite a mild winter, nature brought enough snow to bring schools, Road Scholars, and other groups to the Trees For Tomorrow campus for snowshoeing and skiing. The staff worked with 213 groups and over 5,350 students, teachers, and program participants, and several groups attended retreat programs, including a returning group of Chinese students affiliated with UW-Stevens Point, facilitated by Jack Palmer.

After a wide-ranging search, Lisa Bauer-Lotto, Trees For Tomorrow's Board President, announced that a new Executive Director had been selected. Robin Ginner was chosen because of her extensive background in nonprofit organizations.

Robin holds a Bachelor of Arts Degree from Northeastern Illinois University, with an emphasis in English and Linguistics. She had



Robin Ginner, Executive Director, 2016-Present.

a broad-ranging career in nonprofits that spanned nearly 20 years. With her leadership and a strategic plan in place, Trees For Tomorrow is ready to take on the next 70-plus years as the leading natural resources specialty school in the Upper

Midwest.

The Alumni Spotlight in the spring issue of *Tree Tips* focused on long time board member and alumni, Bill O'Brion. He attended the 1991 Natural Resources Careers Workshop as a junior with Rio High School. This led him on a path toward a career in the outdoors. He continues to support as an individual, and through his employer Plum Creek (which would become Weyerhaeuser in 2016).

Trees For Tomorrow is led by a dedicated group of board members. They are made up of Corporate sponsors who volunteer their time, talent and resources to Trees For Tomorrow. The Board president from 2016-17 was Kelley Knoerr who represented We Energies and worked for them for nearly 30 years. We Energies and Wisconsin Public Service have supported Trees For Tomorrow since 1951, and the goals in 2016-17 were to focus on supporting the efforts of strategic planning and increase the number of Trees For Tomorrow corporate sponsors.

On a sad note, one of our former Executive Director's, Henry Haskell, passed away on

June 3, 2016. Henry served as director of Trees For Tomorrow for 13 years from 1981 to 1994.

After two years of focusing on curriculum redevelopment, fundraising once again took center stage. The 14th Annual Scholarship Golf outing was held on Friday, June 3, 2016 at the Eagle River Golf Course. 94 golfers enjoyed a beautiful day and \$11,471 was raised to support our scholarship program.

Forest Fest was held at Trees For Tomorrow on Saturday, August 6, 2016. This event celebrates all things forest related and educated the public about this amazing resource. For the first time since being held, the event made a profit through requesting a suggested donation at the door. The event was ripe for growth, and this began a pattern of increased revenue and attendance that continues to this day.

The budget remained a concern as cancellations were quantified to articulate the loss to annual revenue. Some of the revenue was recouped in 2017 from schools who rescheduled, and new groups committing to attending a workshop at Trees For Tomorrow. A large part of the revenue loss was from the cancellations of the Chinese students coming to Trees. Working with recruiters in China, Trees For Tomorrow is hoping to bring back these students.

The cost of providing services to schools also came under review, and there was a concerted effort to calculate the cost of programs, versus what was charged to schools. In 2016, Trees charged \$165 per student for a 4-day/3-night workshop; however, the actual cost was closer to \$250. To help bridge the gap, additional scholarship support was sought through existing donors, grants, and new individual and corporate sponsors. Additionally, incremental increases were proposed to the fees schools pay for everything from the standard program

(including room and board), to the add-ons like snowshoeing and canoeing. Between the added funding and the increased school fees, the plan was to minimize the gap and provide programming while not losing money.

Trees For Tomorrow applied for a grant from Wisconsin SFI and was awarded \$20,000 to help provide new school incentive scholarships in 2017 to encourage new schools to participate in our programming on campus. This would serve as a jump-start for schools to start fundraising for future trips to Trees. Trees For Tomorrow also received an additional \$15,000 for elementary school curriculum development.

Other success in the year included the Natural Resources Career's Workshop receiving more applications than available spaces. It was encouraging to see so many students interested in careers in natural resource management.

2017

As Trees For Tomorrow began 2017, new changes, fresh perspective, and expanded programming would help make it a banner year. Trees For Tomorrow took on new challenges with a new energy, and the staff made environmental science, nature and outdoor skills more available through schools, churches, service clubs, resorts, summer programs and camps.

Trees For Tomorrow's educators began redeveloping the elementary school curriculum after a very successful roll-out of the redeveloped middle school curriculum in 2016. A decision was made to part ways with Dr. Fewell, who was instrumental in helping the staff rewrite the middle school curriculum and convert the programming model to an inquiry-based format. She left the staff with the knowledge, skills and tools to confidently take on the transformation of our elementary

programming, and the framework for the new elementary level courses was developed to mimic the same interactive, transformational field experiences that middle school students enjoy. As the educators began to look toward the future, Cheryl Todea worked with the Education and Schools Committee to brainstorm ideas on revising high school curriculum in the coming year.

Teacher workshops returned to Trees For Tomorrow for two consecutive summers beginning in 2017, but with a twist. In the past, they focused specifically on subject based topics. Mary Beth Factor, Teacher Workshop coordinator, redeveloped the workshops to give teachers the skills and confidence they need to incorporate outdoor learning in their home classroom, and to connect to the school's science curriculum. The Sustainable Forestry Initiative generously sponsored the updated workshops, and the first summer proved successful with 16 teachers registering for one of two workshops that summer.

Domtar-Nekoosa and Weyerhaeuser, in addition to many other donors, were the major underwriters of the 2017 Natural Resource Careers Workshop in June. Decades after its inception, the workshop continued to guide high school students to the resources they need to ready them for careers in the field of natural resources management.

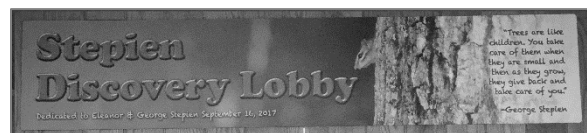
As summer got underway, a large group of young people – high school and college students – gathered at Trees For Tomorrow to spend the summer in our dorms. The Youth Conservation Corps – a newer incarnation of the CCC that originally built the facility 80 years prior – came to the Chequamegon-Nicolet National Forest to refresh facilities, clean up trails, and volunteer their time learning new skills that would benefit our public lands and prepare them for adulthood. They quickly became part of the Trees For Tomorrow family on campus and volunteered

one day each week to helping our maintenance manager with projects that needed attention around the facility and helped tirelessly with Forest Fest in July.



Robin Ginner and George Stepien celebrate the dedication of the Stepien Discovery Lobby, September 2017.

In September the lobby in the main Education Hall was dedicated in honor of George and Eleanor Stepien, who have made a significant impact through volunteerism and generosity to Trees For Tomorrow. The lobby was dedicated as the Stepien Discovery Lobby, and includes revolving, hands-on learning activities for students during their downtime, and for visitors coming into the education building throughout the year. The dedication ceremony was attended by George and his late wife's family and friends, and the Trees For Tomorrow staff. This Lobby will provide continued learning opportunities for the thousands of students and visitors who come through Trees For Tomorrow every year.



The Stepien Discovery Lobby invites visitors to continue learning with interactive hands-on displays.

The Trees For Tomorrow Board of Directors began the process of transferring the Monahan Conservation Easement to the Northwoods Land Trust. Attorney Thomas Lawrence, of Minocqua, was contracted to handle the transfer. The Board felt that, as a

school, it was not in our mission to continue to handle management of the woodland. After reaching out to a number of land trusts around the state, Northwoods Land Trust of Eagle River was chosen to receive the land. The trustees of the Monahan Forest were contacted and offered no objections. Trees For Tomorrow will continue to receive 50% of the timber sale proceeds in perpetuity, and will retain the right to use the property for educational purposes, but will no longer have the responsibility for managing the land.

The organization's strategic plan, which was rolled out in 2016, was enjoying progress toward success. Robin reported 70% completion on the plan in less than two years. 28% of the plan is currently being worked on. The goals were helping Trees For Tomorrow shore up its finances, strengthen its programming and partnerships, and get the organization back on the right path.

2018

Trees For Tomorrow entered its 74th year, and the organization was looking ahead to a two-year celebration. Plans were implemented to mark 75 years with a year of festivities, family gatherings, focus on history, and programs to involve the community, alumni, staff and guests. In order to focus on the future and keep implementing our mission every day, we would be remiss if we did not recognize the many accomplishments of the past year. By doing so, we recognize the significant contributions of the donors and supporters.

December brought a winter storm with winds so strong that a centuries old white pine tree was uprooted and toppled near the Balsam dorm. It was so close, in fact, that the trunk of the tree came to rest a frightening 14 inches from the back wall of the building. A building on the National Registry of Historic Places, Balsam dorm suffered only minor

damage to the rear roof overhang. It could have been worse, but still too close for comfort.

The staff at Trees embarked on an effort to redesign the Trees For Tomorrow website to make it mobile compatible, improve the content, and make it more user friendly. After several months of hard work, the new website was revealed in early 2019. The website continues to be an essential outreach tool, giving access to more schools and organization, thus, increasing attendance.

The staff at Trees for Tomorrow now numbered 22, including five year-round educators, two part-time educators and two seasonal summer interns, plus four administrators, an administrative assistant, maintenance manager, hospitality manager and seven hospitality assistants. Thanks, in part, to the strategic plan put in place in 2015-16, the staff consists of highly qualified, professional employees who are delighted to work for Trees For Tomorrow. Their enthusiasm shows in the quality of the campus and programming.

Among the many grants Trees For Tomorrow received throughout the year, two grants - from the Society of American Foresters and Lumberjack RC&D -



A new boardwalk carries students over the wetlands to help preserve the ecosystem.

were used to make much needed improvements in the Demonstration Forest on campus. The funds helped renovate trails and build a new boardwalk over a wetlands area, build a new kiosk at the trailhead, replace existing culverts to help the forest

drain to the river, rebuild the river overlook and work on improving access to the trail system for residents.

Volunteers gathered in mid-May to help trim back vegetation and clear the area in preparation for a summer of work to improve the campus asset.



Volunteers, led by Trees For Tomorrow's Maintenance Manager, Bill McCallum (third from left), prepare the site for the new boardwalk.

The Education department began developing new curriculum for high school students to understand real-life problems and be able to share solutions to these problems. The new curriculum was scheduled to be piloted to students in late fall. It would be the first of four new curriculum strands to be developed and rotated so the same high school students could attend throughout their four years and never repeat the same lessons.

An on-site audit was performed to affirm Trees For Tomorrow's Accreditation Status. This is a recurring process that happens every five years. As a result of the last audit, Trees For Tomorrow was on probation, prompting several years of aggressive curriculum redevelopment, staff professional development, and systemic changes made to the organization. The 2018 review board was impressed by the Strategic Planning, improvements in the budget, and most notably, the advancements and improvements of the curriculum. A positive Accreditation Status was given.

To kick off two years of celebration for the 75th anniversary, a major gifts campaign was set to raise \$200,000 to help modernize the campus, replace aging vehicles, build an outdoor classroom, and add more money to the scholarship fund. Strategies to achieve the aggressive goal included mailings, social media giving campaigns and targeted grants and corporate asks. At the end of 2018 the campaign was on target with \$25,000 in a special bank account.

2019: TREES FOR TOMORROW CELEBRATES 75 YEARS

We have now reached our 75th year and we will be going forward to the climax of a two-year celebration. Ina Trummer, historian, has compiled the history of Trees For Tomorrow and the paperback volume will be made available in time for the celebrations being planned. A digital version will be put on the website so even more people will have an opportunity to learn more about Trees For Tomorrow, and a copy will be placed in Wisconsin's Own Library, in Berlin, Wisconsin.



Board members, donors and alumni gather to celebrate Trees For Tomorrow's 75th anniversary and help raise funds for the future.

A new strategic plan was put into place and approved by the Board in June, expanding on the success of the 2015-19 plan. New goals were established, and at publication time of this volume the action steps to execute the plan were being developed by the staff.

Two celebrations are planned to celebrate the anniversary and help raise funds to support the organization. The first one will be a banquet on March 2, 2019 in Rothschild, WI. The invitations will include Board members, Advisory Council, staff and many prominent dignitaries. The second celebration will take place in conjunction with Forest Fest in July. This is always a great event when the organization has the opportunity to show off the campus, reinforce our mission, and share our story with visitors and residents of Eagle River.

EPILOGUE

Wow! 75 Years. We have come to the end of another era, a historical journey and a significant chapter in the Trees For Tomorrow story and leaving a rich and formidable legacy for generations to come. Each decade brought an awareness of the need to make changes that would ensure a better environment.

As we move forward into the years ahead, we need to take time to reflect on what has been accomplished in the past, where we are today and how we got there.

It started with a vision of helping landowners plant more trees and teach them sustainable forest management. Conservation became an important issue and Trees For Tomorrow became a permanent institution. Education was the key.

We seem to live in a culture that overlooks the necessity to responsibly manage our natural resources. In order to share this information more broadly, teacher workshops were begun, schools were contacted, and the youth began taking part in conservation workshops. The University of Wisconsin and the Department of Public Instruction offered credit to teachers who attended the seminars.

The name was changed to Trees For Tomorrow Environmental Center.

Programs were implemented to fit each natural resource and teachers were hired who were experts in that field. Interns came and worked to gain the education needed to begin and further their careers in the conservation field. TFT now reached out to the older citizens with workshops to fit their needs.

Trees For Tomorrow became an accredited school, meeting the needs of our youth on the social and economic significance of conservation, in relation to our environment. Comprehensive curriculum was offered and taught a highly professional staff who offered a realistic understanding of our natural resources.

What might the future hold?

Ten or twenty-five years from now there may be a changed Trees For Tomorrow; however, the goals and the vision will remain as important as it ever was. There will be new programs, more funding, more involvement from communities, and more partnerships with groups and organizations. Trees For Tomorrow will meet the opportunities and challenges with an aggressive attitude and enthusiasm to deal with the opportunities and challenges of the future.

The staff, the Board of Directors and the Advisory Council may change faces, but the dedication to Trees For Tomorrow will remain steadfast. Our environment and our natural resources must be a priority, and we cannot afford to lose sight of that.

We have been given the knowledge and the ability to use our natural resources wisely, while also conserving it for future generations. May we always keep focused on this and continue our work for a better and more beautiful environment.

75 YEARS OF TREES FOR TOMORROW

It's the volunteers and employees who have made Trees For Tomorrow what it is over 75 years. While it's impossible to find the names of every single employee, Board and Advisory Council member and volunteer who has served our mission, below is a list of some who have helped us achieve our vision over the years.

EXECUTIVE DIRECTORS

- Mully Taylor – 1944-1975
- Gene Wirsig – 1975-1979
- Earl Ploud – 1979-1981
- Henry Haskell – 1981-1994
- Jim Holperin – 1994-2003
- Gail Pierce – 2003-2005
- Maggie Bishop – 2005-2014
- Libby Dorn – 2014-2015
- Robin Ginner – 2016-Present

BOARD MEMBER HISTORY

The following companies have contributed to the governance of Trees For Tomorrow for the past 75 years. Companies and merged and names have changed since 1944. For a full list of our current Corporate Sponsors, visit www.TreesForTomorrow.com.

American Can Co.	ESNR International
American Transmission Co.	Expera Specialty Papers
ANR Pipeline	Federation of Women's Clubs
Appleton Coated	Fish Building Supply, Inc.
Appleton Paper	Flambeau Paper Co.
Asplundh Tree Experts	Fort James Corp./Georgia-Pacific Consumer Products
Asten Johnson, Inc.	Futurewood
Badger Paper	Georgia Pacific Corp.
Batzner Pest Management	Great Lakes Timber Professional Assoc.
Bay-Fibers-Green Bay Packaging	Green Bay Packaging, Inc.
Besse Forest Products Group	Herb Schultz Insurance Agency
BPM Inc. (Badger Paper Mills)	Hillestad Pharmaceuticals
Branch Resource Group, LLC	Hoberg Paper
Canal Forest Resources	Indian Springs School District
Charmin (P&G)	International Paper
Chippewa & Flambeau Imp. Co.	James River Corp.
Consolidated Papers, Inc.	Johnson Timber Corp.
Consolidated Water & Paper Co	Johnson's Wax
Crandon Mining Co.	Kretz Lumber Co.
Custom Door Components	Lake States TAPPI
Dairyland Power Coop.	Lake States Woodlands American Can Co.
Domtar Industries, Inc.	Lake Superior Dis. Power Co.
Domtar Paper - Rothschild	Land's End Inc.
Dynea Overlays Inc./Arclin Surfaces, Inc.	Lionite Hardboard
Eagle River Chamber of Commerce	Louisiana-Pacific Corp.
Eagle River State Bank	M & I Bank of Eagle River
Employers Insurance of Wausau	

Madison Gas & Electric Co.
 Marathon Corporation
 Marion Plywood Co.
 Marshfield Doorsystems, Inc.
 Menasha Corporation Foundation
 Michigan Tech. University
 Midwest Forest Products
 Millyard Operators Technical Assoc. Group
 Mosinee Paper Mills Co.
 Myszka Lumber Mill
 Nagel Lumber Co.
 Nekoosa Papers, Inc.
 NewPage
 Nicolet Minerals Co.
 Northern Operations
 Northern States Power Co.
 Owens Forest Products
 Owens-Illinois, Inc.
 Packaging Corp. of America
 Pentair, Inc.
 Peterbilt Wisconsin-Green Bay
 Plum Creek Timber Co.
 Pluswood, Inc.
 Procter & Gamble Paper
 Rhinelander Paper Co.
 Smurfit-Stone Container Corp.
 St. Regis Paper Co.

Stone Container Corp.
 Stora Enso North America
 Sweeney Law Office, SC
 T.A. Solberg Co., Inc.
 Thilmany Pulp & Paper
 Tomahawk Kraft Paper Co.
 Tomahawk Pulp Co.
 Upper Peninsula Power Co.
 US Forest Service
 Verso
 Ward Paper Co.
 Wausau Insurance Co.
 Wausau Paper Mills Co.
 Wausau Paper Mills Co.
 Wausau-Mosinee Paper Corp.
 We Energies
 Weyerhaeuser
 Whiting Plover Paper Co.
 Whiting-Plover Paper
 Wisconsin-Michigan Power (WEPCO)
 Wisconsin County Forests Assoc.
 Wisconsin Electric Power Co.
 Wisconsin Power & Light Co.
 Wisconsin Public Service
 Wisconsin Tissue Mills
 Wisconsin Valley Improvement
 Wisconsin Electric Power Co.

2019 TREES FOR TOMORROW BOARD OF DIRECTORS

Executive Committee

DJ Aderman, Futurewood Corp
 Jim Hoppe, Packaging Corp. of America
 Tim Jadin, Georgia-Pacific
 Kelley Knoerr, WE Energies
 Jesse Long, Asplundh Tree Experts
 Don Nelson, Domtar – Rothschild
 Bill O'Brion, Weyerhaeuser
 Henry Schienebeck, Great Lakes Timber
 Professionals Assn.

Board of Directors

Lisa Bauer-Lotto, Green Bay Packaging
 Peter Denney, Procter & Gamble
 Eric Maki, Midwest Forest Products
 Mitch Mekaelian, BPM, Inc.
 Todd Miller, American Transmission Co.
 Jane Severt, Wisconsin County Forests Assn
 Peter Wurl, Wisconsin Public Service

2019 TREES FOR TOMORROW ADVISORY COUNCIL

Jeff Crase
 Jeff Fleming
 Randy Harbath
 Patricia Heim, St. Rita's
 Chad Kirschbaum, USFS
 Roberta Kunzman, PCA

Rick Lane
 Connie Lawniczak
 Butch Marita
 Hilary Markin, USFS
 Ray Perry
 Jamie Remme, WI DNR

Dave Stoiber
 Jaron Tauschmann
 Ina Trummer
 Scott Valitchka
 Leah Van Zile, WPS

HONORARY AWARDS RECIPIENTS

Trees For Tomorrow Award

Created in 1978 to honor an individual, company, organization or association whose contributions to TFT merit recognition. (Combined with the Resources Specialist Award in 2019.)

Mully Taylor Award

Created in 1982 to honor an individual who has had a significant impact on Trees For Tomorrow. This is TFT's highest honor awarded annually (or as deemed appropriate).

Distinguished Teacher Award

Created in 2004 to thank an individual teacher who assists and supports TFT in the area of education.

Resource Specialist Award

Created in 1998 as a way for Trees For Tomorrow to thank an individual who has volunteered countless hours assisting us with our mission. (Changed to the Volunteer of the Year Award in 2019.)

	<i>TFT Award</i>	<i>Mully Taylor Award</i>	<i>Distinguished Teacher Award</i>	<i>Resource Specialist Award</i>
1978	Frank Buffa (Procter & Gamble)	----	----	----
1979	----	----	----	----
1980	----	----	----	----
1981	----	----	----	----
1982	----	WI Newspaper Association	----	----
1983	Al Berkman	Kiwanis Clubs of Wisconsin and Upper Michigan	----	----
1984	----	WI Federation of Women's Clubs	----	----
1985	----	Robert Grinnell	----	----
1986	WPS	Prof. William R. Lawrence	----	----
1987	----	----	----	----
1988	----	----	----	----
1989	WI Federation of Business & Professional Women	Karl Johansson	----	----
1990	Consolidated Papers	Gordon Cunningham	----	----
1991	----	David Engleson	----	----
1992	Nagel Lumber	Paul Wozniak	----	----
1993	WI Electric	Frank Brown	----	----

	Power Company			
1994	Procter & Gamble	Ina Trummer	----	----
1995	Tenneco Packaging	Jim Baughman	----	----
1996	ANR Pipeline	Lee Andreas	----	----
1997	Weyerhaeuser	Russ Oettel	----	----
1998	Green Bay Packaging	Maury White	----	Glen Evans
1999	Madison Gas & Electric	Donald Hollands	----	Ralph Hewitt
2000	Louisiana-Pacific	Steve Guthrie	----	Lee Jackson
2001	WI Public Service	Denny Martinson	----	Tim Tollefson
2002	Packaging Corp of America	Pat Schrickel	----	Norm Schomisch
2003	Smurfit-Stone Container	Jim Holperin	----	
2004	Wausau-Mosinee Paper	Ray Perry	Jack Palmer, Don Tincher	John Huppert
2005	Lands' End	Dick Lange	Jack Dempsey	Colleen Matula
2006	Stora Enso NA	Gail Gilson-Pierce	Kathy Horejs	Jim Baughman and Dennis Kobes
2007	M&I Bank	John Shafer	Lois Tanulay and Mike Blacyzk	Bob Martini
2008	Plum Creek	Frank Brown	Jean Parker	Pat Novesky and Roger Pludeman
2009	Trigs	George Stepien	Pat Heim	Ron Schultz
2010	Appleton Coated	Jim Kloppenburg	Erin Lovas	Randy Harbath
2011	USDA Forest Service	Tug Juday	Charlie Frisk	Ron Eckstein & Jim Kloppenburg
2012	WI SFI	Ina Trummer	Barb Thompson	Shane Tulowitzky
2013	WEEB	Chuck Thier	Justin Heraly	Leah Van Zile
2014	REGI	Maggie Bishop	Chad Verboomen	Ottawa Visitors Center
2015	Mead Witter Foundation	Carol Olson	----	----
2016	----	Randy Harbath	----	----
2017	----	Jim Glock	----	----
2018	----	----	----	----
2019	----	David Stoiber	----	----

TREES FOR TOMORROW THROUGH THE YEARS



TFT campus, 1944.



TFT campus, 1962.



TFT campus, 1983.



TFT Campus, 2018.



Seedling Distribution with the 2-For-1 program, 1946



Tree planting machine, 1949.



Mully Taylor and J. Stoeckeler review TFT's reforestation goals, 1946.



American and Canadian Forestry Association tours, 1950.



A view the Dining Hall as teachers relax on the Eagle River during a teacher workshop, 1946.



TFT began its first summer camps in 1946 with a five-week program for school teachers. Teachers learn tree measurement skills, 1955.



Celebrating TFT's 20th Anniversary, Rhinelander School Forest. 20 years after the first seedlings were planted, 1964.



TFT's Board gathers to dedicate the new Mully Taylor Education Hall, 1998. From left to right: Dick Lange, Steve Guthrie, Pat Schrickel, Miles Benson, Scott Heinritz, Trig Solberg, Dennis Martinson and Ken Maki.



Students learn about tree measurements and surveying in a pine plantation, Star Lake, 1986.



Students from around the Great Lakes region gather every summer to learn about careers in natural resource management at TFT's Natural Resources Careers Exploration Week. Here a student steps into the drivers' seat to get a taste of working in big equipment, 2014.



In 1997, 60-years after the Region Nine Training Facility (TFT's campus) was built by the Civilian Conservation Corps, the original buildings were added to the National Registry of Historic Places.



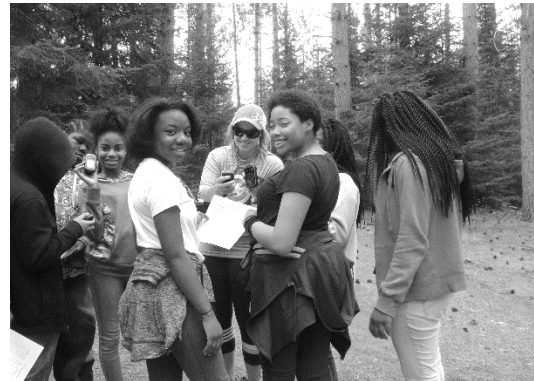
Students from Garritt's Middle School catch critters to help evaluate the health of the water, 2014.



TFT educators, Vern Gentele, Kim Feller, Melissa Friel and Mary Beth Factor show off the Phenology Board in the Education Hall lobby. 2015.



Students show off their leaf printing skills at the summer Science and Earth Exploration for Kids (SEEK) program, 2014.



Students from the Milwaukee Academy of Sciences learn to use a GPS unit and navigate the forest, 2016.



Alumni and families of the Civilian Conservation Corps members who built the facility gather to dedicate a statue in honor of the CCC workers, 2015.



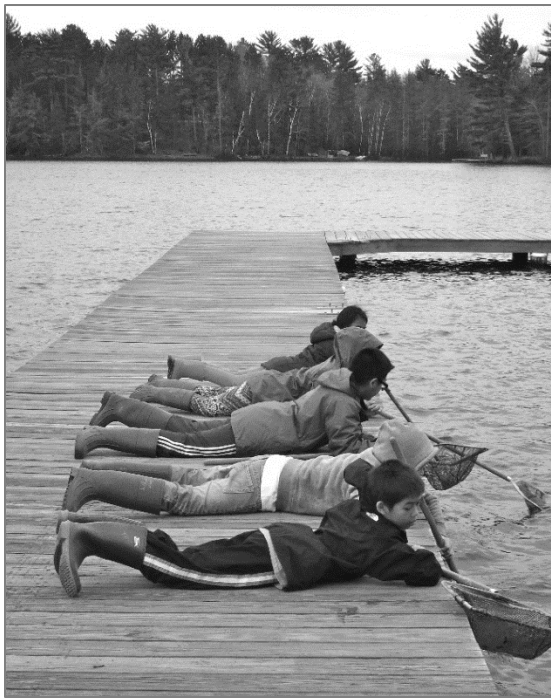
A highlight of winter activities is feeding the chickadees while skiing and showshoeing at Anvil Lake in the Chequamegon-Nicolet National Forest, 2017.



Students use a biltmore stick to take forest measurements, 2017.



Students take a break for fun while cross country skiing, 2016.



Students dip their nets in Silver Lake to catch critters and evaluate water health, 2016.



Students pause to make observations in their journals, 2017.



Signs on campus direct visitors to explore the interpretive trail system.



TFT staff members (from left to right) Cheryl Todea, Vern Gentele, Melanie Stewart-Clark, Bill McCallum, Mary Beth Factor, Juli Welnetz and Kim Feller, enjoy a sunny fall day at Powell Marsh.

2020 TREES FOR TOMORROW STAFF

Robin Ginner, Executive Director
 Cheryl Todea, Operations Manager
 Juli Welnetz, Office Manager
 Diane Gunderson, Creative Director
 Ashley Duffek, Administrative Assistant
 Bill McCallum, Maintenance Manager
 Amy Ester, Educator
 Kim Feller, Education Manager
 Vern Gentele, Education Assistant Manager
 Beth Heft, Educator

Jenny Sadak, Educator
 Todd Starling, Educator
 Maureen Andrews, Hospitality Assistant
 Mandy Gingerich, Hospitality Manager
 Bruce Cary, Hospitality Assistant
 Judy Evans, Hospitality Assistant
 Kim Jovanovic, Hospitality Assistant
 Deb Register, Hospitality Assistant
 Penny Rich, Hospitality Assistant
 P.J. Vreeland, Hospitality Assistant

