

DAVID CLARK EVEREST

(1883 -1955)

D.C. Everest of Wausau, Wisconsin, was one of the key men responsible for the growth of the forestry industry both in Wisconsin and the nation. He believed in and was working for forestry long before it became a national industry movement. (American Forests, 1955).

In 1925, Everest made his first major conservation contribution to forestry. He presented a program outlining several key elements needed to restore the forests of the state from the fire, neglect and harvesting which had devastated the forest resources in the previous three decades. Everest proposed to establish a statewide system of forest fire protection to permit timber to be insured and that the cost be assessed against the forest landowner. He supported a constitutional amendment to provide special timber growing taxation which resulted in the Forest Crop Law in 1927. He also supported a program of reforestation of state lands with the establishment of state run tree nurseries.

Everest's advocacy for these programs were not popular with his fellow northern citizens. Many objected to expenditure of state funds for these programs, but Everest's strong support helped convince the Legislative Committee studying forestry problems to endorse each of his recommendations.

Everest was chairman and chief mover of the first commercial forestry conference held in Milwaukee in 1928. In his opening remarks, he made what was considered the first use of the term "multiple users of forests" and outlined his vision for a strong forest based industry founded upon the protection and restoration of the forests of the state.

Through his foresight and initiative, the Marathon Corporation, which he joined in 1909 as general manager, grew from a small firm to one of the great paper and pulp products corporations in North America. He served as a trustee of the Institute of Paper Chemistry at Appleton, WI from 1929 until his death, and served two terms as President of the American Paper and Pulp Association.

The American Forestry Association presented Mr. Everest with its Distinguished Service Award in 1949 in recognition of his work

toward the conservation of forest resources. He was active in the AFA and was elected president in 1951, and served on the board of directors from 1952 until 1955. He was active in many more organization, including Wisconsin's Trees for Tomorrow program.

In 1948, Everest was appointed as a charter member of the Wisconsin Forestry Advisory Council to the then Wisconsin Conservation Commission. He served with distinction from 1948-1955. During his tenure, he was instrumental in formulating several recommendations to the Commission. Of special note are: the purchase by the WCD of the remaining Land Commission holdings in the Flambeau River State Forest; establishment of a cooperative WCD-UW-Madison program of forestry research; and expansion of WCD's role in farm forestry and watershed management.

His leadership, vision and deep concern for Wisconsin forestry were honored by the Conservation Commission upon his untimely death in 1955. The published report of the July 1967 Conservation Centennial Symposium states " D.C. Everest of the Marathon Corporation, whose total contributions to Wisconsin Conservation Programs - especially those related to forestry - may never be fully known." And "he was a real leader in the conservation movement."

Everest's leadership was called upon to chair the Wisconsin Silver Anniversary Forestry Conference held in Milwaukee in 1953. The conference made recommendations that set the stage for the next 20 years of forestry program direction. Their report reflected Everest's stated positions and values about the forest industry and conservation.

D.C. Everest is named in the listing of a hundred outstanding Wisconsin conservationists. He was inducted into the Wisconsin Forestry Hall of Fame in 1987.

Sources:

"Mr. Wisconsin". American Forests. December, 1955. p.3:51.

David Clark Everest. Unpublished Biography. Wisconsin Forestry Hall of Fame, 1987.

"Paper Executive of Wausau Real Conservationist". Article received from Dr. Houge, College of Natural Resources. Dated December 22, 1948.