

Stanton W. Mead
(1900 - 1988)

Although Stanton W. Mead was born in Rockford, Illinois in 1900, and attended school at Yale University, he grew up in Wisconsin Rapids and was dedicated to the state of Wisconsin throughout his adult life. His father founded Consolidated Paper, Inc. where Mead came to work following graduation in 1922. He was elected as chairman of the board of directors, and became president of the company following his father's death.

Mead's concern for innovative forest management led him to change the procedures within the company. He encouraged the initiation of an industrial forestry operations program within the company, and hired their first forester in 1930. Soon after, Consolidated began their first nursery in Wisconsin Rapids. Consolidated's forest land now totals 270,000 acres in Wisconsin, and is open to hunting, fishing, and other recreational and educational activities. It was Mead's belief that trees used by the company should be replaced; not only was it a wise business practice but it was an obligation toward the land and its people.

Because he felt strongly about conservation and quality of life, Mead helped to found Trees for Tomorrow, whose goal is the advancement of reforestation in Wisconsin. Within this organization he promoted conservation education programs, believing they are a key factor in conservation on local, state and national levels.

The 20,000 acres of land in Wood, Portage, and Marathon Counties now known as the George W. Mead Wildlife Area was donated to the state by Consolidated Papers, Inc. in 1959, at the urging of Mead. Before his death, an additional 6,718 acres were added, and future goals include increasing this acreage to 31,000. The land was named after his father, and serves as a place for conservation-oriented research and preserved wildlife habitat. It is home to many mammals, waterfowl, and prairie grouse.

At the time of the establishment of the Mead Wildlife Area, former Commission Chairman Arthur R. MacArthur said "This gift from one of the state's largest producers of forest products is a form of leadership in the field of natural resources cooperation." Former Commissioner Rahr said the gift "would be one of far reaching importance through generations to come. Nothing Mr. Mead could have done would have more significance and value to the citizens of the State of Wisconsin." Today this area is visited by hikers, birders, photographers, naturalists, and hunters. Preservation and wildlife management have increased the numbers and biodiversity of species.

A keen interest in education and youth programs is evident throughout Mead's life. As a trustee of Lawrence College and the Institute of Paper Chemistry, he played a role in conservation education and public leadership. He alternated positions as the director, vice president, and treasurer of the South Wood County YMCA, and was a leader in Boy Scouts on local, district, and Council levels. His dedication to public leadership was recognized with the Boy Scouts Silver Beaver and Silver Antelope Awards for outstanding service.

Mead did not take public service lightly, and believed he had a duty to his community and his state. He served on the Wisconsin Rapids Park and Recreation Commission for 42 years, and was a Rotarian for 59 years.

As the president of the Wisconsin Valley Improvement Company, and trustee and president of the Sulphite Pulp Manufacturers' Research League, Mead was actively involved with applied resource management and policy formation. He helped develop a reservoir system to regulate the flow of the Wisconsin River, controlling flood waters and providing for water power generation. He also assisted in the search for economic, non-pollutional uses for sulphite pulp manufacturing by-products.

Mead clearly respected and valued Wisconsin and its resources; resources which led to the success of Consolidated Papers, Inc. In a 1956 Stockholders report, he wrote:

"In reviewing the factors of our successful growth we discern a great deal specific in Wisconsin's resources and the character of its residents. We in Consolidated feel fortunate to be situated in this fine section of America."

Mead worked hard to contribute in many ways to the state that he loved. His efforts to improve the resources and quality of life in Wisconsin did not go unnoticed. In 1959, he was awarded "Citizen of the Year" by the Wisconsin Rapids Chamber of Commerce. In 1968, Wisconsin recognized Mead's involvement in conservation and wildlife with a special conservation award. The Wisconsin Rapids Rotary Club named him a Paul Harris Fellow in 1981. And in 1986, he was inducted into the Wisconsin Forestry Hall of Fame for his contributions to forest management and conservation in Wisconsin.

Stanton Mead died of a brain tumor in 1988. He is survived by three children from his first marriage, eleven grandchildren, and eight great grandchildren.

Biography of Stanton W. Mead

WISCONSIN RAPIDS, WIS. - Stanton W. Mead, former president and chairman of Consolidated Papers, Inc., Wisconsin Rapids, Wisconsin, was born in Rockford, Illinois, in 1900.

His early education was in Wisconsin Rapids schools. Leaving the city, he attended Hotchkiss Preparatory School prior to enrollment in Yale University.

Following his graduation from Yale in 1922, Mr. Mead began his career in the paper industry when he joined Consolidated. He was elected a director in 1927 and has been on the board continuously since that time. As an executive, he served the company as treasurer for nineteen years and as vice president for eleven years. He was president and general manager from 1950 to 1966 and chairman of the board from 1968 to 1971.

Throughout his career, Mr. Mead has taken a keen interest in conservation programs in Wisconsin, particularly in the field of forest management. He was instrumental in the founding of Trees for Tomorrow, Inc., a nonprofit organization of Wisconsin paper and power companies dedicated to the advancement of reforestation in Wisconsin. He was a

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director of this organization for many years. Within the company he advocated and fostered sound forest management techniques to provide sustained yields from company-managed lands.

During his years as a paper manufacturer, Mr. Mead gave time and energy to the successful development of the Wisconsin River to control flood waters and secure an even supply of water for power purposes. He served as president of Wisconsin Valley Improvement Company, the company which developed the reservoir system and which regulates the river's flow and has been a director of that company since 1950.

Mr. Mead was active in pollution abatement programs of the former Sulphite Pulp Manufacturers' Research League, an organization of United States pulp mills which was organized to find economic, non-pollutional uses for by-products of the sulphite pulping process. He was a trustee of this organization when it was organized in 1939 and has served as its president from 1954 to 1965.

In 1959, Mr. Mead provided the motivating force behind Consolidated's gift of 20,000 acres of land in Wood, Portage and Marathon Counties to the State of Wisconsin for wildlife conservation purposes. Now known as the Mead Wildlife Area, this gift came about largely as a result of Mr. Mead's interest in conservation and the enthusiasm he developed for the project when he discovered the potential value of this area to the entire state. His conservation efforts were recognized in 1968 when he received a special conservation award from the State of Wisconsin.

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Outside of business, Mr. Mead has taken a keen interest in education, civic projects and youth programs. He has served as trustee of Lawrence College and the Institute of Paper Chemistry, and as a director, vice president and treasurer of South Wood County YMCA. Mr. Mead has been a long-time leader in the Boy Scout program on the local, district and Council levels. In 1950, he was awarded Boy Scouts of America Silver Beaver Award (Samoset Council) for outstanding service to scouting programs and Region 7 Boy Scouts of America Silver Antelope Award in 1961 for outstanding service to boyhood in the community, State and nation. He was president of Samoset Council, Boy Scouts of America, from 1954 through 1957. He was named "Citizen of the Year" by the Wisconsin Rapids Area Chamber of Commerce in 1959.

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STANTON MEAD

BORN: September 2, 1900 in Rockford, IL; oldest of George and Ruth Witter Mead's three children

DIED: November 11, 1988 of a brain tumor

EDUCATION: Original Lincoln - Kindergarten, Wisc. Rapids
Howe - grade school, Wisc. Rapids
Lincoln High School, Wisc. Rapids
Hotchkiss in Lakeville, Conn. (graduated in 1918)
WWI
Yale, pre-med course (graduated in 1922)

MARRIAGE: to Dorothy Elizabeth Williams in 1926 (died 1966)
-had 3 children (George, Gilbert, Mary), 11 grandchildren, and 8 great grandchildren
to Vi Jens Schultze in 1968

CAREER:

1922 clerk in the invoice department of Consolidated Papers
-made out invoice bills and kept track of contracts
1922-23 worked in office at Consolidated
1924 worked in the technical department of Biron Laboratory
1924-25 sent to work as compassman for timber cruising crew on Consolidated forest lands north of Sault St. Marie in Canada

"I enjoyed it [timber cruising in Canada]. I always like down-to-earth jobs. I love everything about wood and trees."

1925-26 ran the Ashland Hoist
1927-88 elected to Board of Directors of Consolidated Water Power and Paper Co.
1927-39 served as Treasurer for Consolidated Water Power Co.
1927-50 served as President of Consolidated Water Power Co.
1939-50 Vice-president of Consolidated Water Power and Paper Co.
1950-66 President and General Manager of Consolidated Water Power and Paper Co.
1968-71 Chairman of the Board