

# WELCOME TO WISCONSIN TREE-IMAGINED

## WE'RE ON A MISSION TO RETHINK AND TRANSFORM OUR FOREST PRODUCTS INDUSTRY FOR WISCONSIN—AND THE WORLD.

Imagine a sustainable, innovative, inclusive forest products industry in Wisconsin. One that enhances quality of life, ensures economic well-being here in our state and reinforces our industry leadership globally. An approach so revolutionary that it plants seeds of inspiration across the country and right here in our home state with the next generation of Wisconsinites.

## NORTH STAR

*We're driving toward robust, thriving, forest-rooted communities whose members are inspired and empowered to participate in enriching their collective quality of life based on the sustainable use of their natural and human resources.*



## ABOUT

**Wisconsin Tree-Imagined** is a forward-looking initiative of the Wisconsin Forest Products Cluster (WFPC). We are a coalition representing 35 Wisconsin counties, made up of industry leaders, educators and tribal and state government representatives. We joined forces to address global and regional competition and rapid changes for fiber-based products. WFPC is determined to rethink and transform Wisconsin's forest product sector, becoming a world-leading example of demand-led production and sustainable management practices.

The WFPC's proposal was one of 60 finalists chosen by the U.S. Department of Commerce's Economic Development Administration in its Build Back Better Regional Challenge. If chosen as one of the final recipients of the Build Back Better Regional Challenge, we will be awarded up to \$100 million to bring Wisconsin Tree-Imagined to life.





## COALITION MEMBERS



**Wisconsin Paper Council (WPC):** WPC is the premier trade association which advocates for Wisconsin's paper, pulp, and forestry industries before state and federal elected officials and regulators. The WPC promotes the positive economic, environmental, and social contributions of our industries throughout our state and nation. The Wisconsin papermaking industry employs over 30,000 highly skilled men and women whose efforts continue to make our state the number one papermaker in the United States.

**Great Lakes Timber Professionals Association (GLTPA):** GLTPA has provided leadership in the Lakes States Forest products industry for over 70 years. GLTPA is a non-profit organization proud to represent members in Michigan and Wisconsin and is committed to leading the Forest Products Industry in sustainable forest management.

**Menominee Tribal Enterprises (MTE):** MTE is proud to produce and manufacture quality, sustainable forest products, leading the industry and setting new quality standards since 1908. Menominee Tribal Enterprises is owned and operated by the Menominee Indian Tribe of Wisconsin. MTE employs approximately three hundred individuals throughout its vast operation. The mill alone employs about one hundred-sixty workers during the peak season.

**Mid-State Technical College:** Mid-State Technical College is one of sixteen regional colleges in the Wisconsin Technical College System with campuses in Adams, Marshfield, Stevens Point, and Wisconsin Rapids. Offering associate degrees, technical diplomas, certificates, and industry credentials in a variety of high demand career fields designed to meet local workforce needs.

**Sustainable Resources Institute (SRI):** SRI is a non-profit corporation specializing in natural resource research, education, training, and certification.

**University of Wisconsin–Stevens Point (UWSP):** UWSP is a public university in Stevens Point, Wisconsin and part of the University of Wisconsin System. The university grants associate, baccalaureate, and master's degrees, as well as doctoral degrees in audiology and educational sustainability.

**Wisconsin DNR – Forestry Division (WDNR):** WDNR – Forestry Division administers programs that protect and sustain these forested lands throughout the state, combining technical and financial assistance, planning, research, technology, education, and policy to help meet the many demands on the forest both today and for many years to come.



### CONTACT US

[johnson@wipaper.org](mailto:johnson@wipaper.org) / (715) 216.7466

