

Committee Name:

**Assembly Committee – Rural Affairs and Forestry
(AC–RAF)**

Appointments

01hr_AC–RAF_Appt_pt00

Committee Hearings

01hr_AC–RAF_CH_pt00

Committee Reports

01hr_AC–RAF_CR_pt00

Clearinghouse Rules

01hr_AC–RAF_CRule_01–

Executive Sessions

01hr_AC–RAF_ES_pt00

Hearing Records

01hr_ab0644 a

01hr_sb0000

Misc.

01hr_AC–RAF__Misc__pt00

Record of Committee Proceedings

01hr_AC–RAF_RCP_pt00

01-10-02 PH AB 375, AB 600, AB 644

& ~~EBB 4244~~ & 4281 - Exec. AJR 51

AB 695 AB 696

AB 600

Committee Meeting Attendance Sheet

Assembly Committee on Rural Affairs and Forestry

Date: January 10, 2002 Meeting Type: Public Hearing
Location: 300 NE - State Capitol

Committee Member

Rep. John Ainsworth, Chair

Rep. Donald Friske

Rep. Stephen Freese

Rep. Gabe Loeffelholz

Rep. Tom Sykora

Rep. Barbara Gronemus

Rep. Mary Hubler

Rep. Marlin Schneider

Present

Absent

Excused

Totals:

7

1

Kristina Boardman

Kristina Boardman, Committee Clerk

Committee Meeting Attendance Sheet

Assembly Committee on Rural Affairs and Forestry

Date: January 10, 2002 Meeting Type: Executive Session
Location: 300 NE - State Capitol

<u>Committee Member</u>	<u>Present</u>	<u>Absent</u>	<u>Excused</u>
Rep. John Ainsworth, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rep. Donald Friske	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rep. Stephen Freese	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rep. Gabe Loeffelholz	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rep. Tom Sykora	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rep. Barbara Gronemus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rep. Mary Hubler	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Rep. Marlin Schneider	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Totals:	<u>7</u>	<u>1</u>	<u> </u>

Kristina Boardman
Kristina Boardman, Committee Clerk

AB 644

Rep. Kaufert - in favor

Paul DeLong - against

↳ need more info as to how this would fit w/ the state's current education programs

Have no budget as of July 1st due to veto of Dept. of Forestry

Bill Thompson - in favor

Paper Industry International
Hall of Fame

Scott Becher - Rep Wickert

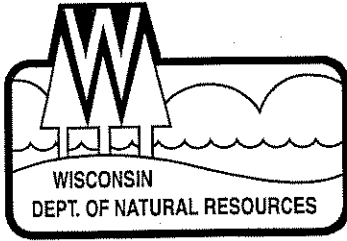
in favor

Recommendation

Kaufert: work
w/ the DNR
perhaps amend
the funding
source (stewardship →)
so there is agreement.

Clarify the education
efforts

AB 644



State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES

Scott McCallum, Governor
Darrell Bazzell, Secretary

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Assembly Bill 644

Assembly Committee on Rural Affairs & Forestry

Department of Natural Resources Testimony
Paul DeLong, Deputy Administrator
Division of Forestry
January 10, 2002

Mr. Chairman and Committee Members:

Good afternoon. My name is Paul DeLong and I am the Deputy Division Administrator of the Department of Natural Resources' Division of Forestry. I appreciate this opportunity to appear before you to discuss AB 644.

The Department of Natural Resources opposes AB 644. As you know, Governor McCallum vetoed language similar to AB 644 from the 2001/03 biennial budget (Wisconsin Act 16).

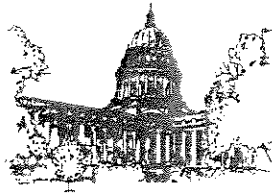
The proposed legislation would transfer \$250,000 of Forestry Account funding to the Paper International Hall of Fame. The funding would support the reconstruction of the Atlas Mill, which is located in Appleton. The reconstructed facility would be called the World Paper Center. The building would house a forestry education project.

The merits of this project are not at this time understood by the Department. The Department has not been approached about this project and what educational opportunities it may provide. The pulp and paper industry is a key component of the Wisconsin economy and as such is in a position to foster significant educational opportunities. The World Paper Center may indeed provide such an opportunity; however, for the Department to support it, we would need to gain an understanding of what specifically it would do and how this fits into other forestry education and awareness efforts in the state.

The Division of Forestry along with others interested in advancing the sustainable forestry message would welcome a dialogue with the sponsors of this project concerning the proposed forestry education center. If indeed this project can fill a unique niche with respect to forestry education and awareness in Wisconsin, the Department will work with the project leaders to identify the appropriate funding sources.

Furthermore, many of you may be familiar with the Forestry and the Conservation Hall of Fames that are located in Stevens Point. Both of these entities are funded from private donations. Another course of action would be for sponsors to pursue the reconstruction of the Atlas Mill for the Paper International Hall of Fame through private donations.

I appreciate this opportunity to express the Department's opposition to AB 644 and would be glad to answer any questions you might have.



DEAN R. KAUFERT

WISCONSIN STATE REPRESENTATIVE

Assembly Committee On Rural Affairs and Forestry

January 10, 2002

1:00 pm, 300 Northeast

Talking Points AB 644 by Rep. Dean Kaufert

Major Points of AB 644 include:

- This legislation will allow for the purchase of land around the Atlas Paper Mill as a way to teach children and adults through a hands-on approach about the importance of forestry and conservation as it relates to Wisconsin.
- The Atlas Paper Mill is an important economic, cultural and historical landmark in this state.
- This legislation is aimed at helping it become a one-of-a-kind museum and educational resource that will offer interactive programs and organized adventures for visitors of all ages to explore the history of paper, its riverside birthplace, its impact on the environment and the paper pioneers that helped shape the modern world.
- This bill requires DNR to provide \$250,000 in fiscal year 2001-02, from the conservation fund (a segregated Trust Fund), to an organization known as Paper International Hall of Fame, Inc.
- The bill requires the new facility to be known as the World Paper Center.

Member, Joint Committee on Finance

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Toll-Free Legislative Hotline: (800) 362-9472 • Rep.Kaufert@legis.state.wi.us

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- This proposal received vast support from those in the Fox Valley community.
- Forestry is an important economic asset to the state of Wisconsin.
- Over 100,000 people are employed in jobs relating to forestry, which accounts for 12 % of the workforce in this state.
- The average pay for those employed in forestry is \$36,000 per year compared to the statewide average of \$25,000.
- There has been no opposition. Senator Roessler and myself respectfully ask that you schedule a vote on this legislation at your earliest opportunity.
- Thank you for your attention to this simple, but important legislation.

Paper hall widens reach as World Paper Center

New name, mission seeks to include all areas of industry

By Joanne Zuhl
Post-Crescent staff writer

Organizers behind the renovation of the former Atlas Mill in Appleton have adopted a new name and fund-raising campaign for the project, slated to become the home of the Paper Industry International Hall of Fame.

Under the new name of the World Paper Center, and with a broader educational and historical mission, organizers with the hall of fame hope to expand the project's appeal.

"It's really to say that this is more than an Appleton, Fox River Valley facility," said Randy Stadtmueller, a hall of fame spokesman. "This is to serve the interest of the entire paper industry, and the forest industry and the printing industry and everybody who's involved in paper."

The total cost estimate for the project is at \$4.5 million, including \$3.5 million for renovating the two-conjoined buildings at Jackman and Water streets, and \$1 million for the educational program and exhibit budget.

"That has been an evolving process and it's getting ever more exciting," said Harry Spiegelberg, a retired vice president from Kimberly-Clark Corp. and head of the museum and educational planning committee with the hall of fame.



Spiegelberg



Stadtmueller

Construction and program development is expected to take nine to 12 months to complete.

Phase I of the project began last summer after K-C donated the historic Atlas Mill as a home for the hall of fame. Several buildings were demolished, leaving just the two main buildings that date back to 1872.

Phase I cost \$1.5 million, the same amount the hall of fame has raised in gifts and pledges toward the \$4.5 million goal. The first phase is now complete and fund raising has begun for the second stage, including designing the museum and educational exhibits.

"What has really evolved here is taking an old historic mill, which in and of itself is wonderful, but it needs to be made relevant to people's lives so that it has the kind of contribution to the community that it has the potential for," said Stadtmueller.

The fund-raising program targets \$1.5 million from the Fox Valley, \$1 million from the Wisconsin at-large, and \$2 million from national and international contributors.

Spiegelberg said his committee has been working with several consultants, including the

Robert C. Williams American Museum of Papermaking in Atlanta.

"One of the things we're trying to build on is the surprise people will find when they find out how many paper products affect our lives," Spiegelberg said.

The center's new mission unveiled this week, concentrates on education through the development of seven focus areas:

■ **Sustainable Forestry Paper Program:** An education program geared toward students and adults, ages 13 and up, to discuss the sustainable programs set by the industry.

■ **Paper Adventure Program:** A place where children and families can participate in organizational activities and workshops on making and printing paper.

■ **Papermaking Heritage Museum:** A focus on papermaking, science and technology, as well as the history of the Fox River.

■ **Paper Industry International Hall of Fame:** Information kiosks featuring the hall of fame inductees to recognize paper pioneers.

■ **Outdoor River & Forest Exhibit:** Teaching stations dealing with forestry initiatives and environmental impacts.

■ **World Career Center:** A career area where students and teachers can learn more about career opportunities in the industry.

■ **Worldpapercenter.org:** A new Internet home site for the center.



STEVE WIECKERT

STATE REPRESENTATIVE

CHAIRMAN

ASSEMBLY COMMITTEE
ON GOVERNMENT OPERATIONS

Chairman Ainsworth and members of the Assembly Rural Affairs and Forestry Committee. Good Afternoon.

I am Scott Becher and I will be testifying in support of Assembly Bill 644 for Representative Steve Wieckert, who is attending to constituent matters in the district today.

Assembly Bill 644, authored by Rep. Kaufert will provide the World Paper Center, located on the Fox River in Appleton money to create a forestry education center. This proposal would benefit the state and its residents threefold- first, it would create a premiere education center for teaching children and adults alike about one of Wisconsin's most important natural asset, its forest, second, it would benefit the redevelopment of the majestic Fox River waterfront and third, it would help make Appleton an even more popular tourism destination for in-state and out-of-state residents.

The creation in last year's state budget of the Fox River Lock Heritage Parks proposal along with the City of Appleton's recently completed waterfront master plan go hand and hand with this development.

Other Midwestern states such as Michigan has already seen the benefits of waterfront re-use by helping assist in the development of retail, residential and tourist attractions. Wisconsin, which is blessed to have many lakes, rivers and other waterways, has not taken up that call yet.

Already underway is a multi-million dollar fundraising drive in the Fox Cities communities to turn the former Atlas Paper Mill into a world-class Paper Museum. Money has come from paper company executives and school children alike to make the dream a reality. By the state of Wisconsin providing \$250,000 from the Forestry Account of the Conservation Fund in Representative Kaufert's bill, we can begin to make a first step to improve the Fox River for our children and their children in the years to come.

Thank you for your time. Again I want to express me support for Assembly Bill 644. I would be willing to answer any questions that the Committee has.

IDEALS, PRINCIPLES, PATRIOTISM

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COMMITTEES: ECONOMIC DEVELOPMENT • GOVERNMENT OPERATIONS • HEALTH • HOUSING • INSURANCE

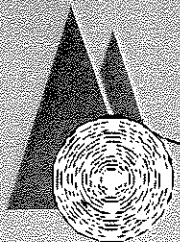
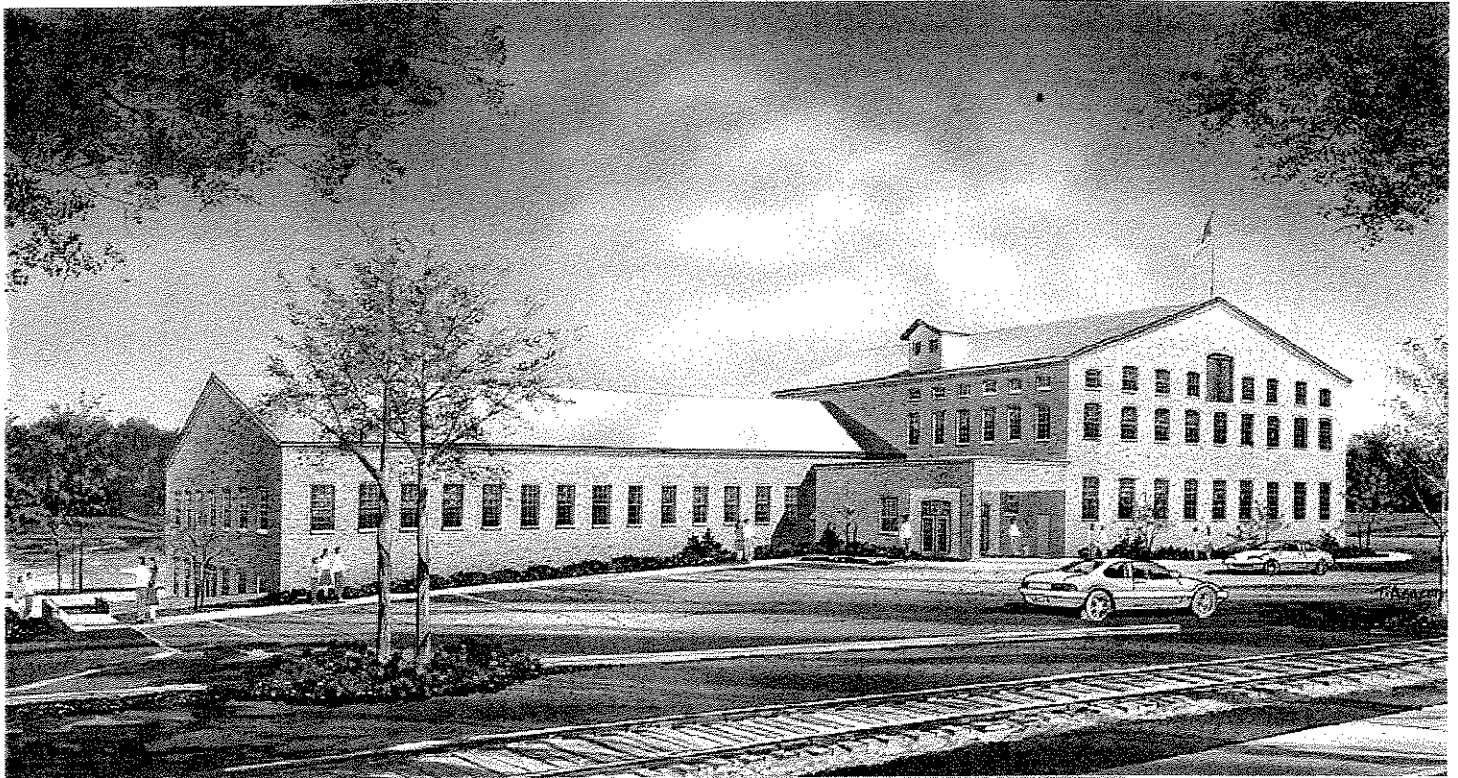
For hearing 1-10-02

THE WORLD PAPER CENTER

CASE FOR SUPPORT

MAY 2001

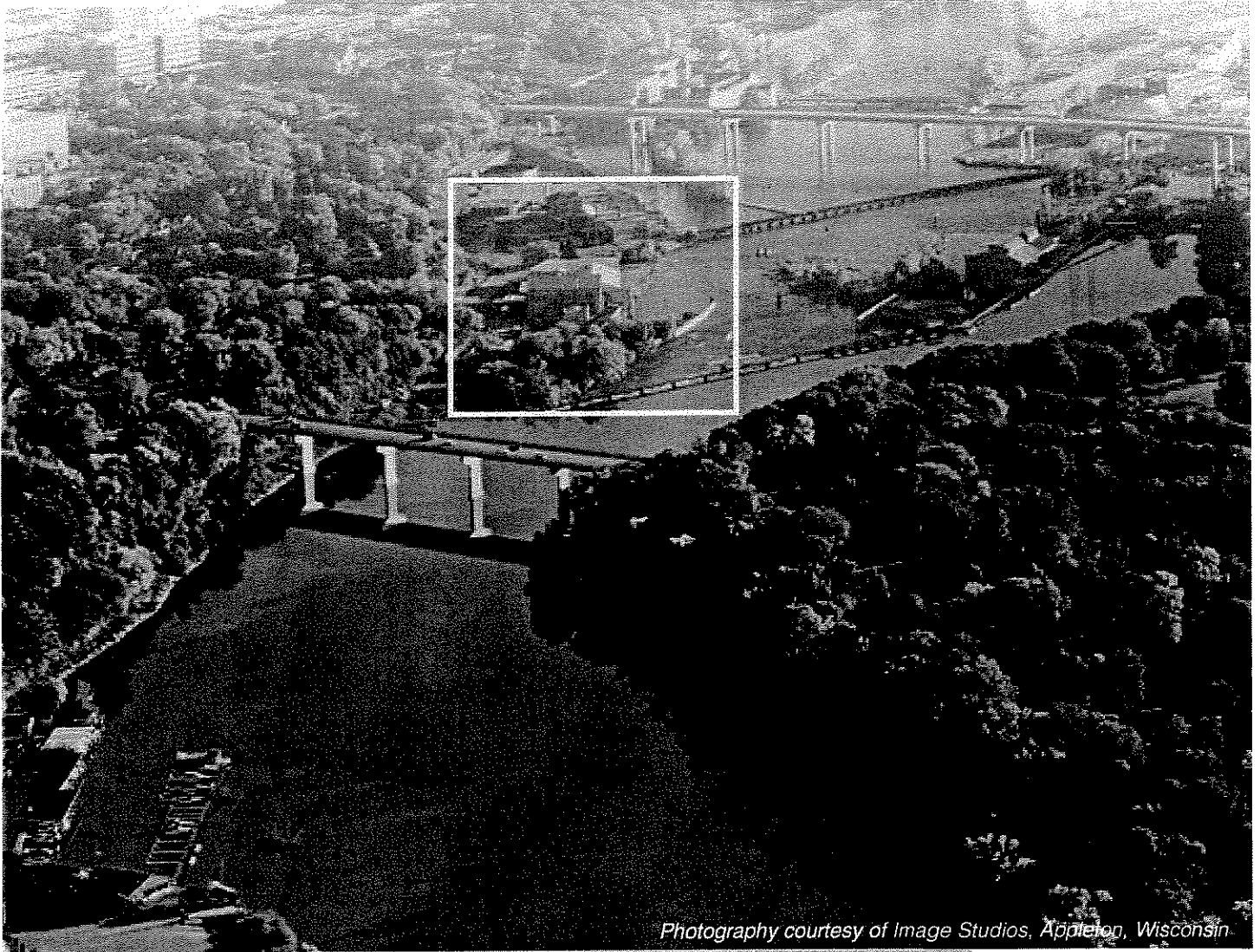
No other museum in the world exists to represent the paper industry as a whole, and its impact on civilization around the world. Housed in an authentic paper mill alongside the Fox River in an area known as the "Paper Valley of the World," the World Paper Center will exemplify the heritage of paper communities worldwide. It will feature the paper pioneers who created the foundation upon which was printed every inspirational human thought. Visitors will be captivated with the story of these visionaries and their innovations that forged the backbones of nations and the quality of contemporary life.



CAPITAL CAMPAIGN
PAPER INDUSTRY INTERNATIONAL
HALL OF FAME, INC.

Vision Statement

The World Paper Center will be a one-of-a-kind museum and educational resource that will offer interactive programs and organized adventures for visitors of all ages to explore the history of paper, its riverside birthplace, its impact on the environment and the paper pioneers that helped shape the modern world.



Photography courtesy of Image Studios, Appleton, Wisconsin

Mission Statement

To educate our youth, and society as a whole, about paper and our environment by creating a world-class visitor experience through the development of a Paper Adventure Program, Sustainable Forestry and Paper Program, World Career Center, Outdoor River & Forest Exhibit, Paper Heritage Museum, Paper Industry International Hall of Fame and the website worldpapercenter.org.



FUNDRAISING GOAL

The PIIHF seeks to raise \$4.5 million over a three-year period to renovate the Atlas Mill into the World Paper Center, creating interactive exhibits, workshop areas and an outdoor learning center. The funds will also provide for educational program planning and the creation of a career development area.

SUMMARY



In 1992, The Paper Industry International Hall of Fame (PIIHF) evolved from a small group of people interested in paying tribute to the paper industry and to those that had made significant contributions toward its growth. This 501(c)3 non-profit organization held its first induction ceremony in 1995 and soon began looking for a new home for their growing displays and biographies. In 1999, when Kimberly-Clark Corporation donated its vacated Atlas Mill property in Appleton, Wisconsin to the PIIHF for their new home, it created an extraordinary opportunity to educate the world about the impact of paper in our society. The PIIHF board immediately began to research the cultural, educational and economic benefits that a new museum and educational center could provide.

To increase the scope of the project, the PIIHF centered its objectives around the needs of the paper industry and society in general. Attracting investor interest as well as quality employees to the paper industry and related fields are the top concerns of companies around the world. Sustainable forestry and environmental protection methods are also a priority, especially the need to demonstrate to the public how companies are using these techniques to protect our natural environment. Finally, there is a general lack of knowledge about the industry's record of achievement and direct link to American History. As a result, the importance of paper and its impact on civilization has been taken for granted.

After several months of research and planning, the World Paper Center concept was unveiled in March 2001. Through its first-class exhibits and programs, the World Paper Center will provide an authentic riverfront paper mill setting to communicate the paper industry's record of achievement, its progressive environment and forestry techniques and its historical significance. It will also draw interest from students around the world through its Internet Web Site and career development programs.

To achieve these outcomes, the World Paper Center will include seven main areas of focus:

- 1. Sustainable Forestry & Paper Program** – An education program geared toward students and adults, ages 13 and up, that will communicate the environmental sustainability of the forest and paper industries.
- 2. Paper Adventure Program** - where children and families can participate in organized activities and workshops while learning the methods of making and printing paper.
- 3. Papermaking Heritage Museum** – focusing on papermaking, science & technology, as well as the history of the Fox River. The elements of the indoor exhibit area will correlate with the outdoor exhibit.
- 4. Paper Industry International Hall of Fame** - Informational kiosks featuring the Hall of Fame inductees will recognize the paper pioneers that helped shape the modern world
- 5. Outdoor River & Forest Exhibit** – incorporating teaching stations that describe how the sustainable forestry practices in the AF&PA Sustainable Forestry Initiative make a positive impact on the environment.
- 6. World Career Center** - A career area that helps students and teachers learn more about career opportunities in paper-related industries.
- 7. worldpapercenter.org** – will be the new internet home site for the World Paper Center.



INTRODUCTION

Since its founding in 1992, PIIHF has recognized worldwide individual and corporate contributions to the paper industry through its annual induction ceremonies. In citing inductees for their achievements, the Hall of Fame projects a positive image for the paper industry as a whole, illustrating its notable history and impact on our quality of life while generating potential career interest by students. The PIIHF recently received its permanent 501(c)3 non-profit designation from the Internal Revenue Service.

The stated mission of PIIHF is: *To recognize people who have made preeminent contributions to the paper industry, worldwide, by inducting them into the Paper Industry International Hall of Fame. To foster a greater understanding of the paper industry, its heritage, its impact on our quality of life, its challenges and its opportunities through educational and interpretive exhibits.*

A board of directors, consisting of 19 current and former paper and business executives, governs the organization. Although the PIIHF does not employ any permanent staff at this time, plans call for hiring a director, curator, development associate and operations engineer upon completion of the World Paper Center fund drive and renovation. The PIIHF board of directors will also oversee World Paper Center operations. The financial status and budget of the organization is currently managed by the PIIHF treasurer John Wisniewski, CPA and partner of Schenck & Associates accounting firm. Annual audit reports are available for review.

Funding for the World Paper Center is sought from a diverse prospect base, and is segmented into three geographic areas:

- 1) The Fox Valley – reaching out to Appleton, Neenah, Menasha and surrounding communities.
Goal: \$1.5 million
- 2) Wisconsin – America's leading paper-producing state and the future home of the World Paper Center.
Goal: \$1 million
- 3) National & International – based on paper's economic role and environmental impact throughout the world.
Goal: \$2 million

To date, \$1.5 million in gifts and pledges have been made toward the \$4.5 million goal. Financial gifts have been received from every current PIIHF board member, and pledges and/or contributions have been received from the following individuals and businesses:

Capital Campaign Contributors

Appleton Papers, Incorporated	Hayes Manufacturing Group, Inc.	Sabee, Lois & Reinhardt
American Forest & Paper Association	Heckrodt, Frank & Florence	Scheetz, Tom & Kay
S.J. Baisch Associates, Incorporated	International Paper Company	Sensenbrenner, John & Mary
Baisch, Steven J.	Johnson, Jeff & Lynn	Spiegelberg, Harry & Bonnie
Bassett Mechanical	Jones, Gareth & Diane	Stadtmueller, Randall & Susan
Bergstrom, D.W.	John J. & Ethel D. Keller Fund,	Suess, Robert & Gladys
Robert C. Williams Foundation	Community Foundation for the Fox	TECC Security Systems
Oscar J. Boldt Construction Company	Valley Region, Inc.	Theda Clark Smith Family Foundation
Bretting, David	Kiesau, Kenneth & Susan	Thompson, William & Dorothy
Community Foundation for the Fox	Kimberly Clark Corporation	Torgerson, Robert & Lorraine
Valley Region, Inc.	Kloehn, Dr. John	Town & Country Electric, Incorporated
C. R. Meyer and Sons Company	Lee, Jong Dae	Truttschel Family
Curler, Howard & Alice	Martenson & Eisele, Inc.	US Bancorp Piper Jaffrey, Incorporated
Dugal, H.S. & Mona	Miller, Harold & Dorris	VanDenAkker, Margaret
Doyle, Christopher	Mueller, George	Voiss, Kenneth & Vivian
Evans Title Company, Inc.	Mutchler, Keith & Sherry	Votava, James & Kathryn
Everest, D.C. Jr.	Nickasch, Robert & Margaret	Walker, Bonnie
Fox Cities Convention & Visitors Bureau	Norris, Thomas C.	Wisniewski, John & Mary
Fraser Papers Incorporated	Pace Corporation	Waselchuk, Daniel & Patricia
Grace, Tom & Mary	Pinkerton, Fred M.	Wauda, Nate & Marion
George Kress Foundation	The Post Crescent	
Green Bay Packaging, Incorporated	Riverwood International Corporation	

NEEDS

- The importance of paper and its impact on civilization has been taken for granted without the benefit of a centralized educational resource that could demonstrate its historical and economic significance.
- Lack of knowledge has led to the general perception that forestry and paper industries hurt the environment. The general public is not aware of how the Sustainable Forestry Initiative has not only helped protect the environment, but has made our forests stronger and healthier
- The consolidation of the worldwide paper industry and increased competition from digital technologies have created new financial challenges for paper companies. Investor interest is needed to stay competitive with the global economy.
- There is a need to attract more quality employees at every level of operation among paper companies worldwide.
- Career opportunities in the paper, forestry and printing industries are not easily accessible to students.
- There is a local need for a tourism destination that encompasses the history and natural resources unique to the Fox River Valley communities. According to a 1997 market assessment conducted by Leisure Quest for the Fox Cities Convention & Visitors Bureau: "Consistent among all three groups (the tourism industry, area residents and visitors) is a desire to make use of the unique natural resource already in the Fox Cities – the Fox River. Locating a new development along the river and/or tying the river and its beauty and history to a new development would leverage this aspect of the Fox Cities."

OUTCOMES

- The paper industry's historical significance and impact on civilization will be understood by students, guests and the general public immediately through the World Paper Center's educational programs, exhibits and Web Site.
- Within the first five years of existence, the general perception of the paper and forestry industries will improve as people learn how individual companies are working hard to protect the environment and improve the quality of life in our communities.
- The image of the forest and paper industries will improve as the public learns more about the progressive methods companies are using to achieve sustainability.
- The World Paper Center will provide a centralized location for companies in the paper, forestry and printing industries to share career information with people worldwide.
- Within the first year of existence, the World Paper Center will draw interest from students around the world through its Internet Web Site and career development programs.
- The need for a local riverfront destination that presents the history of the Fox River and surrounding communities will be fulfilled. This will create immediate economic and tourism benefits for the entire area.



IMPLEMENTATION

The World Paper Center project is being executed in two phases. Phase I was completed in 2000 and included the final transfer of the Atlas Mill property to the PIIHF, the design and budgeting for the renovation of the building and the demolition of unnecessary structures. Phase II will include the complete renovation of Building #1 and Building #2, the development of the educational programs and museum exhibits and the installation of site improvements including the Outdoor River and Forest exhibit.

The Atlas Mill is comprised of two buildings. Building #2, containing 20,600 square feet of space, will be renovated to house the World Paper Center. Building #1, containing 24,000 square feet of space, will be developed as a commercial office facility. The net income from the office building will be used to offset the operating expenses of the World Paper Center.

After the fundraising campaign is finished, construction and program development is expected to take 9-12 months to complete. **Renovations and programming for the World Paper Center will include seven main areas of focus:**

1. Sustainable Forestry & Paper Program – This educational program will feature a combination of exhibits and educational curriculum geared toward students and visitors, ages 13 and up. It will emphasize the impact of production technologies that conserve renewable resources (forests, clean water and air) and protect the physical environment. The program will relate directly to the teaching stations in the Outdoor River & Forest Exhibit by showing how the following sustainable industry practices are making a positive impact on the environment:

- Forest harvesting methods
- Reforestation of harvested areas
- Enhancement of natural habitats of animals and fish
- Protection of unique areas of forest habitat
- Protection of water and soil resources

The program will be designed with existing curriculum and resources, such as "Paper Makes Wisconsin Great" – The Wisconsin Paper Council; "Project Learning Tree" – AF & PA; "Paper Express" – Technical Association of Pulp & Paper Industry; and the Wisconsin Forest Resources Education Alliance.

2. Paper Adventure Program - Visitors of all ages will participate in organized activities and workshops while learning the methods of making and printing on paper. Educational areas will include a **Kids Interactive Room** with computers, arts & crafts area, museum microscopes, work tables and displays. (See appendix for detailed floor plan). Displays will include a model paper machine, a model canal lock and water wheel, and sustainable forestry diagrams. Design plans also include a 38-seat theater for films, video and small-group presentations. Additional workshop space and a conference center will be included in the basement renovations.

Educational programs will be designed so that each visit to the museum will be a memorable one. Visitors will learn about pulpmaking, papermaking, converting, forest management and environmental protection through a variety of hands-on workshops and interactive exhibits. Tools used for developing the programs will include Wisconsin Paper Council's "Paper Makes Wisconsin Great" curriculum and Wisconsin Forest Resource Education Alliance (WFREA) "Wisconsin Forests Forever" interactive CD-ROM. Museum specialists and education professionals will be consulted to ensure that our programs provide an unforgettable learning experience for our guests.

IMPLEMENTATION (CONTINUED)

Program ideas that are being considered include:

River Adventure Camp – A special summer program designed for young people to learn about the history of paper and the impact it has made on the world. The camp would include such adventures as a "Mark Twain" themed session that focused on the power of the river in shaping modern-day life, including the production of paper. A special "Huck Finn" adventure would help spark interest in the topic and draw more participants. The importance of paper would be recognized when participants see that authors like Mark Twain were able to preserve their stories thanks to the world's paper innovators and pioneers.

Papermaking Workshops – Hands-on workshops where visitors learn how to make their own paper.

Paper Product Expose – A display area showing several everyday paper products we all rely on. This area would focus on how paper impacts the world.

Invention Workshop – This workshop would encourage visitors to invent a new paper product.

Meet the Pioneers – With the help of Historical Society representatives and/or volunteers, visitors can meet some of the actual paper pioneers (costumed characters) who would demonstrate the paper process used in the early days.

Environment Workshop – This hands-on workshop will help visitors explore new techniques used to protect our environment by recycling used products.

3. Papermaking Heritage Museum – The exhibits and displays of the museum will focus on papermaking, science & technology, as well as the history of the Fox River. Elements of the indoor exhibit area will correlate with the outdoor exhibit. Display areas along the north and south walls of the museum will include exhibits reflecting the history of the Fox River and how the Fox Cities were founded by industry pioneers who harnessed the power of the river for their mills. A traveling exhibit area will be designated for the presentation of paper art/sculpture, handmade paper and other paper-related displays.

4. Paper Industry International Hall of Fame – Informational kiosks featuring the Hall of Fame inductees will recognize the paper pioneers that helped shape the modern world. The display cases will be located at the southwest corner of the museum near the gift shop.

5. Outdoor River & Forest Exhibit – A stand of trees, with adjoining display pavilion and teaching stations will provide a dramatic learning locale for visitors. The 18,000 square feet of property along the Fox River will provide an ideal, natural setting in which hands-on learning can take place. The exhibits and teaching stations will explain the relationship of this natural resource to the papermaking process, as well as the history of rivers in development of pulp and paper mills. Visitors will learn how the sustainable forestry practices in the AF&PA Sustainable Forestry Initiative make a positive impact on the environment. Tourists will also enjoy the beauty of the Fox River, home of ospreys, bald eagles, owls, cormorants and cranes.

6. World Career Center - The World Career Center will be located in the kids interactive area. To help foster career interest within the state of Wisconsin, the World Paper Center will collaborate with the Wisconsin Career Center Network (WCCN) which is comprised of 11 career centers throughout the state. A centralized program will also be developed to serve as a resource to students and printing and paper companies around the world. Computer terminals will have direct links to partnering companies' Web Site educational pages.

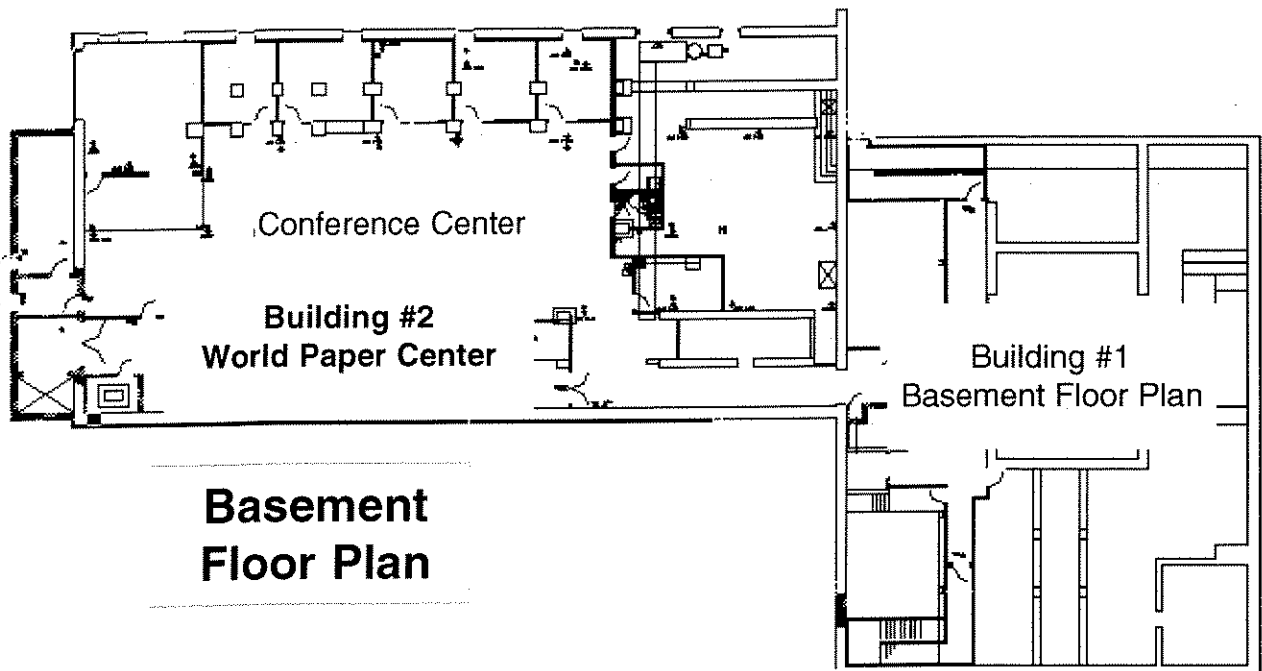


IMPLEMENTATION (CONTINUED)

7. worldpapercenter.org – The new web site for the World Paper Center will make the museum accessible to people all over the world. It will feature visuals and descriptions of the educational programs and workshops, the career development program and the museum itself.

BUILDING FEATURES

– See appendix for detailed drawings and floor plans



BUILDING #1 COMMERCIAL OFFICE DEVELOPMENT

Building #1 will be renovated into a commercial office suite that will be leased to an outside tenant. Net income from the rent will help offset operating expenses for the World Paper Center. Since the Atlas Mill Buildings #1 and #2 are physically joined, they will be renovated at the same time. Implementation of the World Paper Center is therefore dependent on successfully securing capital for the renovation of both buildings. Two approaches are under consideration:

Not-For-Profit Development

Under this approach, all necessary funds for the development of the office facility will be secured through the World Paper Center fundraising campaign. Upon completion of the campaign, Building #1 would be renovated and a tenant(s) will be sought.

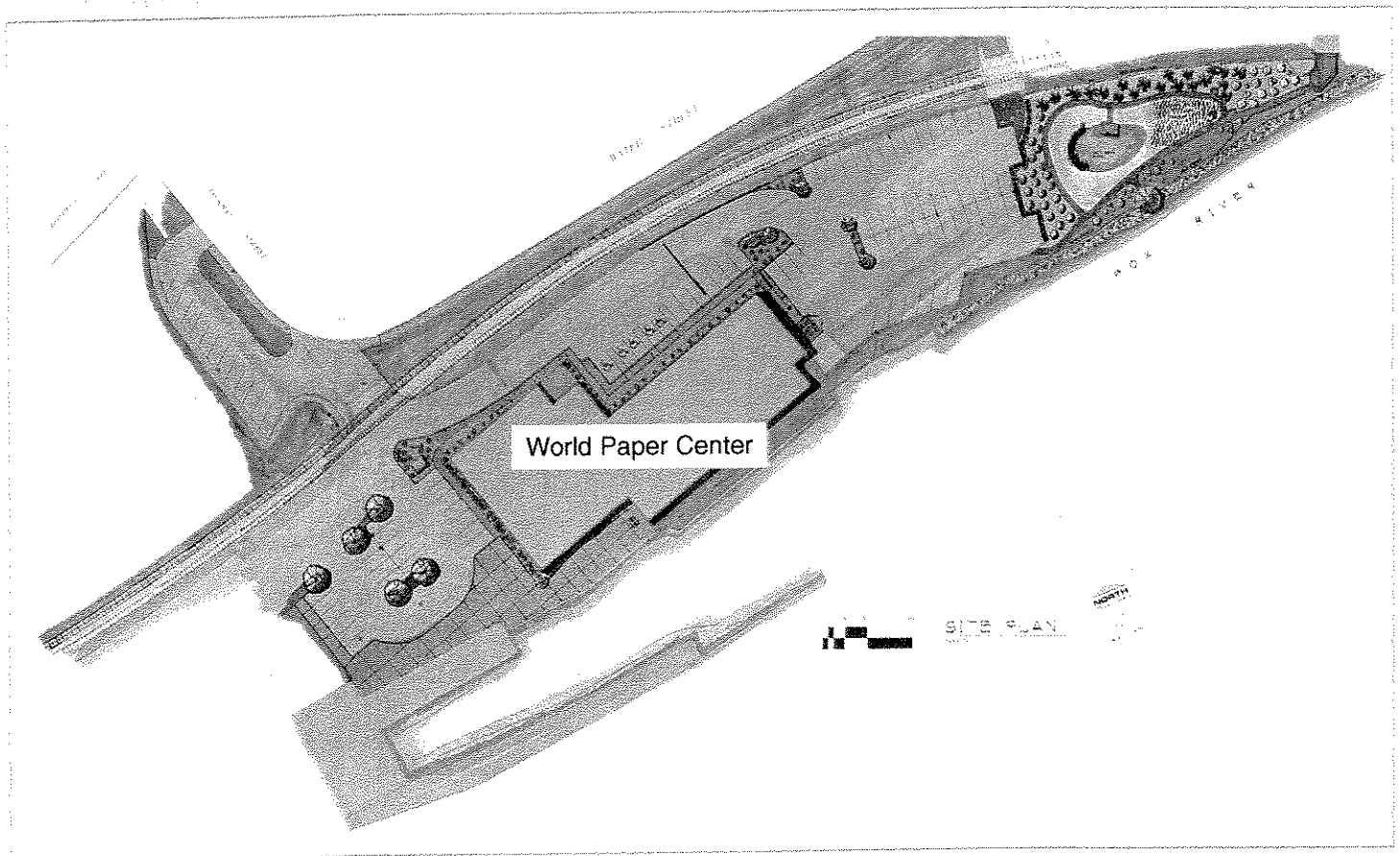
For-Profit Development

Under this approach, a real estate developer under contract with PIIHF will secure equity and financing to complete the renovation of Building #1. Upon completion of the World Paper Center fundraising campaign and the execution of a contract with the developer, a tenant(s) will be sought. The goal of the World Paper Center fundraising campaign will be reduced by the amount of equity and financing provided in the for-profit development contract.

Based on analysis by real estate development advisors the net income of the office facility is the same under both approaches and is estimated at \$40,000 annually. PIIHF is currently exploring City of Appleton Tax Increment Financing that might be available under the for-profit approach.

WORLD PAPER CENTER SITE PLAN

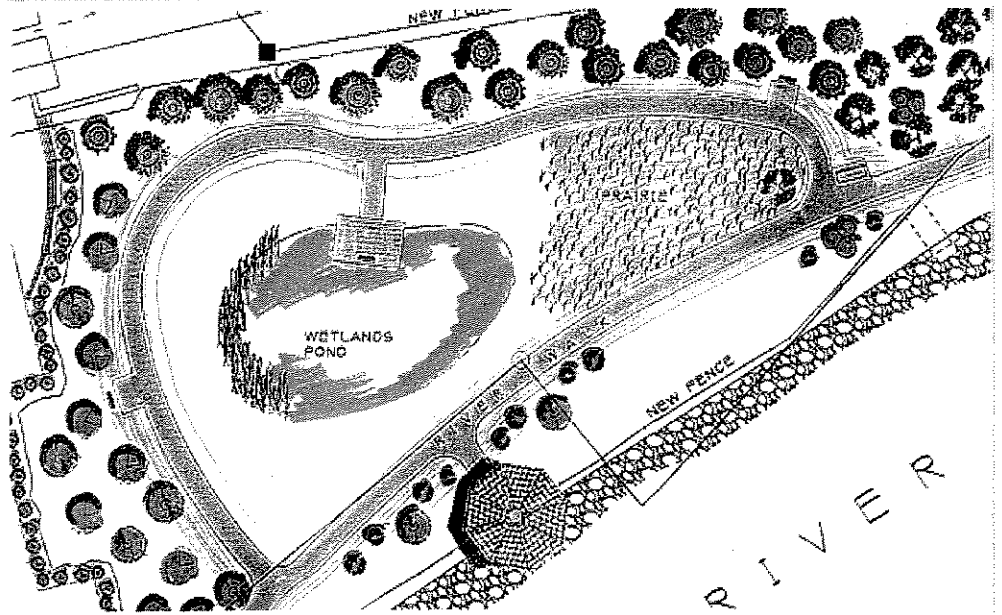
– See appendix for detailed site plan



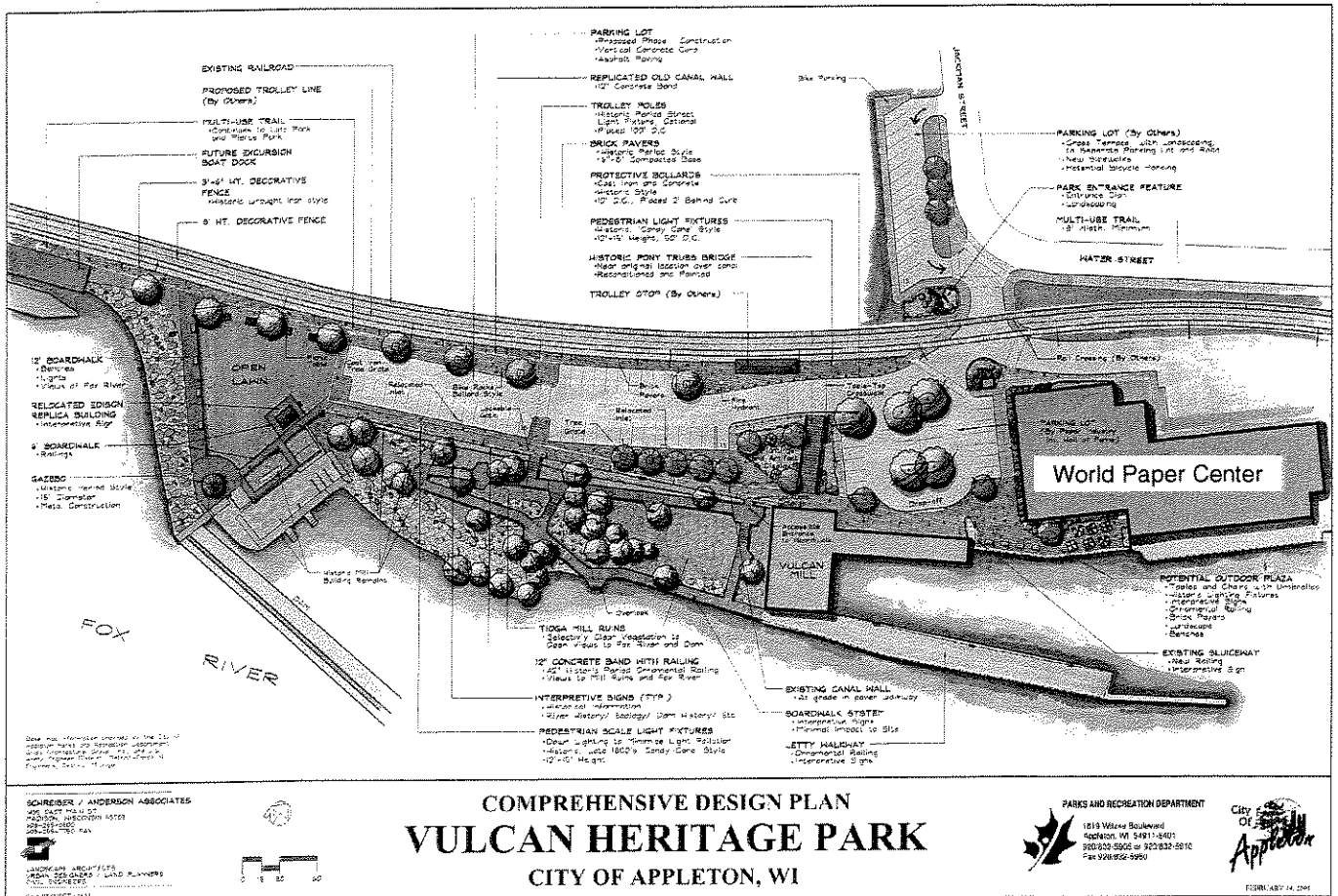
SITE FEATURES

Outdoor River & Forest Exhibit

An integral part of the paper-making process is the natural resource of pulp from trees. An outdoor stand of trees and a proposed pavilion will provide an ideal setting for hands-on learning. Several teaching stations will be positioned along 18,000 square feet of our east property overlooking the Fox River.



The World Paper Center site is immediately adjacent to a new waterfront park being developed by the City of Appleton. **The Vulcan Heritage Park** encompasses over seven acres of land and features multiple historic and environmental elements. Construction for the Vulcan Heritage Park is scheduled to begin in mid-2001. This park is highly compatible with the World Paper Center project and is an element of the State of Wisconsin's Fox River Heritage Corridor Plan.



EVALUATION

The following evaluation methods will be used to measure the impact of the World Paper Center and its programs:

- Surveys will be conducted with school groups and students who participate in workshops and/or career development programs.
- Effectiveness of the World Career Center will be measured by the number of hits on our career-oriented website and direct links to paper companies around the world.
- The World Paper Center will work with the Fox Cities Convention & Visitors Bureau to determine the museum's economic benefits in the Fox Cities. (Input received from local businesses, restaurants, hotels, etc.).
- The public's general perception about the paper industry will be measured through surveys and small focus groups.
- Positive public relations will be measured by keeping a file of articles and publicity. Museum staff will continue this effort to monitor the effect of specific exhibits, programs and special events.
- Effectiveness of the exhibits and educational programs will be reviewed monthly by the PIIHF Advisory Board. Changes and improvements will be made as needed.

FUTURE FUNDING

To leverage our capital campaign resources, the World Paper Center plans to seek specified grants and non-fundraising income to support the programming and operation of the museum on a long-term basis.

(See proforma operating budget for details).

Fundraising Income

- Educational Grants – Grants will be sought from both private foundations and government agencies to support educational programming. We will use the following sources to research potential grants: Guide to U.S. Foundations, Foundation 1000, Grants Index, Environmental Grantmaking Foundations, Federal Registry, U.S. Government Manual.
- Annual Friends Campaign -- An annual membership campaign will be created for ongoing support.
- Special Exhibit Sponsorships – Corporate sponsorships will be solicited for special exhibits.
- In-kind contributions – In-kind contributions will be sought for services such as printing, public relations, advertising and graphic design.
- Volunteers – Volunteers will be recruited to help with group tours, special events and gift shop operations.

FUTURE FUNDING (CONTINUED)

Operating Income

- Visitor Admission – Adults \$4.00, Children \$2.00 and Families \$10.00, plus special group rates. The budget calls for 15,000 admissions at an average of \$3.00 per person.
- Gift Shop revenue – The budget calls for sales of \$100 per square foot at a 50% gross margin. This revenue will be enhanced by using volunteers to staff the shop.
- River Camp – Registration fees for River Camp will offset cost of programs.
- School Programs and Workshops – Class fees will offset cost of programs. Class fees can also be augmented with local sponsorships.
- Conference Center & Teacher Training Income – A fee will be charged for the use of the conference center and/or teacher training seminars.
- Rental Income – Income from office space rental in Building #1 will help offset operating expenses.

CONSTRUCTION BUDGET

The renovation of the Atlas Mill has been thoroughly researched and planned by the Gries Architectural Group Incorporated, Neenah, Wisconsin. Based on the final construction drawings, the project was competitively bid by C.R. Meyer & Sons in June 2001. The construction budget includes the following:

Atlas Mill Renovation Budget		
	<u>Building #2</u>	<u>Building #1</u>
Demolition & Site Preparation	\$400,000	\$290,000
General Construction	\$1,076,000	\$780,000
Plumbing	\$61,000	\$44,000
Fire Protection	\$60,000	\$45,000
HVAC	\$243,600	\$176,000
Electrical	<u>\$183,000</u>	<u>\$132,000</u>
Total	\$2,023,600	\$1,467,000
Total	\$3,490,600	

PROGRAM DEVELOPMENT BUDGET

Based on conceptual plans, a budget for program development, facility equipment and exhibits has been developed:

World Paper Center Educational Program & Exhibit Budget	
Outdoor River & Forest Exhibit	\$200,000
Interior Exhibit and Learning Areas	
Library Collection & Equipment	\$125,000
Theater & Equipment	\$125,000
Traveling Exhibit Area	\$25,000
Museum Exhibits	\$50,000
Kids Interactive Area	\$150,000
Inductee Recognition Area	\$25,000
Conference Center Equipment	\$50,000
Educational Program Development	<u>\$250,000</u>
Total	\$1,000,000

PROFORMA OPERATING BUDGET

The following proforma operating budget shows revenue and expense estimates for the first full year of operation.

Revenue		Expense	
Papermaking Heritage Museum		Cost of Merchandise, Programs & Recognition	
Visitor Admissions	\$45,000	Gift Shop Merchandise	\$25,000
Gift Shop	\$50,000	Educational Program Expense	\$50,000
Education Programs		Awards Dinner & Inductee Expense	\$30,000
River Camp	\$25,000	Operating Expense	
School Programs & Workshops	\$25,000	Personnel Expense	\$130,000
Conferences & Teacher Training	\$25,000	Office & Administrative Expense	\$15,000
Paper Industry International Hall of Fame		Fundraising Expense	\$15,000
Awards Dinner	\$30,000	Professional Services	\$5,000
Annual Fundraising		Building #2 Operating Expense	<u>\$40,000</u>
Grants	\$20,000	Total	\$310,000
Friends Donations	\$50,000	Net Income	\$0
Net Rental Income			
Building #1 Office Rent	<u>\$40,000</u>		
Total	\$310,000		

**PAPER INDUSTRY INTERNATIONAL HALL OF FAME
BOARD OF DIRECTORS**

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Chairman, Integrated Paper Services, Inc.

Vice Chairman

Harry L. Spiegelberg
Retired Vice President, Kimberly-Clark Corporation

Vice President, Operations

Daniel Waselchuk
Atlas Mill Project Manager

Secretary

H.S. (Doug) Dugal
CEO, Integrated Paper Services, Inc.

Treasurer

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Schenck & Associates SC

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Communications Manager, SCA Tissue

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General Manager, Container Division,
Hayes Manufacturing Group

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Retired President Neenah Historical Society

N.H. (Nate) Wauda
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PAPER INDUSTRY INTERNATIONAL HALL OF FAME ADVISORY BOARD

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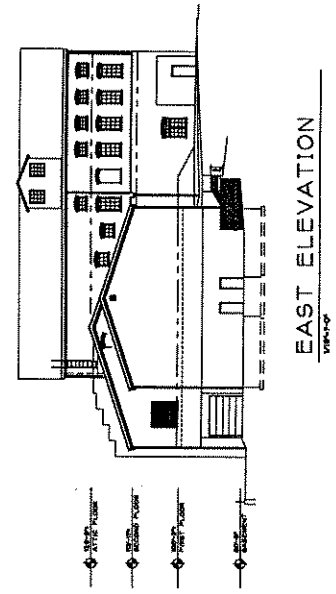
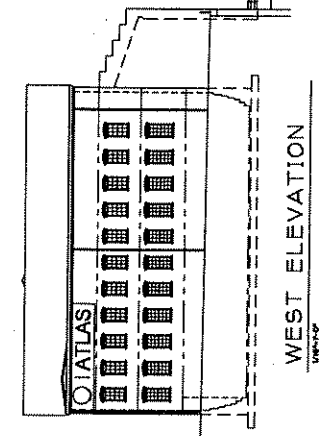
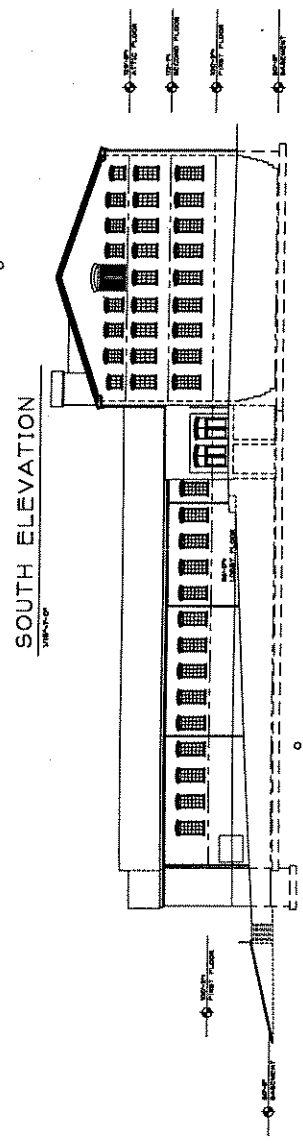
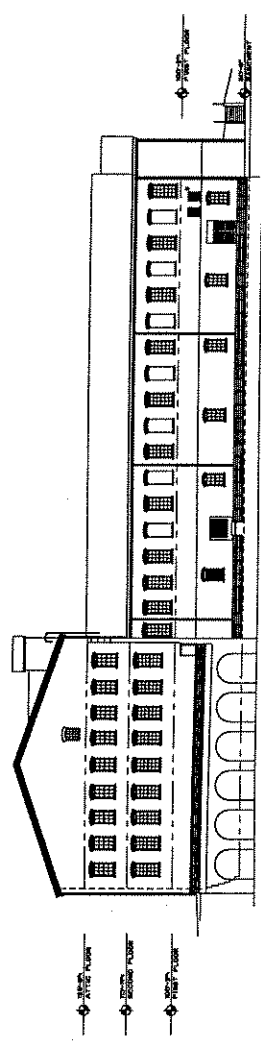
Robert E. Page
Retired Group Vice President, Beloit Corporation



5/22/01

APPENDIX

ADAPTIVE REUSE OF THE FORMER ATLAS MILL



NOTE:
 ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
 ALL MATERIALS AND FINISHES TO BE DETERMINED BY THE ARCHITECT.
 ALL MATERIALS AND FINISHES TO BE DETERMINED BY THE ARCHITECT.

375 South Commercial Street
 Appleton, Wisconsin 54912
 Telephone: (920) 835-1000
 Fax: (920) 835-1001
Griles
 Architectural Group Inc.

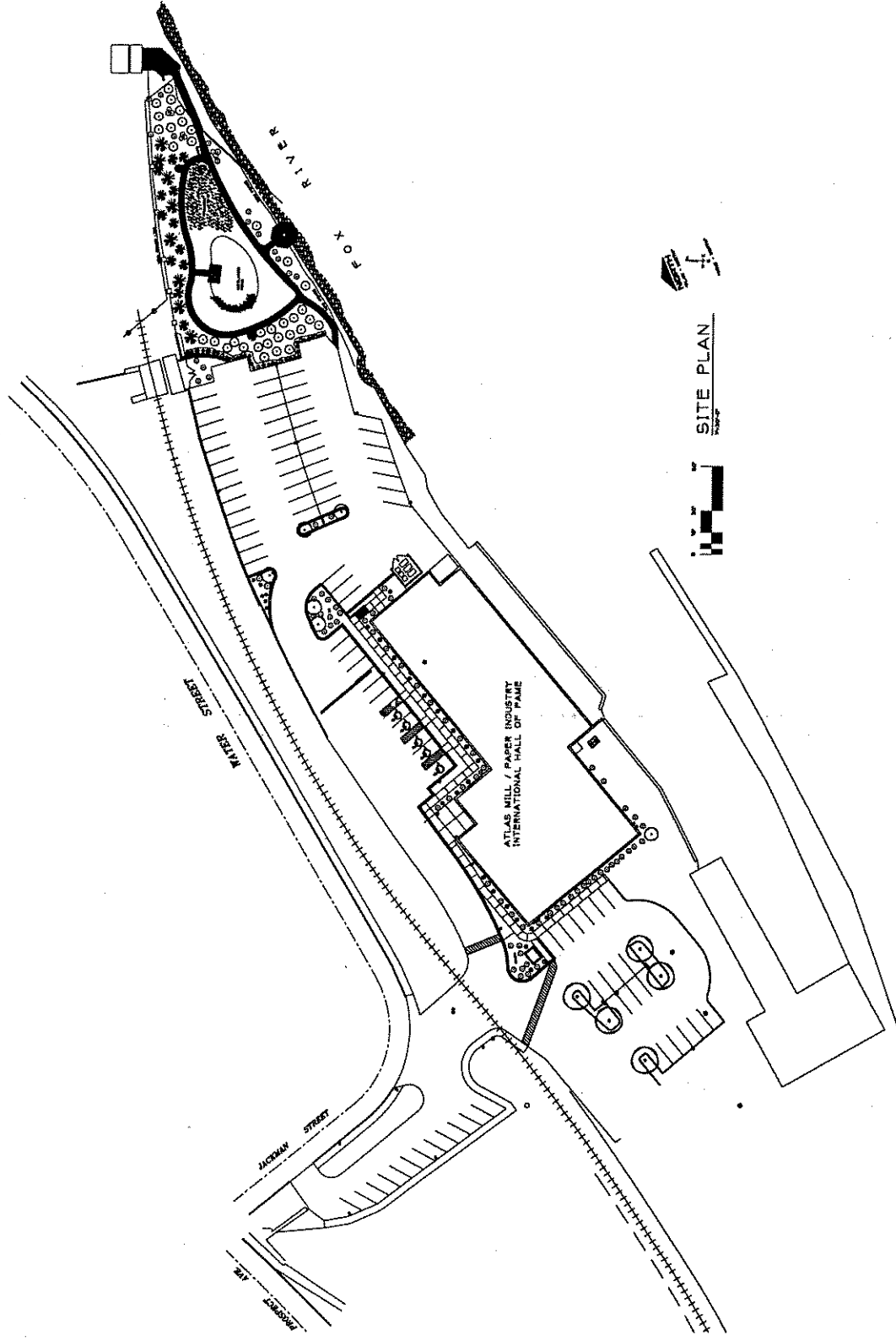


ADAPTIVE REUSE OF THE FORMER ATLAS MILL FOR:
 PAPER INDUSTRY INT'L HALL OF FAME
 APPLETON, WI.



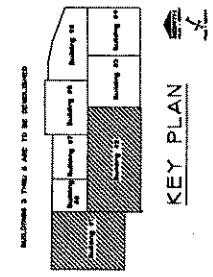
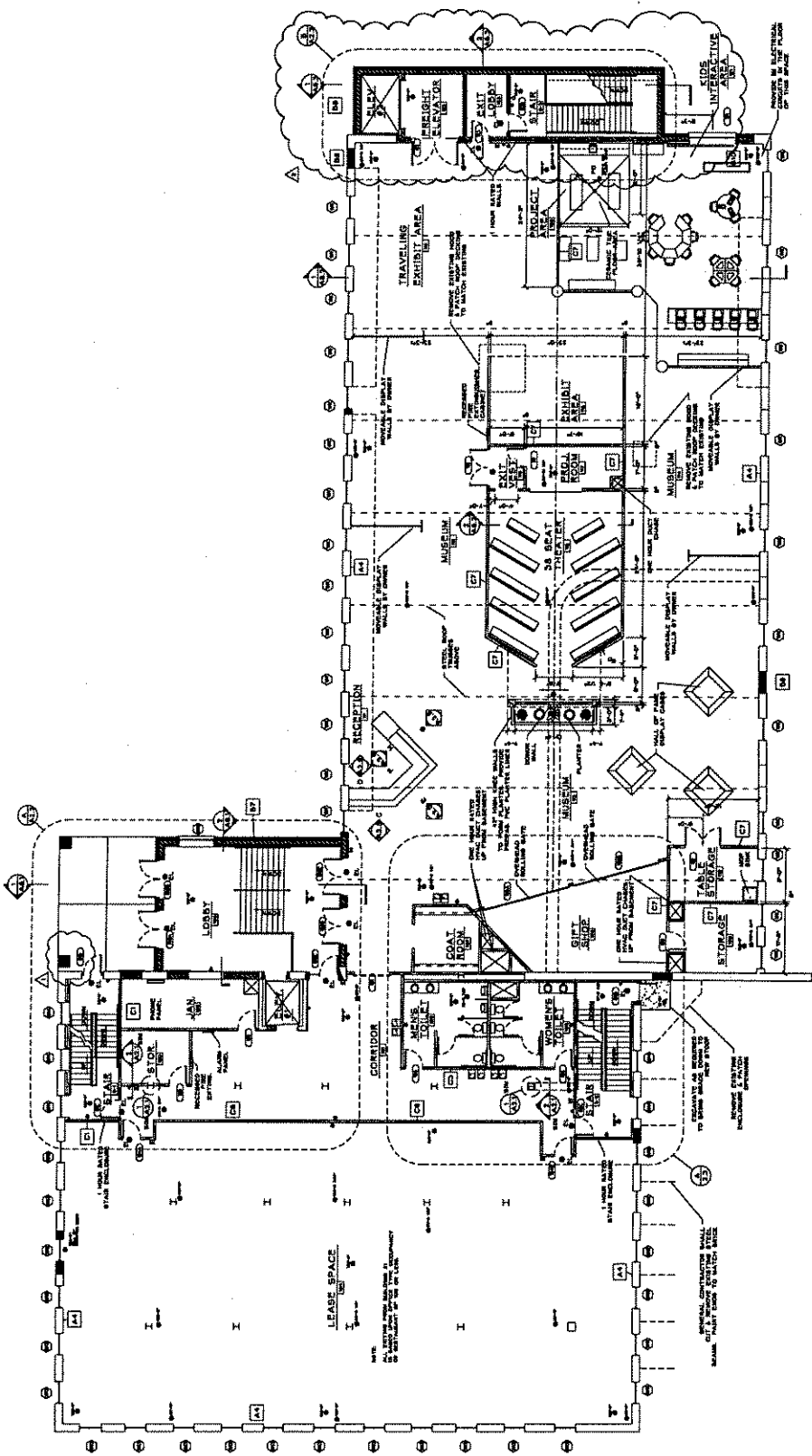
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BY:	_____
CHECKED BY:	_____
SCALE:	_____
PROJECT NO.:	_____

SD
1:3



SITE PLAN
PROJECT NO. 1000000000





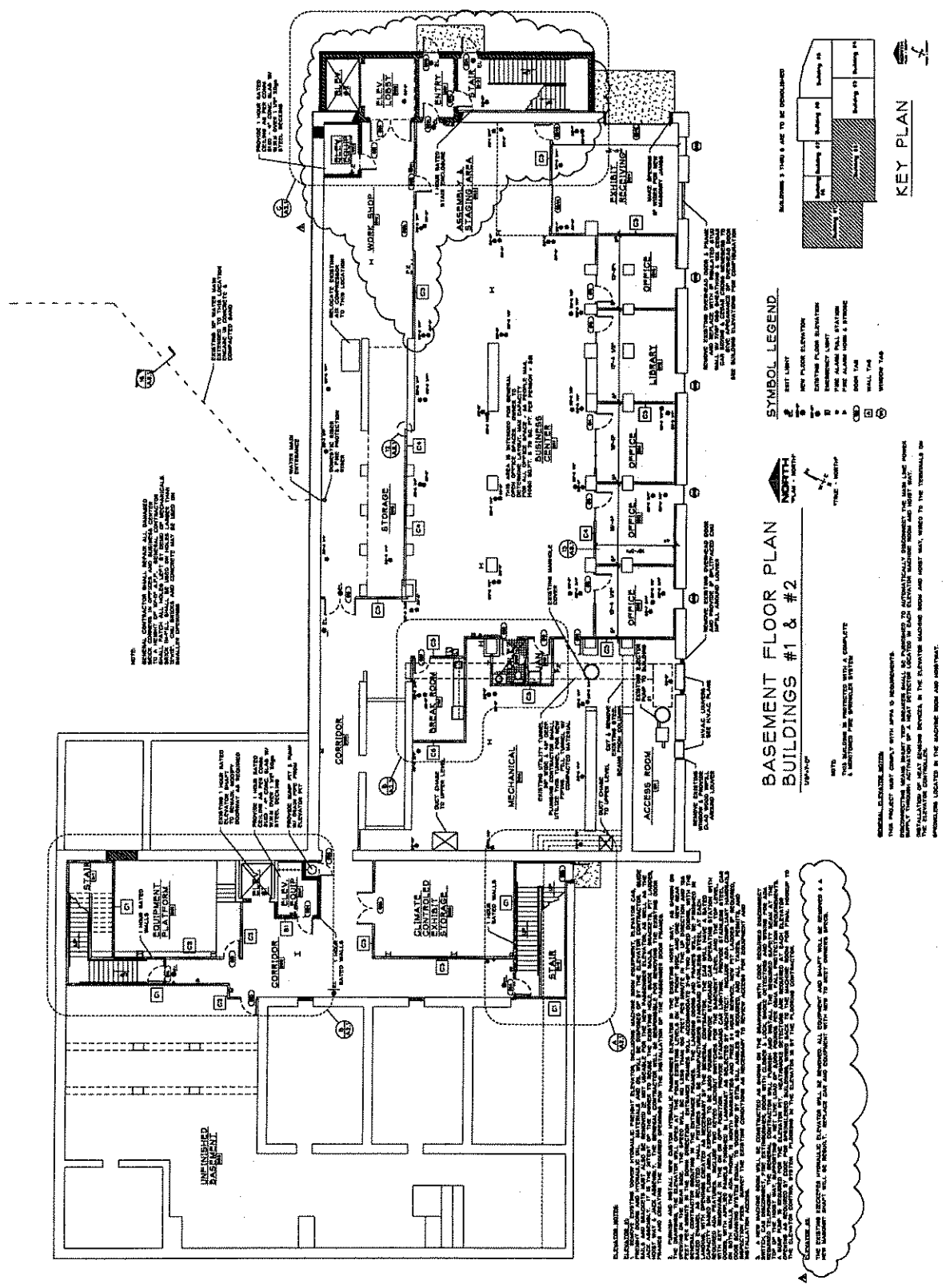
- SYMBOL LEGEND**
- EXIST. LIGHT
 - NEW PLUMB. EQUIPMENT
 - EXISTING PLUMB. EQUIPMENT
 - EXISTING LIGHT
 - EXIST. WALL SYSTEM
 - EXIST. FLOOR SYSTEM
 - EXIST. FLOOR FINISH
 - EXIST. WALL FIN.
 - EXIST. WINDOW FIN.

**FIRST FLOOR PLAN
BUILDINGS #1 & #2**

DATE: 10/15/00
DRAWN BY: J. H. HARRIS
CHECKED BY: J. H. HARRIS
APPROVED BY: J. H. HARRIS



BUILDINGS #1 AND #2 ARE TO BE DEMOLISHED



SYMBOL LEGEND

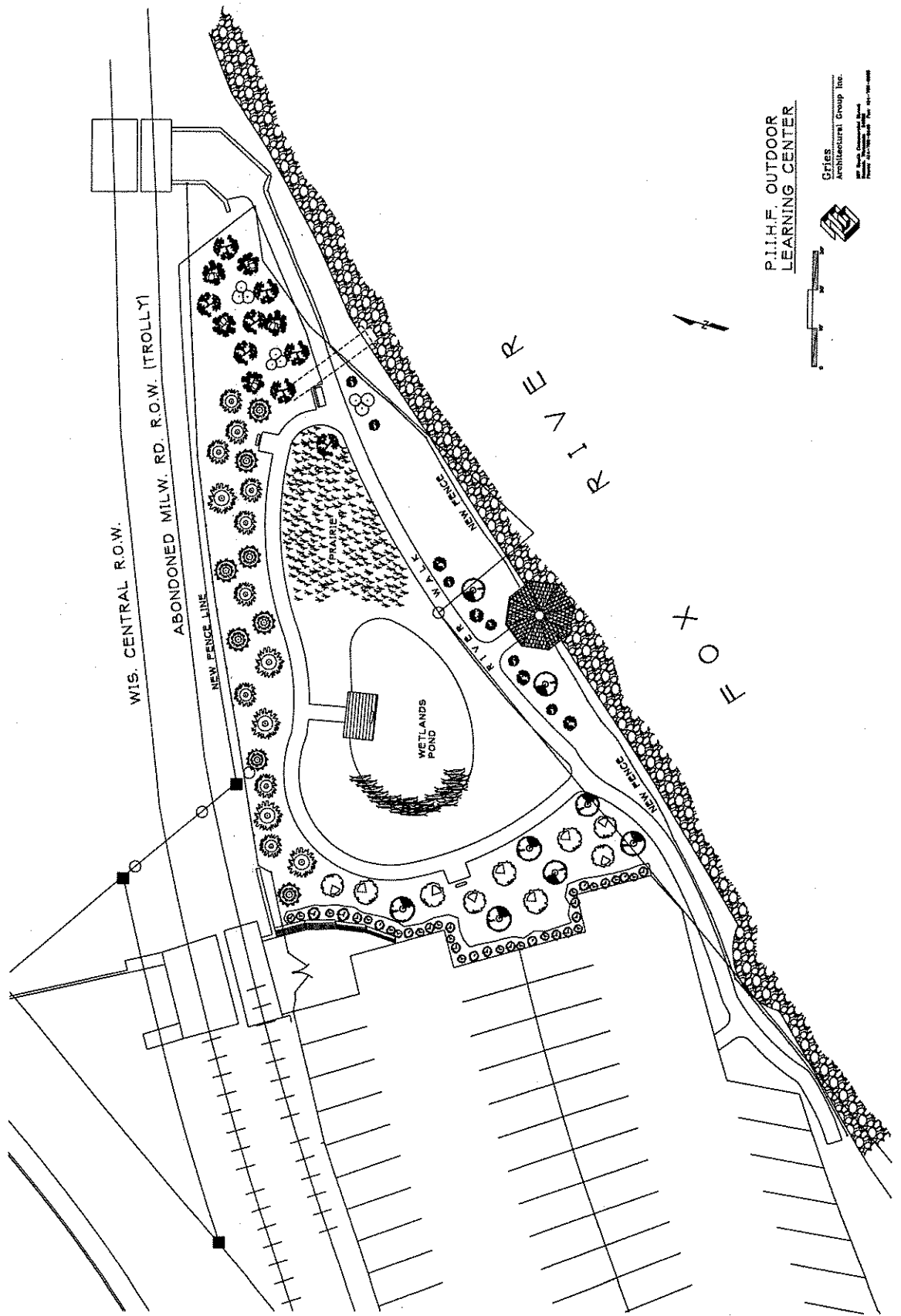
- 1. BEST LIGHT
- 2. NEW FLOOR ELEVATION
- 3. EXISTING FLOOR ELEVATION
- 4. EXISTING LIGHT
- 5. NEW PLUMBING
- 6. NEW ELECTRICAL
- 7. NEW WALL
- 8. NEW WINDOW
- 9. NEW DOOR
- 10. NEW STAIR
- 11. NEW CORE
- 12. NEW MECHANICAL ROOM
- 13. NEW CLIMATE CONTROLLED STORAGE

BASEMENT FLOOR PLAN BUILDINGS #1 & #2

KEY PLAN

GENERAL NOTES:
THIS PROJECT MUST COMPLY WITH ALL APPLICABLE CODES AND REGULATIONS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS.

CONTRACTOR TO VERIFY ALL DIMENSIONS AND CONDITIONS OF EXISTING STRUCTURE AND UTILITIES PRIOR TO CONSTRUCTION. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS.



P.I.H.F. OUTDOOR
LEARNING CENTER

Gries
 Architectural Group Inc.
 111 High Street, Suite 200
 Boston, MA 02110
 Tel: 617-552-1111



FIRST FLOOR PLAN - KIDS INTERACTIVE AREA



1/4"=1'-0"

