

PRINT ON YOUR LETTERHEAD

[Date]

Dear Associate,

This week is National Forest Products Week, and I'd like to take this opportunity to remind you how important our forests are to our economy and our lives.

Our company is proud to be part of an industry that ranks among the top ten manufacturing employers in 46 states and employs some 1.7 million people and an annual payroll of \$51 billion. These figures only include individuals employed directly by the industry – they don't begin to encompass the millions more who indirectly make their living from managing the forests and manufacturing and transporting forest products.

Wood and its by-products are used in thousands of different products. I know you are aware of the traditional uses of wood in building, furniture making, etc., but did you know that wood by-products are used in rayon, inks, adhesives, paints, soaps, chewing gum, vanilla flavoring and thousands of other everyday products?

And the best news is that wood is recyclable and our forests are renewable, so with wise planning we'll be able to use this versatile resource for generations to come.

The forest products industry takes its environmental responsibility for maintaining this resource seriously. Since the average American uses wood and paper products equivalent to what can be produced from one 100-foot tree every year, it is critical that we all do our share to protect and renew our natural resources. Our industry has a vested interest in maintaining healthy and productive forests. Without an increasing supply of trees, there would be no forests, and no forest products industry.

In 1999, the forestry community planted some 1.7 billion trees in the U.S. That's an average of more than 4 million new trees planted every day – more than 5 new trees a year for every American! On the nation's commercial forests, net annual growth exceeds harvests and losses to insects and disease by 47 percent every year. This and other efforts account for the fact that we have more trees today than we had 70 years ago.

Please join me in celebrating an industry that helps support our local, state and national economy while serving as an example of successful stewardship of our natural resources – the forest products industry.

Sincerely,

**Note: Your letter will have an even greater impact if you include your company's numbers on employment, annual payroll, annual sales, etc. Let your community know how important your business is in the local economy!*