



# New Name for Woodlands 2000 Reflects Focus on Growth

by Dean Jaggar

**W**oodlands 2000, a reforestation program primarily funded through the art and framing industry, is undergoing some changes. Founded in the early 1990's by Hal Christensen, president of T.I. Industries, the organization has been given a new name—The Woodlands Foundation. In addition to the name change, there is also the development of a new marketing and public awareness campaign designed to carry the program into the 21st century.

Woodlands 2000 was inspired by the massive destruction caused by Hurricane Hugo, which decimated much of the lumber, wood, and timber industries from southern Georgia well into central Tennessee. The program has been designed to help foster the responsible management of the natural resources that are so crucial to the art and framing industry, as well as the rest of the world.

The Woodlands Foundation is licensed through the American

Forestry Association's "Global Releaf" program. A private non-profit organization, which has been responsible for the planting of millions of trees, the AFA's mission is to plant trees on public lands hit by natural disaster, fire, blight, or quality of life reasons, such as inner city "green" development.

Christensen says, "Over the past 12 years, the success of Woodlands 2000 has been absolutely overwhelming. In fact, the way in which the framing community and our corporate sponsors have responded to this program has surpassed even my most optimistic projections."

"When the idea for this program first started to take root, I wanted a name that would inspire thought about the environment not only in the short-term, but also the long-term implications. As a result, we settled on Woodlands 2000 because, at the time, the year 2000 seemed so distant. Now that we are in the year 2002, the name is no longer applica-

ble. Since the Woodlands 2000 name was so well known around the industry, we didn't want to lose any of the momentum that the program had developed. It is important that the name be similar for the sake of 'brand recognition,'" Christensen adds.

The foundation is updating the promotional materials used to recruit and reward new and current members. A new logo has been designed and an information packet created to help educate suppliers, distributors, retailers, and individuals about the program's activities and goals.

"This industry is so dependent on products derived from trees, it is staggering," says Kevin Meath, executive vice president of The Woodlands Foundation. "When you really take a hard look at what we, as the art and framing community, use on a daily basis, from mouldings, mat boards, prints, boxes, and so on, it really becomes apparent how dependent we have become on this fragile natural resource."

“With our industry experiencing unprecedented growth, we believe now, more than ever, is the perfect time to start giving something back,” Meath adds.

For those interested in becoming a supporter, The Woodlands Foundation maintains five different levels of sponsorship. These levels have been set up to encourage as many people as possible to participate.

The first level of sponsorship is “Individual Member,” designed for customers or employees of retail or wholesale operations. With a \$10 donation, they receive a Woodlands T-shirt and six new trees will be planted as a result of their contribution.

The next three levels, designed for the owners of retail or wholesale operations, are comprised of “Sustaining, Contributing, and Donor Members,” which call for a \$25, \$50, or a \$100 donation respectively. As a result, 15, 30, or 60 trees will be planted depending on the level of sponsorship. In addition, each of these sponsors receive T-shirts and promotional materials designed to show support of the program and educate the general

population.

The fifth level is the “Corporate Sponsor,” which calls for a donation of \$500. By making this commitment, these sponsors receive all of the above materials as well as the “Woodlands” award, which is presented annually. They will also be recognized in an ad scheduled for publication in a future issue of *Picture Framing Magazine*.

For more information on The Woodlands Foundation, call (336) 249-4901, fax to (336) 249-4368, mail to “Woodlands” c/o T.I. Industries, P.O. Box 1737, 40 West 12th Avenue, Lexington, NC 27293, or e-mail: woodlands@tiindustries.com. ■