

OUR SOCIETY HAS A **NEW** VISION AND MISSION



In early 2010 the Forest Products Society embarked on a Visioning and Strategic Planning Process to shape the future of the organization. As part of this process, listening sessions were held in the summer and fall in order to evaluate the Society's Vision and Mission and to assess opportunities and challenges facing the organization and the members it serves. A professional facilitator led the sessions, which were attended by the Executive Board and by leaders from within and outside the Society. Comments were also sought through the FPS web forums and through personal dialogue.

The discussions and information gathered have made it clear that if FPS is to be successful in the long term the organization must change, including a broadening of its scope, starting with an expansion of its Vision and Mission. The following statements are the result of this dialogue and the input of many thoughtful individuals who took part in the process. The FPS Executive Board encourages the membership to embrace these statements to move the Society forward to a new future. For additional information, please see commentary by FPS President, Dr. Barry Goodell and Regional FPS Board Representative, Dr. Thomas McLain on page 482.

A **NEW** VISION

To be the international leader for advancing the social, economic, and environmentally sustainable use of wood and other renewable cellulosic materials through science and technology.

A **NEW** MISSION

Advance the sustainable use of wood and other renewable cellulosic materials, and provide value to members and partners by:

- Leading the international exchange of scientific discoveries, innovation and technical knowledge,
- Facilitating innovative and intelligent, contemporary use of renewable materials within architectural, engineering, manufacturing, construction, and bioenergy communities,
- Educating and shaping public opinion and policy about renewable materials through science-based knowledge,
- Providing services to build the scientific knowledge base, ultimately resulting in technological advancements for end-users.

Barry Goodell, President
Stefan A. Bergmann, Executive Vice President
Forest Products Society



SNAP IT

Using your smartphone, snap this tag to find out more about the new FPS Vision and Mission and provide your feedback.

FREE app at get.neoreader.com

TELL US WHAT YOU THINK

Submit your comments at
www.forestprod.org/future.

The Web site also includes the results of the listening sessions and other background information.