

# MESSAGE FROM THE PRESIDENT

## *A New Image*

STEVEN ANDERSON

To reflect new programs and direction, organizations periodically evaluate their organization or “corporate” image. The most common visual representation of this image is the organization’s logo.

The Forest History Society is now approaching its seventh decade of preserving forest history and helping the lessons of that history to improve environmental decision-making. To reflect our growing efforts to “reach out” we thought the Society should develop a logo that helps public audiences identify us and identify with us.

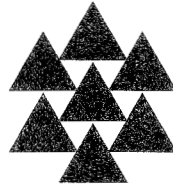
This effort also presented me the opportunity to explore the origins of our previous logos. I found what appeared to be a logo used in a series of publications in 1948, when the Society was just two years old, and we were still the Forest Products History Foundation. The logo shows forests in the distance and a river driver with a pike pole encased in the outline of a circular saw. A fitting logo for the time as it reflected the historic process of getting wood from forest to mill. This logo was used while Rodney Loehr led the organization as its first executive director.

The second logo, a series of three conifer trees, first appeared on the cover of the Forest History newsletter in 1957. Woody Maunder, who had taken leadership of the Society in 1952, reports that he needed a logo for the newsletter and sort of scratched it out one evening on his own. The newsletter soon became the Forest History journal, and the logo appeared through the Spring 1961 issue.

Starting with the Summer 1961 issue, the set of seven triangles set in circular fashion appears and continues to be used through June 2002, about 40 years. Pete Steen, who didn’t join the FHS until 1969, thought that he heard a story from Maunder that he was meeting with some corporate public affairs people in New York City one time and indicated that we needed a new logo. It was first designed on a bar napkin. Maunder indicates that he has no such recollection, but was unable to recollect a different story. The minutes of the FHS Executive Committee on October 12, 1961 states that “There was some discussion of the Society’s new letterhead and mark. Mr. Maunder expressed thanks to the Weyerhaeuser Company and to Mr. Russell Sandgren of Stephan Lion Company of New York City for their assistance in designing the new stationary. This was done at no expense to the Society, Mr. Maunder reported.”



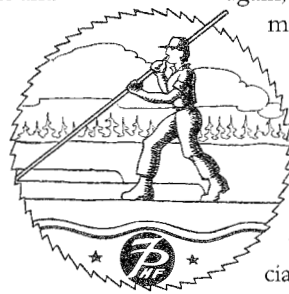
2002



1961



1957



1948

The new logo, which you see here for the first time in print, was developed with the help of MCreative Inc., a design firm in Winston-Salem, North Carolina. The first thing you might notice is that our name is part of it. Few logos ever reach such household recognition as Nike without significant investment in advertising or marketing. Our name needed to be present for simple recognition. A good logo, however, reflects the values, mission, and activities of an organization, even if in a symbolic way. The name of the Forest History Society forms a strong foundation in the design. In a sense, it represents our foundation as a Library and Archives; our continued mission to identify, collect, and preserve the documents of forest and conservation history. It also states that we have a solid background, one from which we can branch out in new directions.

The tree represents forests, forestry, and forest products. For those of you who might like to read something into the move from conifer trees to a hardwood tree, sorry, there was no such insidious intent. The rays emanating from behind the tree are indicative of our new efforts to disseminate the lessons of forest and conservation history, to have a productive impact on education and public discourse. The rays also come together at the base of the tree. The FHS is also a nexus of sorts, transforming unknown information into valuable collections and then again transforming those collections into useful information that will help us improve both the management of our natural resources and the public welfare. We are the first place people come with their questions about the trees and people over time.

That’s a lot to ask of any logo. I ask that you use your imagination. The new logo doesn’t effuse the new fast-paced society; it has an element of old-fashionedness to it. But then again, that’s what we are about: history. I suspect that it might take a while for long-time members of the Society to get used to, even accept, the new logo. But it certainly would be a surprise if within another 40 years from now we weren’t updating the organization’s image again.

The “triangles” have seen FHS grow from a fledgling organization in 1961 to a mature, relevant Society with a strong programmatic and financial base in 2002. This has been accomplished with support of our many friends and supporters. And for that we thank you and will work hard to meet your expectations into the future.