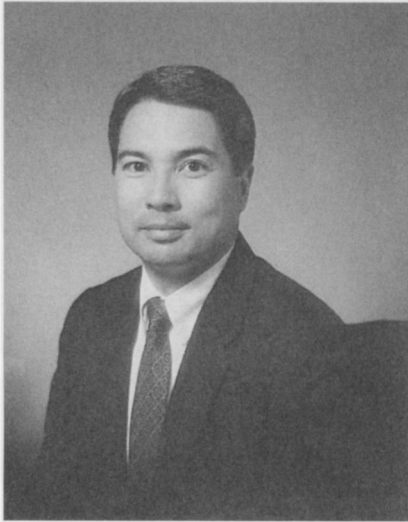


CORPORATE AWARD



**Westvaco Corporation's
Gene Kodama**

The Westvaco Corporation (Southern Region) has been chosen for this year's corporate award in stewardship of land resources. Westvaco is a manufacturer of paper, packaging, and chemical products, which owns and manages 1.3 million acres of forested land in the eastern USA. Westvaco's Southern Region owns 500,000 acres, mostly in the coastal plain, which it manages to

produce a sustainable supply of fiber for its pulp and paper mills. In 1993, Westvaco extended its commitment to environmental quality by implementing the Southern Region Ecosystem-Based Multiple-Use Planning Guidelines (EBMUPG). These guidelines add emphasis to non-forestry ecosystem values, they designate planned activities and conditions site-by-site, and they are developed on a watershed basis, recognizing ecosystems that encompass not only their lands but lands belonging to their neighbors.

The guidelines are developed using land form as a guide to designate six distinct types of management zones: water quality, timber management, habitat diversity, visual quality, special areas, and non-forest management. Philosophies for two of the types of zones merit special mention. In water quality zones, avoiding adverse impacts on aquatic systems takes precedence over virtually all other considerations. In habitat diversity zones, timber harvesting is a secondary objective. The implementation of the guidelines ensures the perpetual protection of unique biological, historical, and scenic sites. Intensive forest management is

practiced on those sites most capable of sustaining continuous production. In addition, a special effort is maintained to conserve the quality of water, soil, and air in the forest ecosystem. The mosaic of forest ages and forest types maintained through the guidelines ensures the variety of habitats needed to sustain a wide range of plant and animal species across the landscape.

Westvaco's ecosystem-based guidelines concentrate intensive production of trees on the most productive and resilient sites, and they hope to have other sites available for the enhancement of ecosystem values. It is for this management philosophy that the Ecological Society of America presents Westvaco's Southern Division with its Corporate Award for 1995.

Corporate Award Subcommittee

Robert Naiman (Chair)
Valerie Chase
Mary Kentula
Robert Pastorok
Garth Redfield
Karen Hollweg
Mark McDonnell