



Earl Gustafson is the Vice President – Energy, Forestry & Human Resources for the Wisconsin Paper Council. Based in Appleton, the Paper Council is the trade association for the pulp, paper and allied industry in the state, representing its members in government and public relations matters. Formed in 1950, the Paper Council is comprised of 19 regular members manufacturing pulp and paper products, and 75 associate and converter members providing goods and services to the industry. Wisconsin is the nation’s leading paper manufacturing state. Prior to joining the Paper Council, Gustafson was a public information officer in Milwaukee and Madison for the Wisconsin Department of Natural Resources and what was formerly the Wisconsin Department of Business Development. A Pewaukee native, he earned a baccalaureate degree in Journalism and English from the University of Wisconsin-Eau Claire.