



Center for Paper Business and Industry Studies

Newsletter of the Center for Paper Business and Industry Studies
A Sloan Foundation Industry Center ♦500 Tenth Street ♦Atlanta GA 30318 ♦<http://PaperStudies.org/>

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What is This?

This is the first edition of what will be a regularly appearing summary of recent, current and upcoming events and activities of the Center for Paper Business and Industry Studies (CPBIS).

The founding of CPBIS on October 15, 2000 represents the culmination of a broadly based, collaborative proposal development effort at the Institute of Paper Science and Technology and the Georgia Institute of Technology. More than a hundred faculty and staff at both institutions were involved in crafting a successful proposal to the Alfred P. Sloan Foundation, with strong support from the paper and allied industries. With an annual budget of more than \$1 million for the first three-year funding cycle, CPBIS will undertake research, academic and continuing education projects with strong relevance to critical issues facing the paper industry.

Opening for Business

The Center will be formally dedicated in a ceremony that will form part of a colloquium at IPST on May 1, 2001. Two panel discussion sessions will be followed by a news conference, formal dedication, reception and dinner. The two panels will be on "Industry Centers - Concept and Practice" and "The CPBIS and the Paper Industry Today."

Invited speakers will include Wayne Clough, President of Georgia Tech; Jim Ferris, President of IPST; and Gail Pesyna, Program Director, Alfred P. Sloan Foundation. Also represented on our slate of distinguished speakers will be industry executives, directors of other industry centers, and senior

representatives of paper industry associations and organized labor.

Talking the Talk

We've been working hard to spread the word about the new opportunities CPBIS makes available to both industry and academe, and to get the Tech faculty interested in the industry. We have set up two series of seminars, each consisting of presentations held at intervals of about one month during the academic year. One will consist of more-or-less formal presentations embedded within the IPST Weekly Seminar Series. The other is a free-standing series of less formal seminars and symposia, with the Georgia Tech campus as venue.

The most recent entry in this series was a March 27 mini-symposium at Georgia Tech on "The Environment, Public Policy and the Paper Industry." The speakers were Bryan Norton, Conner Bailey, Chris Newland and Keith Romig. Bryan Norton is Professor of Philosophy at Georgia Tech's School of Public Policy, and has written extensively on the link between culture and environmental management. Conner Bailey is a sociologist at Auburn University who has been published widely on the social and economic impacts of the paper industry. Chris Newland earned his Ph.D. in psychology at GT, and is a leading specialist on the physiological impact of various neurotoxins. Keith Romig is Associate Director, National and International Affairs, The Paper, Allied Industrial, Chemical and Energy Workers International Union (PACE). Keith served as "discussant" providing counterpoints to points made by the other three speakers. Not your typical

IPST seminar, but one that engaged the academic community and opened up some lines of communication between holders of diverse viewpoints. Thanks go to Steve Vallas, CPBIS Associate Director for Research, for organizing it.

Earlier in the same series, on February 27, we heard a talk by Ben Thorp entitled "Tech-nology, the Environment, and Corporate Adaptation to Change: The Paper Industry in Transition." Ben is Director, Pulp and Paper Engineering, Georgia-Pacific Corporation. His presentation neatly summarized a wide range of important industry issues.

To complete the seminar picture, we'll note two recent presentations at IPST by CPBIS principals and an upcoming seminar at Georgia Tech. On March 16, Vinod Singhal, Associate Director for Continuing Education, presented a seminar entitled "The Financial Pay-off From Total Quality Management (TQM)." Tom McDonough, Director, gave a talk entitled "CPBIS: New Opportunities at IPST and Georgia Tech for Business-Oriented Studies of the Paper Industry." Both presentations will be made available via the CPBIS web site [<http://paperstudies.org/>]. On April 24, Jim McNutt, Executive Director, CPBIS, and Gary Peter, Associate Professor of Biology at IPST, will present

a talk at Georgia Tech on "Fiber Supply- The Lifeblood of the Forest Products Industry- Challenges and Opportunities for US Manufacturers." Stay tuned for the exact time and location.

Walking the Walk

We are well on our way to establishing a substantial program of research on matters that are of great importance to the paper industry, its customers and its suppliers. Under the guiding hands of Steve Vallas and Jim McNutt, proposals were sought for research on both campuses to address issues in the following arenas: globalization, enterprise effectiveness, workplace trans--formation, commercialization and community. A total of 18 proposals are now undergoing scrutiny by peer reviewers and the CPBIS' own Research Operations Committee. Approximately one-third of these will be selected for immediate funding, as part of the "Year 1" program. An additional round of funding will occur later this year or early next year, at which time both existing and new proposals will be considered. We'll keep you posted as the program develops. ■