



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/>

Vol. II, No. 5

December 12, 2002

CPBIS Research Funding

In each of the past two years, CPBIS has issued a Request for Proposals (RFP) for research that has high academic merit and addresses issues of importance to the pulp and paper industry. These RFPs have led to the establishment of a \$1.4 million research program that is producing results of great interest to both the academic and industrial communities.

As the current projects mature and approach completion, the Center will be soliciting proposals for research to be initiated at the beginning of 2004. Accordingly, you can expect to see a new RFP late in spring 2003, with submissions due in the summer and funding decisions in early fall 2003.

To initiate the RFP process, we are now soliciting “concept papers” that will identify topic areas in need of research for possible inclusion in the RFP. Potential CPBIS researchers and other interested parties are invited to submit concept papers electronically to Pat.McCarthy@PaperStudies.org. The length of the papers should not exceed three double-spaced pages.

CPBIS to Seek Renewed Sloan Funding

CPBIS was established in the fall of 2000 with a three-year, \$2-million grant from the Alfred P. Sloan Foundation’s Industry Centers Program. We are now in the final year of this first funding cycle and preparations are under way to request additional Sloan funding for a second three-year cycle.

To be successful in this endeavor, we are going to need the help of CPBIS faculty, students, and

industry supporters. The Foundation will be looking for evidence that CPBIS is meeting its objectives and that it is having beneficial impacts on the industry and the academic community. We will have an opportunity to present that evidence in a meeting with the president and program directors of the Sloan Foundation on March 20, 2003. Sloan has asked that this meeting be centered on presentations by faculty and students who are active in the CPBIS research program. Please be prepared to respond positively if you are asked to participate.

Sloan will also expect a written request for funding renewal. Though not as extensive a document as the original proposal, it will have a similar requirement for broad-based authorship. The concept papers referred to above will be helpful in this regard, as will reports of research progress to date. We will be relying on CPBIS faculty and students to help us to make this an effective document.

Distinguished Lecture Series

We are now halfway through a successful inaugural season of the CPBIS Distinguished Lecture Series. The series began on September 27 with a presentation by Bob Renner, president and CEO of Forest Express. He shared his experience of how e-business has impacted the industry and provided his impressions of what he believes it will take for the industry to successfully drive e-commerce adoption to critical mass. (To view a recorded Webcast of Bob’s presentation, go to the following Web site and click on the Webcast link.)

http://cpbis.org/news_events/news/Renner.htm.

On October 25, Alan Procter, former research director for MacMillan Bloedel, discussed “Crafting

Competitive Strategy” and explained why it is essential in today's business environment. As a bonus, Alan gave a second presentation titled “Why People Like Paper: New Attributes for a Competitive Edge.” He noted that the failure of the “paperless office” to materialize is one indication that people enjoy using paper, and he made the case that the industry should strive to better understand and define paper's use-attributes in consumer terms. See the recorded Webcast links at http://cpbis.org/news_events/news/procter.htm and http://cpbis.org/news_events/news/procterthursday.htm.

Most recently, Kai Korhonen, president of Stora Enso North America, discussed the forces behind consolidation in the paper industry. Kai came to the lecture series as a returning alumnus, having studied at IPST for a year in 1984. To see and hear the recorded Webcast of his presentation, go to http://cpbis.org/news_events/news/korhonen.htm.

The next speaker in the series will be Dr. Patrick Moore. Dr. Moore has been a leader in the international environmental movement for over 30 years as a co-founding member of Greenpeace and through his involvement with numerous environmental concerns. In 1991, Dr. Moore founded Greenspirit, a consultancy focusing on environmental policy and communications in natural resources, biodiversity, energy, and climate change. He will present “Trees are the Answer” on January 24 at 11:00 a.m. in IPST's Kress Auditorium. If you can't attend in person, watch for Webcast information on the CPBIS Web site at <http://cpbis.org/>.

Welcome, Imerys

We welcome Imerys as our newest corporate sponsor. Imerys (<http://www.imerys.com/>) is the leading producer of white pigments for paper, plastics, paint, and other applications. Its Worldwide Paper Division has over \$900 million in annual sales to the paper industry. We look forward to interacting with Imerys in many mutually beneficial ways, as we do with all of our industry partners.

Executives' Conference & the IAB

CPBIS was a major player in the program of IPST's Sixty-Sixth Annual Executives' Conference in September. One session was devoted to presenting our view of the state of the industry, the status and direction of CPBIS programs, and a sampling of the results of our research program. The session also served as the first part of our annual on-site Industry Advisory Board (IAB) meeting. The IAB concluded its deliberations in a second meeting following the

close of the Executives' Conference. Recorded Webcasts of both the plenary session and the IAB meeting are available for viewing at http://cpbis.org/news_events/news/announcement_iab_meeting.htm.

Rethink and Discovery III

CPBIS, in partnership with IPST and the North Carolina State University (NCSU) Pulp and Paper Foundation, hosted the third “Rethink and Discovery” program at the NCSU Pulp & Paper Foundation's Annual (2002) Conference in Raleigh, NC, on October 10, 2002. The program, titled “Opening Doors to Innovation and Learning,” was also simultaneously Webcast live over the Internet to an audience of industry professionals worldwide. Dr. Richard B. Phillips, International Paper's Senior Vice President of Technology, keynoted the session with his top ten imperatives for the North American Paper Industry to survive and prosper. This was followed by panels titled “Innovation Pathways or Dead Ends?” and “Learning Doorways or Roadblocks?” View the recorded Webcast of the keynote and both panels via the link at http://cpbis.org/news_events/news/Rethink_and_Discovery_III.html.

Management Continuing Ed

CPBIS and PIMA will co-sponsor “Management Development for Enhanced Performance,” a paper industry continuing education (CE) course beginning Monday, March 24, and ending Friday, March 28, 2003. The course will be taught at IPST by a distinguished faculty, drawn from the faculty of Georgia Tech's DuPree College of Management and from the ranks of noted practitioners in the pulp and paper support services industries. This is a rare opportunity to hone your organizational skills in the company of industry peers and expert teachers. Registration information will be available soon on the CPBIS and PIMA Web sites.

The same two organizations will sponsor another CE course, this one by a different delivery method. The online CE course, “Defining and Achieving a Reliability Culture,” starts in less than a month, on Jan. 8, 2003. Detailed information on this course is available now on the CPBIS and PIMA Web sites.

Upcoming Finance Conference

Watch for further information on The International Finance Forum for the Pulp, Paper and Allied Industries, co-sponsored by CPBIS, Papercast, IPST, and Tradition Financial Services, to be held at IPST Feb. 18-19, 2003. ■