

Vol. VIII, No. 10**January 14, 2009*****Happy New Year!****by Patrick McCarthy, Director*

The beginning of a new year is a time of reflection and transition, a time for pondering the successes and missed opportunities of the past year, resolutely taking stock of lessons learned, and embracing the challenges and opportunities to be met in the coming year. For most, if not all, there is a huge sigh of relief that 2008 and its attendant economic woes and hardships are now behind us. There are still many challenges ahead, of course, but the mantle of a new year brings with it renewed energy and high expectations that the economy will emerge that much stronger and resilient.

The Center for Paper Business and Industry Studies is eight years young and now embarks upon its ninth and final year of funding under the Alfred P. Sloan Foundation Industry Studies Program. During the past several years CPBIS has focused many of its efforts, with limited success, on generating external funding. Such funding is needed to ensure that, in the post-Sloan environment, the Center continues to provide high quality research and value-added connectivity to the pulp, paper and, more broadly, forest products stakeholders.

Since its inception in 2001, CPBIS has been a successful joint venture, with the Sloan Foundation, Industry, the Institute of Paper Science and Technology (integrated in 2003 as a Georgia Tech Center in the School of Chemical and Biomolecular Engineering), and Georgia Tech as equal partners. As a 'Business Led, Research Focused' center, the CPBIS joint venture has continually and closely interacted with industry partners in order to identify and undertake academically rigorous projects and provide new knowledge and deeper insights on numerous issues and topics of importance to the industry. CPBIS research is the central focus of all activities and programs. The results of this research are disseminated via multiple outlets, ranging from scholarly papers in peer-reviewed journals to presentations at industry conferences and individual

companies, thus connecting the Center with its diverse communities.

As CPBIS prepares to make the transition from being a Center funded jointly by the Sloan Foundation and industry to one that is considerably more dependent on industry funding, I would like to highlight for you its eight-year record of rich and diverse accomplishments in the arenas of funding, research and connectivity, faculty participation, student training, and scholarly work.

***CPBIS Research and
Connectivity Portfolio******Major Grants***

October 2001 – Sloan Foundation Industry Studies Program establishing CPBIS

October 2003, October 2006 – Renewal funding from the Sloan Foundation

May 2003 – Institute of Paper Science and Technology support of CPBIS

Other Grants

December 2003 – 2004 Sloan Industry Centers Annual Meeting and Conference

December 2006 – Sloan Foundation workshop grant

Board of Executives

Representing industry manufacturers, suppliers, professional service providers, associations, the Federal Reserve, and a university, the Board's members are: Mr. George Weyerhaeuser, Jr., Ms. Kathy Buckman Gibson, Dr. Mark Allen, Mr. Lee Bingham, Dr. Robert D. Brown, Mr. Thomas V. Brown, Mr. Mike Chriszt, Mr. Ladd Hall, Mr. Rainer Häggblom, Mr. Avrim D. Lazar, Mr. George Mead, Mr. Don G. Roberts, Dr. Sue Rosser, Mr. Frank Schmeler, Mr. Hank Sinclair, Dr. Chelsea White III, Mr. Ray Heuchling, Dr. Phil Jones

Sponsors

Industry sponsors – Abitibi-Consolidated, Albany International, April, ArborGen, Asten-Johnson, Australian Paper, Bowater, Buckman Laboratories,

Fisher's International, ForestExpress, ForestWeb, Georgia-Pacific, Gulf States, Hercules, Imerys, Inland, Jacobs Engineering, Kruger, Glatfelter, Metso, PaperAge, PaperLoop, Phillip Townsend Associates, Potlatch, SAPPI, Stora-Enso, Sinclair Group, Tembec, Tradition Financial Services, UPM-Kymmene, Mead-Westvaco, VRG, Watermark, and Weyerhaeuser.

Organization and University Sponsors – AF&PA, Auburn University, Ecole Polytechnique, Georgia Institute of Technology, FPAC, Institute of Paper Science and Technology, NPTA, North Carolina State University, Oregon State University, PACE, PIMA, PAPRICAN, PAPTAC, and TAPPI .

Research Project Areas and Products

Cost, Energy, Environment, Globalization and Global Markets, Innovation, Patents, Pricing, Supply Chain, Transportation, and the Workplace.

Final Reports

http://www.cpbis.gatech.edu/research/final_reports/index.htm makes available CPBIS Final Reports

Working Papers

http://www.cpbis.gatech.edu/research/working_papers/index.htm makes available CPBIS Working Papers.

Graduate Student Theses

http://www.cpbis.gatech.edu/research/graduate_theses/index.htm makes available CPBIS funded Ph.D. and Master's theses.

Interdisciplinary Research Participation

Forty-six participating faculty and researchers.

Seventy-six students trained.

Researcher Disciplines – Economics, History, Sociology, Natural Resources and Forest Economics, Public Policy, Human Resources, Management, Marketing, Operations Research, Chemical and Biomolecular Engineering, Industrial and Systems Engineering, Mechanical Engineering, and Paper Science.

Sponsored Workshops and Forums

International Finance Forum for the Pulp, Paper, and Allied Industries (co-hosted with Papercast), Atlanta, February 2003.

2004 Sloan Industry Centers Meeting and Conference (co-hosted with Trucking Industry Program), Atlanta, April 2004.

2005 Techno-Business Forum (co-hosted with IPST, TAPPI, and in collaboration with GT's Tennenbaum

Institute for Enterprise Effectiveness), Atlanta, September 2005.

Sloan Industry Centers Southeastern Regional Meeting (co-hosted with Trucking Industry Program), Atlanta, March 2007.

Game Global III: What Lies Ahead, Atlanta, May 2007.

2008 Techno-Business Forum, Market Dominance through Enterprise Transformation, Atlanta, May 2008.

Presentations

Twenty-one Distinguished Lectures (including K. Korhonen, Stora-Enso; P. Moore, Greenspirit; L. Hall, Nucor Steel; R. Phillips, International Paper; G. Weyerhaeuser, World Business Council; R. Gomory, Alfred P. Sloan Foundation).

Sixty presentations of scholarly work at academic venues.

Sixty-five presentations at industry venues, including two or three up-to-the-minute 'State of the Industry' presentations annually.

Data Resources

Mills-on-Line – U.S. pulp and paper mills online.

Data Center – Provides hundreds of economic data series related to the pulp and paper industry.

PaperPat – Database of pulp and paper patents

Bibliography – bibliography of pulp and paper references from Center projects.

Education

Management Development for Enhanced Performance – week long professional education and development course that CPBIS has offered 8 times since 2003.

Webcasting – Fifty webcasts from 2003 – 2007 to the pulp and paper industry on topics that include reliability and maintenance, lean manufacturing, problem solving, and leadership. ■