



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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We Are Officially Open

The CPBIS staged its formal opening and dedication ceremony at the Institute of Paper Science and Technology on May 1, 2001. More than 80 guests were on hand for the program, which included two exceptional panel discussion sessions, an outstanding keynote address and a formal ribbon-cutting ceremony and news conference. The event concluded with a noisy reception and an elegant dinner. The delegates represented the paper and allied industries, academe, the Sloan Foundation, the media, industry associations, government and labor.

Dr. Gail Pesyna delivered the keynote address during lunch. After reviewing the genesis and philosophy of the Sloan Industry Centers she recounted a number of examples to illustrate how the concept has evolved since Sloan initiated it in 1990. She concluded with a description of what Sloan expected the CPBIS to deliver, leaving the CPBIS folks in the audience feeling both challenged and energized.

Sue Rosser, Dean of Georgia Tech's Ivan Allen College and one of the CPBIS' architects, began the formal ribbon cutting ceremony by introducing fellow architect Jim Ferris, president of IPST. Ferris challenged the CPBIS to "dent the universe," "shine light where none has shone before," and to "controversize," engage in productive dialog with those whose opinions differ from our own. Dr. Ferris finished by introducing Dr. Wayne Clough, president of Georgia Tech., who sees the CPBIS as a significant outcome of what has been an increasingly productive relationship between the two partner institutions. The session culminated in the

ceremonial ribbon cutting, bringing us officially into existence.

Concept and Practice

One of the May 1 panel discussion sessions was entitled "Industry Centers: Concept and Practice." It afforded an opportunity for Directors of established industry centers to provide the fledgling CPBIS with the benefit of their experience. Dr. Jean Kinsey, Director, Retail Food Industry Center, University of Minnesota (a Sloan Industry Center), counseled ardent passion for, and voluminous communication with the industry. Dr. Richard Tucker, Director, Center for Construction Industry Studies, University of Texas (also a Sloan Industry Center) besides mentoring the CPBIS, gave cogent examples of how the CCIS had directly benefited the industry. Dr. Doug Reeve, Director of the Pulp and Paper Centre at the University of Toronto articulated the importance of attracting great students, and elaborated on his approaches his center has taken to achieve this. Among them: providing opportunities for international travel, communications and leadership skills development, student-run conferences and extensive industry interaction. Dr. Pesyna facilitated the ensuing discussion by posing questions that sparked a lively interchange among the panelists, as well as from the floor.

The CPBIS and the Industry

Four prominent representatives of the industry and its affiliated bodies staffed the second panel at the Opening Ceremony. Under the guidance of Dr. Ferris, the panelists enumerated important issues

facing the industry, challenging the CPBIS to address them in a way that will make a difference. Wayne Gross, Executive Director of TAPPI, demanded systemic instead of incremental change and, echoing Kinsey's earlier remarks, urged a rekindling of the passion that once characterized our industry. Keith Romig, Associate Director, National and International Affairs, The Paper, Allied Industrial, Chemical and Energy Workers International Union (PACE) decried the loss of 7000 jobs that has resulted from recent mill and converting plant closings, but held out hope for the future by encouraging CPBIS to achieve improved understanding of how communications with labor can be improved and to find the key to achieving harmonious relationships between the industry and environmentalists. Stephany East, Vice President, American Forest and Paper Association, advised us to achieve data-based insight into the underlying causes of the conditions we'd like to change and to study best practices of other industries and other countries. Barre Mitchell, incoming president of the Paper Industry Management Association and Bowater's Director of Technology, highlighted a variety of issues in need of better understanding. He expressed an interest in investigating opportunities for smaller-scale, yet economical, operations and saw an opportunity for CPBIS to collaborate with Sloan's Steel and Construction Industry Centers to explore the feasibility of production on a reduced scale.

Seminar

On Tuesday, April 24, Gary Peter, Associate Professor of Biology at IPST, presented a talk at Georgia Tech entitled "Fiber Supply - The Lifeblood of the Forest Products Industry - Challenges and Opportunities for US Manufacturers." Jim McNutt,

Executive Director of CPBIS, coauthored Gary's presentation. The authors noted that for those companies that operate in the southern hemisphere, especially in Brazil, fast growth rates and excellent fiber qualities provide a large competitive advantage. In response, U.S. companies that are expanding into global markets are actively developing genetically improved trees. The authors presented an overview of these improvements and their impacts on fiber production, fiber supply costs.

Mill Tours

CPBIS aims to facilitate improved understanding of the paper industry by the Georgia Tech and IPST academic communities. A good way of doing this is to physically transport members of the community to industry sites. Following a successful expedition to Inland's Rome, Georgia mill in February, we resolved to organize another trip before too many more weeks went by and succeeded in doing so last week. On Tuesday, May 8 we were the guests of Visy Paper, a 900-ton/day recycled containerboard mill in Conyers, GA. Once again, we were successful in attracting a good turnout from both of our host institutions, with a combined total of 32 participants. Our hosts, led by Luis Henao, President of Visy's Paper Mill Division provided both gracious hospitality and lent great educational value to the event by providing both an extensive program of presentations and an informative tour. The presentations covered the company, including its parent, Pratt Industries, its processes and its products. We are most grateful to Luis and his colleagues and look forward to further interactions with them. ■