



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 30332 ♦<http://cpbis.gatech.edu/>

Vol. V, No. 5

August 4, 2005

CPBIS Offers Live Skill Building and Knowledge Sharing Programs

by Bob Patterson, Business Operations Manager

Four years ago, CPBIS and the Institute of Paper Science and Technology made a sound investment when they purchased a license for Centra, a state-of-the-art, Web-based software platform. This software allows presenters and participants independently located at as many as 150 widely separated geographic locations to interactively engage in live discussions, share documents, and exchange knowledge. It enables CPBIS and IPST to conduct meetings, seminars, educational programs, and other live interactive engagements with participants located anywhere around the globe – freeing both participants and presenters from expenses for travel, costly meeting rooms and telephone use, and avoiding the loss of valuable time at the primary workplace. Once the platform was in place, CPBIS began establishing partnerships with manufacturers, suppliers, academic institutions and industry associations to help create and offer a unique series of live Web-based knowledge sharing programs.

One of the first of these programs was the CPBIS Distinguished Lecture Series, which annually comprises presentations by four to six well known speakers, each having a message of interest to CPBIS and, more generally, to the pulp and paper industry community. These lectures typically attract Web audiences at as many as 40 locations worldwide and live audiences of up to 100.

CPBIS also organized “Rethink and Discovery,” a series of biannual forums designed to explore business and technology issues in a way that would help clarify and stimulate industry-wide change and

transformation processes. These panels, convened at national industry association conferences, have attracted in-room audiences of 125-350 persons in addition to as many as 50 Internet locations.

In the fall of 2002, CPBIS formed an educational alliance with the Paper Industry Management Association (PIMA) to develop and offer both in-classroom professional education and an ongoing series of live Web-based skill development programs. These in-depth management and leadership development programs are presented at levels ranging from introductory to advanced. Topics are selected by paper manufacturers and suppliers and have been taught by industry experts and consultants. As many as sixteen biweekly sessions have been offered during the spring and fall of each year. Skill development sessions are held every other Wednesday between 11:00 a.m. and 12:30 p.m. eastern time, to encourage East coast operations to use them as a luncheon meeting, and West coast operations to use them as morning training sessions. Each session is priced at \$500 per site with unlimited participation at each site. Discounted rates of \$300 per session are made available to PIMA Members and employees of CPBIS sponsoring organizations. An attractive feature of these series is that each participating site can fill a room with employees, exposing every employee to the same skill development concept at the same time – with no additional charge per person. The participating sites also enjoy 30 days of Web access to digitally recorded versions of the sessions in which they participate. This allows those employees not present at the original presentation to benefit from the same information. Topics for the skill development programs have included

“Defining and Achieving a Reliability Culture” (five 90-minute sessions); “Problem Solving” (two sessions); “Conducting Effective Meetings” (two sessions); “Supervisory Skill Development” (five sessions); and Six Sigma (four sessions).

Beginning in the fall of 2005 and running through the fall of 2006, the sessions will focus on Lean Manufacturing methodologies. The fall 2005 series, “Five S’s,” will be taught by Paul Deschene, president of Changing Paradigms. This multisession program will elaborate on a technique of workplace organization that fosters efficiency. Once this technique is implemented in various parts of the manufacturing site, results will show how an efficient workplace dramatically impacts the bottom line of operations. The spring series, “Kaizen Based Lean-Sigma,” will be taught by Doug Bonner, Senior Consultant and Black Belt with TBM Consulting. These sessions will teach time-based Lean Management principles to achieve unprecedented efficiencies and performance improvements. For more information on the fall 2005 or the spring 2006 Skill Building series on Lean Manufacturing, please contact Bob Patterson (770-855-0232, or e-mail at bob.patterson@cpbis.gatech.edu).

New Information Made Available On 2005 TechnoBusiness Forum

A just-released brochure provides information on the 2005 TechnoBusiness Forum program, together with details of the meeting arrangements and how to register.

The forum, a joint effort of IPST and CPBIS, is co-sponsored by TAPPI and eleven other organizations. Like the exceptionally successful 2004 version, it will be held in Atlanta at the [Georgia Tech Hotel and Conference Center](#). This year, it will be on Sept. 19 and 20. The goal of the meeting is to “demonstrate that innovative technology can be combined with proven business practices to pursue product development that is meaningful, profitable and transformative.”

The forum will be keynoted by no fewer than three distinguished experts having strong backgrounds in open innovation and enterprise transformation. Dr. Joel West, professor of business and organization management at San Jose State University, will deliver a keynote address entitled, “Open Innovation in an R&D Environment.” Dr. West is also the author of the upcoming book, “Open Innovation: Researching a New Paradigm.” Dr. Bill Rouse, Executive Director of the prestigious Tennenbaum Institute for Enterprise Transformation at Georgia

Tech, will present “Enterprise Transformation Relationship to Open Innovation.” On the second day of the meeting, Dr. Clayton Teague, Director of the National Nanotechnology Coordination Office, will present “Cross Industry Collaboration in Technology Innovation.”

In addition to the three keynote addresses, the program will include three panels and an interactive modeling session. A Leadership Panel will discuss current uses of open innovation. A Nanotechnology Panel will highlight existing research in nanotechnology for the forest products industry and how its implementation will benefit from open innovation processes. The opportunities and challenges to be encountered in developing and deploying biorefinery technology will be explored by a Biorefinery Panel. Finally, Dr. Rouse will lead an interactive session using his “R&D World: A Simulation Based Analysis of R&D Enterprises.” This session will demonstrate the practical value of new enterprise measurement systems and measures of research-related risks and benefits.

If you have not already received a copy of the brochure, it can be downloaded at <http://www.cpbis.gatech.edu/technobusiness2005>.

You can register by using the form in the brochure; alternatively, you can register online by visiting http://www.pe.gatech.edu/conted/servlet/edu.gatech.conted.course.ViewCourseDetails?COURSE_ID=700

Mills Online Reaches Milestone

The CPBIS database of U.S. pulp and paper mills, one of many popular features accessible via the CPBIS Web site, reached the 10,000-visitor mark on Tuesday of this week.

The database, Mills Online, was described in detail in the June 2004 issue of this newsletter. It can be found at <http://www.cpbis.gatech.edu/millsonline>. Just click on the map and the locations of mills in that state will appear, with quick links to information about the mill and the community in which the mill operates.

Upcoming Events

CPBIS at the TAPPI EPE Conference. Philadelphia Marriott, Aug. 29, 2005. Details at http://www.cpbis.gatech.edu/news_events/news/050802_tappi_conference.htm

IPST/CPBIS TechnoBusiness Forum 2005. Sept. 19-20, Georgia Tech Hotel and Conference Center, Atlanta. ■