



# Center for Paper Business and Industry Studies

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*Newsletter of the Center for Paper Business and Industry Studies*  
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## ***CPBIS Counts a Nobel Laureate Among its Investigators***

In the last issue, we introduced Professor Marilyn A. Brown and her doctoral student, Nilgun Atamturk, who are conducting a CPBIS-funded study of potential impacts of energy and climate policies on the U. S. pulp and paper industry. Professor Brown joined Georgia Tech's School of Public Policy in 2006 after a distinguished career at the U.S. Department of Energy's Oak Ridge National Laboratory.

We have just learned that Professor Brown has been designated a Nobel Laureate. She was one of three Georgia Tech faculty members who were a part of the Intergovernmental Panel on Climate Change (IPCC), which was awarded the Nobel Peace Prize for 2007 jointly with former Vice President Al Gore. As a member of IPCC Working Group III, Brown produced special reports on Aviation, Emission Scenarios, Technology Transfer, Ozone and Climate, CO<sub>2</sub> Capture and Storage, as well as the Third and Fourth Assessment Reports. This work provided the foundation for the current recognition of IPCC as an authoritative voice on the climate system, and the impacts of climate change.

## ***CPBIS Research Paper Attracts Attention***

The Sloan Foundation maintains a working paper series drawn from invited presentations made at the foundation's annual Industry Studies Conference. The series presently includes over 70 papers. Abstracts for all papers are available for download, and copies of the papers are also available by request, free of charge.

We are pleased to report that the abstract most frequently downloaded during the third quarter of 2007 was that of a paper by CPBIS researchers. The paper,

"Innovation in the Pulp and Paper Manufacturing Industry: Insights from the 2005 Georgia Manufacturing Survey," was the result of work done by Jan Youtie, Philip Shapira, John Slanina and Erin Lamos.

To see the full list of available papers, go to <http://www.industry.sloan.org/industrystudies/workingspapers/>.

## ***Save the Date for the TBF!***

Save the date for the rescheduled 2008 Forest Products TechnoBusiness Forum – "Market Dominance through Enterprise Transformation" – sponsored by CPBIS and IPST and co-sponsored by TAPPI and PIMA. It will be on May 20 and 21, 2008 at the Georgia Tech Hotel and Conference Center, Atlanta, Georgia. Details and registration information will be available at the CPBIS Web site, ([www.cpbis.gatech.edu](http://www.cpbis.gatech.edu)) in December, 2007.

## ***Metso and CPBIS: Partners in Education***

Metso, a global engineering and technology corporation with 2006 net sales of approximately five billion euros, has been a strong supporter of CPBIS since the Center was established in 2000. It especially values the unique business and management training that CPBIS offers in collaboration with Georgia Tech's College of Management – the CPBIS/PIMA Management Development Course. As readers of this newsletter know, this 5-day program is offered twice each year for managers in production, technical service, maintenance, and administrative support functions. Metso also recognizes that today's competitive environment requires new employees to have strong business acumen paired with technical skills.

The company is currently working with CPBIS to establish a program that will bring technically-trained undergraduates to Georgia Tech to pursue a master's degree, with a focus on business issues that are relevant to the pulp and paper industry. With Metso support, qualifying candidates will be asked to write a thesis on an approved topic, and will often be provided with opportunities for part time or seasonal internships. Master's degree programs in business administration, economics, public policy and international affairs will be targeted. When the program becomes finalized, invitations for applications will be sent to engineering and technical schools at major universities. Watch for additional details as this unique opportunity for engineering and technical undergraduates is put in place.

## ***NC State Undergraduates Eager to Join the Industry***

***By Colleen Walker***

If you ever doubt that there are smart, enthusiastic young people wanting to join the pulp and paper industry, just plan to attend the next Paper Science and Engineering Pulp and Paper Foundation Meeting at North Carolina State University. I attended and spoke at their annual meeting last month, and was very impressed with both the industry's dedication to the NC State program and the calibre of students enrolled.

Nearly all students supported by the foundation have completed multiple co-op internships with both manufacturers and suppliers. These students are incredibly proud of that experience, and many want to begin their careers with their last employer. Consolidation and plant closures have not dimmed the eagerness of these students to join the industry. Rather, they are focused on the technical challenges and other opportunities that await them.

Nonetheless, the students are not ignorant of the sweeping changes taking place in the industry globally. Driven by a long-held desire of the faculty, 21 students and five faculty and staff spent ten days in China this past summer as part of the inaugural Paper International Experience. The program is designed to give students a view of different cultures that produce paper. Students contribute a portion of the expenses, but generous support from industry and alumni make the trip a reality. This year, the students returned with a deeper appreciation of what the Chinese are like – just like them – and that their academic struggles are similar.

## ***Upcoming Events***

**CPBIS-IPST Technobusiness Forum**, “Market Dominance through Enterprise Transformation,” Georgia Tech, May 20-21, 2008.

**CPBIS-PIMA Management Development Program**, “Management Development for Enhanced Performance,” Global Learning Center, Georgia Tech, June 2-6, 2008.■

