



# 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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## **Rainer Häggblom Joins BoE**

The CPBIS Board of Executives (BoE) has added yet another highly regarded industry figure to its ranks. Mr. Rainer Häggblom, formerly Chairman and CEO of Pöyry Forest Industry Consulting Oy recently joined the Board. Mr. Häggblom earned the M.Sc. degree in Forestry at the University of Helsinki in 1980 and a second M.Sc., at the Helsinki School of Economics and Business Administration, in 1984. That same year, he joined the Jaakko Pöyry Group. In 1989, he was appointed Vice President of Corporate Investment Planning, in 1990 Chief Operating Officer of the Consulting Division, and in 1992 President of Jaakko Pöyry Consulting Oy. In 1999 he was appointed Chairman and CEO of Jaakko Pöyry Consulting. In 2006 the name of the company has been changed to Pöyry Forest Industry Consulting Oy. In 2008 he left Pöyry in order to establish his own, independent advisory company, Häggblom&Partners.

## **Seventeen Attend Management Development Program**

The most recent offering of the CPBIS Management Development Program, *Management Development for Enhanced Performance*, just concluded, was attended by seventeen appreciative participants. Here is a sampling of the comments they made as they departed:

“... soft skills are critical to helping managers develop into leaders. This aspect is vital to my daily responsibilities and my team’s development and growth.” – *Sales manager.*

“Excellent facilities. Good program.” – *Sales manager.*

“I really enjoyed the sessions on leadership, negotiations, and effectively managing teams. I also think that I can apply them.” – *Co-op student.*

“Very good program with up to date information and examples.” – *General manager.*

“It was very encouraging to have a diverse group of ages and backgrounds in the classes to share many different opinions and experiences.” – *Manager.*

“Staff is great. Facility is great. The feel and planning of the programs are fantastic.” – *Senior Sales Manager*

“Thanks, I will recommend my production manager for this program in October.” – *General manager.*

The next offering will be October 13-17 in Atlanta. Details and registration information will be made available on the program’s web page, found at [http://www.cpbis.gatech.edu/education/educationprof/mgt\\_dev.htm](http://www.cpbis.gatech.edu/education/educationprof/mgt_dev.htm)

## **TechnoBusiness Forum Gets Favorable Reviews**

By at least two measures, the number and stature of attendees and the feedback they offered, the 2008 CPBIS TechnoBusiness Forum was a resounding success. Paul Stuart, NSERC Environmental Design Chair at Montreal’s Ecole Polytechnique writes, “It is my impression that the TechnoBusiness Forum was an enormous success, but that you would have difficulty quantifying this. If you surveyed the 60 participants, each would have drawn great inspiration, however in 60 different ways. I personally drew great value first-and-foremost with the overall vision of transforming companies (as most participants would) but most specifically would highlight (a) concepts of dominance and enterprise transformation, (b) the MeadWestvaco story, and (c) the chemical supplier presentations and their view of R&D.”

Ken Matthews, Eka Chemicals' Business Development Manager, North America writes, "I've been saying for a while now that the P&B industry needs to look outside of its own sphere of operation to learn from other, similarly challenged industries, such as mobile communication and automobile manufacture, and here it was presented to me on a plate. The content was excellent. The speakers were professional and knowledgeable. I found the format of having speaker panels worked well and the way you planned the panels worked well."

### **"Mini-TBF" Slated for Syracuse**

Encouraged by the success of the recently concluded TechnoBusiness forum, CPBIS has decided to stage a one-day reprise on Enterprise Transformation in partnership with the College of Environmental Science and Forestry at the State University of New York (CESF-SUNY). It will be a one-day symposium, on October 22, immediately following the Biorefinery Conference to be held there on October 20-21. Watch this newsletter for more details as the program develops.

### **Energy and Climate Policy Impacts on the Pulp and Paper Industry**

In the March, 2008 issue of this newsletter, we reported that Professor Marilyn A. Brown and her doctoral student, Nilgun Atamturk, with the support of CPBIS, had conducted a study of potential impacts of energy and climate policies on the U. S. pulp and paper industry. At that time, only a brief preview of the results was available.

The investigators have now released their final report, *Potential Impacts of Energy and Climate Policies on the U. S. Pulp and Paper Industry*. The report is a thorough and detailed assessment of what possible outcomes of the policy debate will mean for our industry. Here is the abstract:

*Many energy and climate policies are being debated in the United States that could have significant impact upon the future of the pulp and paper industry. Five of these policies are examined here in terms of their possible directional influences on biomass energy and paper production: (1) a national renewable electricity standard, (2) a U.S. greenhouse gas cap and trade system, (3) stronger renewable fuels standards, (4) expanded state incentives for biomass pilot plants, and (5) more favorable taxation of forest property. The observed trends reinforce the value of forest*

*product diversification through the addition of biomass power generation and transportation fuels/chemicals production as co-products of the pulp and paper industry. Therefore, directing capital expenditures to the increasingly cost-competitive and expanding biopower and biofuels markets would appear to have merit in anticipation of the promulgation of new energy and climate legislation. Accelerated investments in new facilities such as biorefineries and cogeneration units and in energy-efficiency upgrades would position the pulp and paper industry to profit from current trends and likely policy initiatives.*

The complete report is available at [http://www.cpbis.gatech.edu/research/findings/080601\\_Energy\\_Policy\\_MB-CPBIS.pdf](http://www.cpbis.gatech.edu/research/findings/080601_Energy_Policy_MB-CPBIS.pdf)

### **Upcoming Events**

**CPBIS Board of Executives Meeting**, Institute of Paper Science and Technology at Georgia Tech, September 25, 2008, 10:00 a.m. – 3:00 p.m.

**TechnoBusiness Forum Reprise**. "Enterprise Transformation, College of Environmental Science and Forestry at the State University of New York, Syracuse, October 22, 2008.

**CPBIS-PIMA Management Development Program**, "Management Development for Enhanced Performance," Global Learning Center, Georgia Tech, October 13-17, 2008. ■