

ASPI NEWS

A Periodic Publication of the Association of Suppliers to the Paper Industry

Volume 11 Number 2
Sept. 2014

Inside This Issue

International Paper to Challenge Suppliers at Fall 2014 Customer Alignment Meeting.....	1
ASPI Returns to Naples, Florida for 2015 Spring Meeting.....	5
A Roadmap to Industry Competitiveness.....	6
How Controlling Your "Inner Elephant" Will Make You a Stellar Executive.....	8
TAPPISAFE Update.....	10
ASPI Welcomes New Members.....	11
ASPI Staff.....	11
ASPI Board of Directors.....	12

Association of Suppliers to the Paper Industry Headquarters

15 Technology Parkway South,
Peachtree Corners, GA 30092

Phone: +1 770-209-7521
Fax: +1 770-209-7581

Email: info@aspinet.org
Website: www.aspinet.org

International Paper to Challenge Suppliers at Fall 2014 Customer Alignment Meeting

International Paper (IP) is making the most of their opportunity to host ASPI's 2014 Customer Alignment Meeting at the Peabody Hotel in Memphis, Tennessee, October 8-9. IP's global leaders in safety, human resources, sourcing, capital expenditures, and major business segments will share challenges and how suppliers can support the company's goals.



Dave Liebetreu, Vice President, Global Sourcing, for International Paper will kick-off the meeting by discussing IP's "Focus on the Fundamentals." Presentations continue with a focus on safety. David Kiser, VP, Environment, Health, Safety & Sustainability for IP will share IP's LIFE program and the role of the suppliers. Kiser will emphasize the increasing interdependence of suppliers/employees/contractors in driving LIFE injuries to ZERO. Kiser will share key areas where suppliers can focus and add value: designing safely, working safely, and openly sharing.

Another important topic where suppliers can partner with IP is in reacting to current workforce trends. Tom Plath, VP Human Resources – Manufacturing, Technology, EHS&S

and Global Supply Chain for IP, will discuss the challenges faced by suppliers and customers that are brought about by attrition and recruiting. Plath will share IP's expectations of suppliers in workplace planning and training, and examples of risks emerging due to attrition that can be mitigated by proactive collaboration.

Understanding the importance of sustainability throughout IP's supply chain is a critical component for being a successful supplier partner with IP. Donna Doss, Director Sustainability for IP, will share IP's metrics approach, goals & metrics, expectations, and code of ethics.

Suppliers also need to understand IP priorities and the role of the supplier in the product development and R&D process. Chris Read, Director, Global Technology for IP, will review how new products and technologies should focus on IP's core businesses.

(continued on page 2)

International Paper to Challenge Suppliers

(continued from page 1)

Read will also share basics on capital expenditure in IP, covering general information on the average spend, discretionary trends, cost savings needs and quality needs.

IP has global demands for standards and quality that suppliers must meet. Tim Kean, Director, Global Sourcing for IP will share these expectations. Leaders of each of IP's major business areas—containerboard, coated paperboard and food service, P&C papers, and pulp—will also participate and share how suppliers can support business objectives by playing key roles in achieving costs savings, quality improvements, product development and R&D initiatives.

As in past Customer Alignment Meetings, IP will host a roundtable to address ASPI member questions. Participants will include MTS's, Mill Managers, MVP's, Sourcing leaders.

"We are excited that ASPI has brought this opportunity to us. Working with our suppliers as partners supports our goal to be one of the best and most respected paper companies in the world. We look forward to sharing perspectives and providing guidance to the supplier community in support of this corporate objective."

Chris Read, Director, Global Technology, International Paper

Chris Read



"ASPI is extremely pleased that International Paper agreed to host the Fall 2014 Meeting. International Paper is a very important customer to our members, and this meeting will enable the supplier community to better support their directions."

Mike Gray, ASPI President and Area Senior Vice President Sales and Paper Business NA, Valmet

Mike Gray



AGENDA

Wednesday, October 8, 2014

ASPI Board of Directors Meeting

(invitation only)

15:30 – 17:30



Dave Liebetreau

Meeting Reception and Welcome Dinner

(open to all meeting attendees)

Dinner Speaker: "Focus on the Fundamentals"

Dave Liebetreau – Vice President Global Sourcing, International Paper

18:30 – 21:30

Thursday, October 9, 2014

Continental Breakfast

(open to all attendees)

7:00 – 8:30

(continued on page 3)

International Paper to Challenge Suppliers

(continued from page 2)



Tom Plath

Welcome & Introductions 8:30 – 9:00
ASPI President Mike Gray – Area SVP, Sales and Paper Business NA, Valmet

“LIFE and the Role of Suppliers” 9:00 – 9:40
David Kiser – VP, Environment, Health, Safety & Sustainability, International Paper

Break 9:40 – 10:00

“Product Development and R&D – IP View and Supplier Role” 10:00 – 10:40
Chris Read – Director Global Technology, International Paper



John Grover

“Sustainability Through the Supply Chain” 10:40 – 11:10
Donna Doss – Director, Sustainability, Global Sourcing, International Paper

“Attrition and Its Challenges from Supplier to Customer” 11:10 – 11:45
Tom Plath – VP Human Resources – Manufacturing, Technology, EHS&S and Global Supply Chain, International Paper

Lunch 11:45 – 13:00

“IP Financial Summary” 13:00 – 13:40
 Speaker to be announced



Tim Kean

“Global Demands for Standards and Quality” 13:40 – 14:00
Tim Kean – Director, MRO & Procurement Operations, Global Sourcing, International Paper

“Containerboard in IP” 14:00 – 14:20
John Grover – Vice President, Containerboard Manufacturing – East Region, International Paper

“Coated Paperboard and Food Service in IP” 14:20 – 14:40
Russell Harris – Manufacturing VP, Coated Paperboard

Break 14:40 – 15:10

“P&C Papers in IP” 15:10 – 15:30
 Speaker to be announced

“Pulp in IP” 15:30 – 15:50
 Speaker to be announced



Russell Harris

(continued on page 4)

International Paper to Challenge Suppliers

(continued from page 3)

<p>“Capital Expenditure in IP” Chris Read – Director Global Technology, International Paper</p>	15:50 – 16:10
<p>IP Roundtable (MTS’s, Mill Manager, MVP’s, Sourcing) <i>Participants to be announced</i></p>	16:10 – 17:30
<p>Reception & Dinner <i>Open to all meeting attendees</i></p>	18:00
<p><u>Friday, October 10, 2014</u></p>	
<p>Continental Breakfast <i>Open to all attendees</i></p>	7:30 – 8:30
<p>Financial Analyst <i>To be announced</i></p>	8:30 – 9:30
<p>Management Speaker <i>To be announced</i></p>	9:30 – 10:30
<p>Break</p>	10:30 – 11:00
<p>ASPI Business Meeting <i>Open to all attendees</i></p>	11:00 – 11:30
<p>Meeting Adjourns</p>	11:30
<p>ASPI Board of Directors Lunch Meeting <i>(invitation only)</i></p>	11:30 – 1:00

Reminder: Registration Limited to Members

As there is limited seating capacity at the ASPI 2014 Fall Meeting, and ASPI anticipates a great response from the supplier community, the ASPI Board of Directors has approved limiting attendance to the fall meeting to ASPI Members Only. In addition, the number of representatives from each member company will also be limited according to the following criteria:

- \$2,500 Dues Level – One registrant
- \$3,000 Dues Level – two registrants
- \$3,500 Dues Level – Three registrants

If additional capacity remains as the meeting date nears, the above levels will be increased by one registrant each. If additional space is still available, then nonmembers will be allowed to register.

Registration

ASPI Members can register at the Member Rate of \$955. Visit www.aspinet.org to register. If you need to cancel your meeting registration, the cutoff date is September 26th. See the ASPI website for details on ASPI’s Meeting Cancellation policy.

(continued on page 5)

International Paper to Challenge Suppliers

(continued from page 4)

Hotel Accommodations

ASPI has secured a special rate of \$189 (+ fees and taxes) for attendees. Make your reservations by **September 15th** to get this rate. Please make your reservations as soon as possible as we anticipate this special block of rooms selling out prior to the cut-off date. ♦



ASPI Returns to Naples, Florida for 2015 Spring Meeting

A SPI's Spring Meeting is noted for great networking in a great location. Join your executive peers in Naples, Florida this February for the ASPI 2015 Spring Meeting. Scheduled for February 25-27 at the La Playa Beach and Golf Resort, the program will feature executives from several paper companies, an industry analyst to provide an update on markets and trends, and a management-oriented presentation.

Hear what 2014 attendees had to say:

- "This is one of the best meetings in the industry."
- "Excellent venue! Keep up the fantastic meetings."
- "Interactions with other suppliers was very valuable."

ASPI offers a unique forum to connect industry leaders in an antitrust compliant setting. Suppliers and their customers gain unique knowledge and networking to improve industry performance. Plan to attend the ASPI 2015 Spring Meeting, February 25-27, 2015 in Naples, Florida to enhance both your business relationships and your industry knowledge.

Registration will open later this fall. ♦



A Roadmap to Industry Competitiveness

Agenda 2020 Receives U.S. Advanced Manufacturing Grant for Mapping Development of Breakthrough Technologies for Pulp and Paper

Technology roadmaps are an excellent tool that can be used to both strategically plan work as well as communicate long-term plans to a broader community. The Agenda 2020 Technology Alliance (Agenda 2020) has been developing roadmaps to improve the competitiveness of the U.S. pulp and paper industry for several years, issuing its first roadmap in 2006 and an update in 2010.. Agenda 2020 continues to work to transform the forest products industry through innovation in its manufacturing processes and products.

In 2014, Agenda 2020 was selected to receive funding from the National Institute of Standards and Technology (NIST) for a project to map pathways for developing advanced technologies for pulp and paper manufacturing. The \$482,078 grant was awarded under the highly competitive Advanced Manufacturing Technologies Consortia (AMTech) program. This new program at NIST was launched in 2013 to catalyze partnerships between U.S. industry, academia, and government to support long-term research in the U.S.

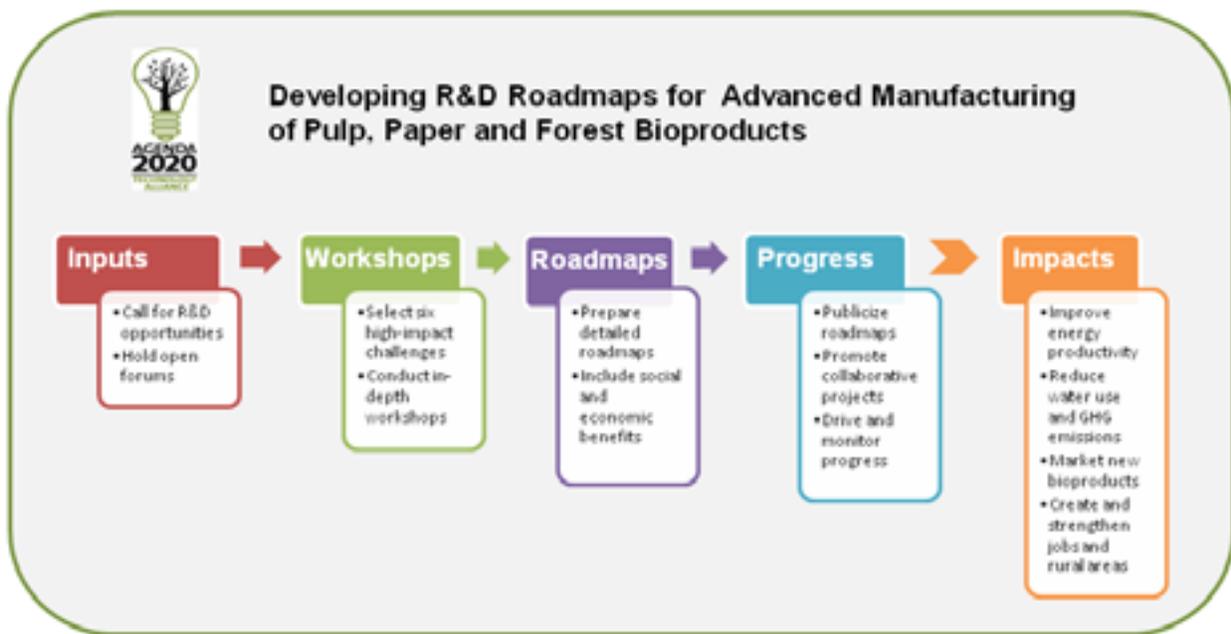
With the NIST grant, Agenda 2020 and its partners will engage the pulp and paper industry in identifying opportunities for developing and implementing advanced manufacturing technologies that will improve

global competitiveness. Agenda 2020 will work with Energetics, Inc. and KMB Consulting to complete the project over a two-year period.

The Roadmapping Process

The roadmapping process will begin with two open-forum sessions to solicit input from all key stakeholders. Stakeholders participating in these sessions will share their suggestions for what they feel are the best areas for R&D breakthroughs for advanced manufacturing of pulp, paper, and forest bioproducts.

Once a list of potential topic areas has been developed, six areas will be selected for in-depth roadmapping. Workshops will be held to complete the in-depth technical roadmapping process. These workshops are expected to be held in 2015.



(continued on page 7)

A Roadmap to Industry Competitiveness

(continued from page 5)

Suppliers Invited to Open Forums

In today's pulp and paper industry, suppliers are being relied on for more than supplying products or services. Suppliers are being asked by their customers to become partners, delivering cost savings, new products, and innovations to their customers.

In developing technology roadmaps for the industry, suppliers are among the key stakeholders whose contributions to the roadmapping process are most welcomed and encouraged. Please plan on having representatives attend the open-forum sessions this fall.

Agenda 2030

In June 2014, Agenda 2020 released **Agenda 2030**, a vision for the industry that can be achieved by developing and implementing advanced manufacturing technology. Targets that the industry could achieve by investing in research include:

- Double energy productivity – reducing use by 1,000 Btu (1 Quad) per year
- Reduce water used per ton by 50 percent – reduce water discharge nationally by 480 billion gallons per year
- Develop new biobased products worth \$25 billion in sales per year

- Create 80,000 new jobs related to manufacture of biobased products
- Protect 400,000 existing jobs by making 359 mills in 40 states sustainable economically, environmentally, and socially.
- Dramatically improve the life-cycle sustainability of its products.

To reach these goals, it is estimated that over \$150 million per year for 5 years is need to achieve Agenda 2030 targets. Companies can partner with Agenda 2020 to leverage vital resources to reach these goals together.

New Leadership at Agenda 2020

On July 1, 2014, David Turpin became Agenda 2020's new Executive Director. Ron Brown, who has been Executive Director since 2008, retired in August. David Turpin has considerable experience in the forest products industry, having worked with MeadWestvaco in a range of leadership positions in research and development, manufacturing, and information systems. David can be reached at David_Turpin@agenda2020.org. ♦

Agenda 2020 Open Forum Sessions

Tentative Dates

Atlanta – November 18, 2014

Chicago – December 10, 2014

Check the Agenda 2020 website at <http://www.agenda2020.org/> for details.

How Controlling Your “Inner Elephant” Will Make You a Stellar Executive

Vanderbilt management professor Dick Daft gives practical steps to fix leadership flaws

by Amy Wolf, Vanderbilt University

Whether you’re the CEO of a fortune 500 company or just trying to successfully manage yourself, Vanderbilt Owen Graduate School of Management professor Richard Daft says you must learn to control your “inner elephant.”

Daft found that everyone has two sides to his or her personality. The “executive” is objective, rational, and responsible and the “elephant” is emotion-driven, impulsive and habitual. Daft said that truly successful leaders must learn to recognize both sides and follow practical exer-

cises to learn to control their inner elephant and ultimately change a weakness in their behavior.

“I find that virtually every leader has a bottleneck within them, one thing that if they could remove it—if they could be just a little less critical-minded toward other people or if they could be more focused and attentive— they could be a much better leader overall,” said Daft. “What this book does is help them identify that weak link and remove it, so they can be the best leader that they have the capacity to be.”

Daft, an expert in leadership, organizational performance, and change management, combined research in management, psychology, neuroscience and Eastern spirituality, along with years of teaching, executive coaching, and personal application, into a book called

The Executive and the Elephant- A Leader’s Guide for Building Inner Excellence.

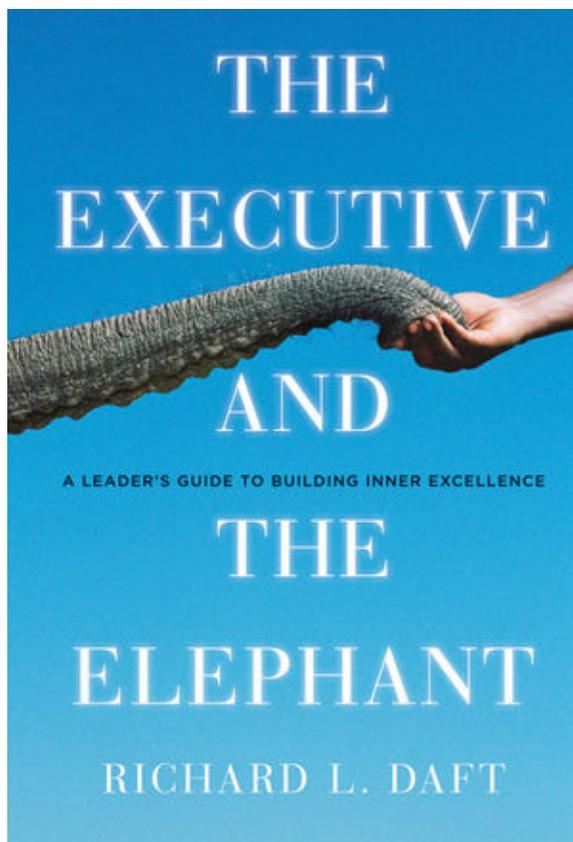
The six mental mistakes every leader makes:

1. Reacting too quickly
2. Inflexible thinking
3. Wanting control
4. Emotional avoidance and attraction
5. Exaggerating the future
6. Chasing the wrong gratifications

All of these are tied to a person’s emotional and impulsive side, or their elephant.

“The whole idea of the executive is to be objective and not to interpret things just based on your own likes and dislikes, your own hang-ups, your own issues. You have to be able to detach from that and be able to see the other point of view, the big picture, with some level of objectivity. When people can be in that place, they make wonderful decisions. It’s when they get anchored in their own neediness, their own greed, they get into trouble.”

(continued on page 9)



How Controlling Your “Inner Elephant” Will Make You a Stellar Executive

(continued from page 7)

Daft said that people can remove a lot of inner struggle by being in the moment and accepting their “elephant” but not let the elephant control them or their behavior.

Daft said that real change can only come from practice. He describes more than a dozen exercises that are grounded in practical application to help leaders control their elephant and change bad behaviors. He then gives examples of leaders who tried each individual approach and how it impacted each person. A few exercises include engaging and writing down your intentions; slow down your reaction time to think; and repeat a mantra.

“I’ve worked with a lot of executives who know what they should be doing, they’ve gotten feedback that they should do something differently or act differently with their employees, but they’re unable to execute the new behavior. I wrote this book not so much to tell them what to do, but how to change the behavior,” said Daft.

Daft has published 12 books, dozens of articles, and presented at more than 45 universities around the world. He also developed and managed the Center for Change Leadership, is a former associate dean at Owen, and is a fellow of the Academy of Management.

Daft is currently studying high performance mental models – which include cognitive models of high performing managers – and examining high performance management systems. He is also studying transactional versus transformational communication to engage people in organizational change.

“I know it sounds touchy feely, this idea of introspection and looking within, but it is so powerful. Know thyself. Know thyself has real power because once you know yourself, you can manage yourself. As long as you’re blind to your own bad habits, you’ve got no chance to be a strong leader,” said Daft. ♦

Reprinted courtesy of Vanderbilt University



*Dick Daft,
author of *The Executive*
and *The Elephant**



TAPPISAFE Update

TAPPISAFE has trained over 21,000 students, and is on schedule to have 34 mill orientations live for the end of 2014. TAPPISAFE was a concept that came from ASPI several years ago as an initiative to save time and eliminate redundancies for suppliers. Support TAPPISAFE within your company and at the mills you visit.

TAPPISAFE will be hosting the Northwest Town Hall Meeting on September 16th in Tacoma, WA. This location is with the PEERS conference. If you would like further information please contact Tess Ventress at 770-209-7213. ♦

Mills Currently Participating in TAPPISAFE

- *Burrows - Paper New York Mills, NY*
- *Domtar - Ashdown, AR*
- *Finch Paper - Glen Falls, NY*
- *Graphic Packaging - Pine Bluff, AR*
- *Graphic Packaging - West Monroe, LA*
- *International Paper - Bogalusa, LA*
- *International Paper - Prattville, AL*
- *International Paper - Riverdale, AL*
- *International Paper - Rome, GA*
- *Liberty Paper - Becker, MN*
- *NewPage - Wisconsin Rapids, WI*
- *Resolute Forest Products - Fairmont, WV*
- *RockTenn - Battle Creek, MI*
- *RockTenn - Florence, SC*
- *RockTenn - Stroudsburg, PA*
- *RockTenn - West Point, VA*
- *Weyerhaeuser - Columbus, MS*

Mills in Development

- *Graphic Packaging - Middleton, OH*
- *Green Bay Packaging - Morrilton, AR*
- *International Paper - Augusta, GA*
- *International Paper - Franklin, VA*
- *International Paper - Henderson, KY*
- *International Paper - Mansfield, LA*
- *International Paper - Orange, TX*
- *International Paper - Riegelwood, NC*
- *MeadWestvaco - Covington, VA (Truck Driver)*
- *New-Indy - Ontario, CA*
- *PaperWorks - Wabash, IN*
- *Resolute Forest - Menominee, MI*
- *Port Townsend Paper - Port Townsend, WA*
- *RockTenn - Coshocton, OH*
- *RockTenn - St. Paul, MN*
- *RockTenn - Stevenson, AL*
- *RockTenn - Panama City, FL*
- *RockTenn - Tacoma, WA*
- *Strathcona Paper - Napanee, Ontario, CA*

Get Involved Toolkit

Use the following 'tools' to help promote this new safety orientation program to your company and peers:

- Download this logo to place on your company literature and website with a hyperlink back to www.TAPPISAFE.org.



- Download the banner for your email signature, website or to include on your literature.



- Share our handy PDF Brochure and Fact Sheet with your colleagues.

ASPI Welcomes New Member Svecom PE

ASPI is pleased to announce that **Svecom PE** has received Board of Director approval to join ASPI. **Svecom PE** globally supplies the greatest product range of expanding devices (shafts and chucks), safety chucks, handling systems (shaft extractors, mechanical handling devices and lifting platforms) and rotating cylinders for a wide variety of production applications. Results are guaranteed in many production fields, from paper mills to paper converting, tissue to nonwovens, plastics to aluminum, printing to packaging—anywhere it is necessary to wind or unwind a material on a reel. Svecom's primary contact for ASPI will be Sales Director Flavio Marin. Leonida Vignati and Anita Bernardi will serve as alternate contacts. ♦



ASPI Staff Key Contacts

Eric Fletty

ASPI Executive Director
+1 770-209-7535
efletty@aspinet.org

Colleen Walker

Director of Member Relations
+1 770 209-7349
cwalker@aspinet.org

Marilyn Jeans

ASPI Meeting Planner
Office: 770-209-7296
Cell: 404-580-7923
mjeans@aspinet.com

Elise Hitchcock

Association Management Coordinator
Office: 770-209-7214
ehitchcock@aspinet.org



ASPI Board of Directors

Class of 2015

Bob Gallo

President
Voith Paper – North America
bob.gallo@voith.com

Ray Edmondson

Business Development Manager
YATES
redmondson@wgyates.com

Carl Luhrmann

Senior Vice President
Andritz Inc.
carl.luhrmann@andritz.com

David Withers

President
Coldwater Group Inc.
d.withers@coldwatergroup.com

Class of 2016

Mike Gray, ASPI President

Area SVP, Sales and Paper Business NA
Valmet
mike.gray@valmet.com

Lynn Townsend-White

President and Chief Executive Officer
Western Polymer Corporation
Ltownsend-white@westernpolymer.com

Carl Howe, ASPI Past President

Vice President, Sales
Kadant Paperline
carl.howe@kadant.com

Keith Kemp, ASPI Vice President

Vice President – Regional Business Leader
AstenJohnson
Keith.Kemp@astenjohnson.com

Class of 2017

Tony Fandetti

Vice President – Sales
Sulzer Pumps Solutions Inc.
Tony.fandetti@sulzer.com

Robert Quarles, ASPI Secretary

Director of Strategic Marketing
Buckman USA
rpquarles@buckman.com

Marcus Pillion, ASPI Treasurer

Director, Marketing and Engineering
Colfax Corporation
marcus.pillion@colfaxcorp.com

Rod Young

Chief Economic Advisor
RISI
ryoung@risi.com

Bob Harrison, ASPI Emeritus Director

Principal
RHarrison Inc.
Rharrisoninc@aol.com