

PIMA 2006 International Leadership Conference
Disney Contemporary Resort

Current as of 5/17/06

Program Schedule

May 22, Monday

- 6:15 – 7:45 Hot Breakfast Buffet
- 7:45 –8:45 am **#010 Opening of Conference** (*Joint General Session*)
- 9:15 – 11:45 am **#011 President’s Panel** (*Joint General Session*)
The panelists, each a successful executive, will communicate their views about transformation in the pulp and paper industry and the paths their companies took to both create and accommodate these changes.
Moderators: Jeffrey Hamilton and Chet Cross
- Steven R. Rogel, President & CEO, Weyerhaeuser
 - Craig Rogerson, President & CEO, Hercules
 - Pendleton Siegel, Chairman of the Board & CEO, Potlatch Corp
 - Kim Williams, Retired Partner, Wellington Management Co. LLP
- 11:45 am – 1 pm Lunch in Exhibit Hall
- 1:10-2:00 pm **#101 Opportunity or Risk: The Changing Nature of Fiber and Its Flows** (*Management Breakout Session*)
- Joseph Hughs, McKinsey & Co
- With growing demand in Asia, maturing markets in North America, Western Europe, and South America are becoming the new supply engines. This session will explore the roles that rising energy costs, cheaper sources of virgin fiber, changing recycled fiber markets, and selective breeding/genetic engineering advancements will have in shaping this new market environment.
- #102 A New Paradigm for Unions and Management: How Can Both Sides Deliver?** (*Management Breakout Session*)
- Richard Bensinger, Institute for Employee Choice
- This session will cover a new set of principles and code of conduct for both employers and unions as they seek common ground to protect and ensure a viable industry in the future. The speaker is the former Director of Organizing for the AFL-CIO and co-founder of the Institute for Employee Choice.

#120 "Identity Management - The Password Jungle and Quest for Single Sign-On" (*Information Technology Breakout Session*)

- Steve Wyatt, Sonoco
- David Treece, Weyerhaeuser

This session will overview Identity Management – establishing a framework of what it is and what it is not. The two presenters will share information about the challenges, benefits and approaches in moving forward with ID Management at Sonoco and Weyerhaeuser. They will also briefly discuss policies, processes, and tools that within the scope of implementation.

#121 A Corporate View of Real Time Energy Management (*Information Technology Breakout Session*)

This session will be repeated at 4:10-5 pm at Session #110 – Management track

- Dave Stockford, OSIsoft

The Energy Action Group, a division of Cascades, is implementing a real-time information infrastructure to track all the energy consumption. This session will show how automating the collection of data has drastically reduced the time to produce a facility report. More information is available and Cascades can better optimize machine operations. Furthermore, projects are underway to expand this process at the corporate level.

#123 Creating Sales Side Value

(*Information Technology Breakout Session*)

- Jim Morris, Sonoco

This session will explore how the paper industry can offer value to customers beyond the actual product delivery. These opportunities include reducing working capital from the supply chain, offering IT services to reduce service costs, customer Self Service and offering other areas of creative value.

#125 IT Modeling and the Perfect Mill Manager

(*Information Technology Breakout Session*)

- Kevin Casper, Sonoco
- Jeffrey Hamilton, Sappi Fine Paper
- Naresh Subramanian, Honeywell

The session will explore a day in the life of a typical mill manager utilizing the current systems and processes to determine mill performance. We will give a view of the “Perfect Mill Manager” who is able to use tools that optimize and report real time manufacturing data. This view will also stretch whimsically into the future of “what if” tools not yet released.

#140 “Selling” the Maintenance and Reliability Business

(*Manufacturing Reliability Breakout Session*)

- Terry Wireman, C.P.M.M., Maintenance Technology & Lubrication and Fluid Power

In the past, organizational resistance was a major impediment to maintenance and reliability improvements. Without proper organizational understanding and support for maintenance and reliability, companies did not have sustainable improvements. This presentation explores the methodologies, like benchmarking and KPI's, that the best companies utilized to achieve and then maintain their "Best Practices" status.

2:00 – 2:10 pm

Movement Break

2:10 – 3:00 pm

100 Impact China: The Global Transformation of Board and Packaging Grade (Management Breakout Session)

- Ken Waghorne, RISI

This session will focus on developments in the industrial sector in China that are leading to a transformation in the global packaging paper and board industry. Ken Waghorne will discuss how continued robust capacity expansion in both China and other developing world economies has the potential to disrupt production in established markets.

#104 A Global Overview of How to Approach Higher Energy Costs (Management Breakout Session)

- Theodora Retsina, American Process, Inc

This session will present successful approaches to energy conservation programs that produce meaningful long lasting results, such as how all aspects of energy costs are vitally important to achieve long term reductions. This approach includes educating personnel so that changes and improvements are sustained and that energy conservation becomes a way of life.

#105 Vision for a Technologically Advanced Workforce (Management Breakout Session)

- Bob Caron, TAPPI
- Michael J. Kocurek, PhD, North Carolina State University

This session will focus on the Agenda 2020 update of the AF&PA TAW Committee, the National Network for Pulp and Paper Technology Training, with additional educational pathways. In addition, the presenters will provide an overview of the challenges facing the Wood Products side of the Forest Products industry.

#124 Outsourcing – Lessons Learned from the Trenches (Information Technology Breakout Session)

- Paul Gustafson Weyerhaeuser
- Mike Walters, EDS
- Narsi L. Narasimhan, PhD, Paalam Inc.

Many companies are now reassessing their outsourcing models. Speakers, with real world outsourcing experience, will discuss successes as well as the mistakes they made and how they recovered. In addition, they will analyze co-sourcing, selective sourcing and the impacts of outsourcing on the resident staff.

#141 5 Pillars: Certified Maintenance & Reliability Professional (CMRP) Review (*Manufacturing Reliability Breakout Session*)

- Dave Krings CMRP, BSME, 20/20 Foresight, Inc.

This presentation is an introduction to the Certified Maintenance & Reliability Professional (CMRP) standards, the exam and a look-ahead to the future of the maintenance profession. Learn why the CMRP designation is rapidly becoming an international standard for demonstrating maintenance competency.

3:00 – 3:10 pm

Movement Break

3:10- 4:00 pm

#103 Competitive Changes in Containerboard Manufacturing from New Geographical Supply and Products (*Management Breakout Session*)

- Michael S. Jones, RISI

This presentation will explore whether Canada and the US are on their death beds as world class suppliers of containerboard products. This competitive cost analysis and geographical comparison will also address the emerging light weight linerboard and medium products and how these products compete on a cost basis with standard unbleached liner and medium products

#107 Efficient Energy Generation, Use, and Procurement - What mill management needs to know about this integral component of cost competitiveness!

(*Management Breakout Session*)

- Pertti Winter, Jaakko Pöyry Oy

Energy costs are skyrocketing around the globe and this has been the reason many otherwise competitive mills have ceased to operate. This session will emphasize the need for decision making managers to fully understand the energy issue as an integral part of maintaining mill viability, and some strategies and tips for dealing with it.

#108 Recruitment and Workforce Development - Will the Last One Out, Please Turn Out the Lights?

(*Management Breakout Session*)

- Mark Stickle, Stickle and Associates

This session will highlight issues affecting recruitment, employee retention, and development in the paper industry. The long term impact on the viability of the paper business will be explored from an industry recruiter's perspective.

#122 Workflow Applications for Product Life Cycle Management and IT (*Information Technology Breakout Session*)

- Steve Wyatt, Sonoco

Steve Wyatt will share the pitfalls and successes in implementing a Workflow Application at Sonoco. This session will clarify how to best use Workflow Applications. Steve's experiences include implementing an IT Change Management Process in compliance with Sarbanes Oxley (SOX) and a product life cycle management tool for customers.

#126 Best Practices in CRM (Customer Management Software)

(*Information Technology Breakout Session*)

- Joe Beck, SSAGlobal

This session will explain CRM implementation best practices and ways of measuring overall effectiveness. Also, how CRM tools can provide organizations with value by generating new sales and retaining current customers. Included will be a short product demo to demonstrate CRM concepts and capabilities, including the use of prospect tracking and task assignments to improve "Sales Funnel Velocity."

#127 Real time Information for Efficient Customer Service and Quality Control at Kruger Wayagamack Paper Mill

(*Information Technology Breakout Session*)

- Natacha Houde, Kruger Wayagamack Mill

The case study, involving the installation of the new PM4 at Kruger Wayagamack mill, will explore the role of integrating mill quality, product and process data is to provide relevant information to the organization in order to maximize mill resources, track quality, provide efficient customer service from technical service, and save money across the enterprise.

#128 Single Sign-On - A Success Story

(*Information Technology Breakout Session*)

- Edmund Yee, Chevron

Forget Passwords! Chevron has developed and implemented a robust security and access framework that demonstrates "Best Practice." Whether gaining physical access to an office building,

booting up the PC, logging onto the network, or gaining access to a business application, it is all controlled by the SmartBadge. Edmund Yee will describe the framework and the challenges of future directions and possibilities.

#142 Looking a Reliability from a Financial Perspective

(Manufacturing Reliability Breakout Session)

- Christer Idhammar, IDCON Inc

Many maintenance programs fail to realize their potential or deliver sustainable results. As a maintenance manager you need to “sell” your improvement initiatives effectively to get buy-in and long term commitment from top management. This session will address how you can take this step, including demonstrating Return On Net Assets (RONA).

4:00 – 4:10 pm

Movement Break

4:10 – 5:00 pm

#106 Printing and Writing Paper Grades: Opportunities and Threats from Emerging Markets

(Management Breakout Session)

- Mattias Ringqvist , McKinsey & Co.

The demand for printing and writing paper is shifting both in terms of applications and geographies. With new emerging production centers, the global trade flows are likely to change. This session will explore the likely impact on established paper manufacturers in the Western world and what you can do about it.

#110 A Corporate View of Real-time Energy Management

(Management Breakout Session) Note: This session is a repeat of Session #121 – IT track

- Dave Stockford, OSIsoft

The Energy Action Group, a division of Cascades, is implementing a real-time information infrastructure to track all the energy consumption. This session will show how automating the collection of data has drastically reduced the time to produce a facility report. More information is available and Cascades can better optimize machine operations. Furthermore, projects are underway to expand this process at the corporate level.

#111 E-Learning and Survival – Basic Realities for Key Players

(Management Breakout Session)

- Frank Plano, PIMA OnDemand
- Rick Cowman, Safety Certified

Want to speed up training? Reduce costs? Improve retention? Join this interactive session to discover the power of e-learning.

Examine the opportunities to blend e-learning with your existing training methods to maximize knowledge and save both time and money!

#129 MES/ERP – Choosing the Correct Footprint

(Information Technology Breakout Session)

- Robert Kaup, TietoEnator
- Sonny Hathaway, SAP America Inc

This session will explore the options for the division of the functional footprint between the Enterprise Resource Planning (ERP) system and the Mill Execution System (MES). The panel discussion will center on the pros and cons of the small footprint MES covering just production through the large footprint MES, covering Sales Order Processing through Invoicing and the various points in-between.

#130 Alarm Management and Analysis

(Information Technology Breakout Session)

- Mike McTavish, Matrikon, Inc.
- Chris Rogers, Matrikon, Inc.

In today's modern paper mill, there are so many electronic systems generating alarm and diagnostic information that we have too much information and not enough knowledge. Many suppliers are working on software and systems to look for recurring trends, root cause of alarms, and system interaction. This session will discuss the current state of the art in this area.

#143 Reliability Readiness Benchmarking

(Manufacturing Reliability Breakout Session)

- Scott Morris, SKF

Based on data gathered industry-wide for SKF's Client Needs Analysis (CNA), this session will demonstrate how benchmarking can help you determine your specific site's needs for improvement. You will better understand your potential for improvement in reliability and the degree of gap between your operation and industry best practice. This presentation will explain the process and display some of the industry-wide, cumulative results.

4:45 – 6:45 pm

Hospitality Reception in Exhibit Hall

May 23, Tuesday

7:00-8:00 am

Continental Breakfast

8:00 – 9:00 am

Microsoft - The Collaboration Imperative

- Chris Colyer, Microsoft
Driving business performance with new collaboration strategies - Microsoft will detail its collaboration technology strategy and show how manufacturers are driving collaboration throughout their supply chain.

9:00 – 9:30 am

Presentation of Awards

9:30 – 9:50 am

Coffee Break

9:50-11:50 am

#200 Enterprise Transformation – a Best Practices Forum

James McNutt, Ph.D, CPBIS, moderator

- William Rouse, Ph.D, Enterprise Transformation Institute
- William Kessler, Ph.D, Lockheed Martin Aeronautics
- Roger Saillant, PhD. Plug Power Inc
- John T. Dixon, IBM Business Consulting Services
- Nancy K.M. Rees, Xerox Supplies Business Group

This special general session promises insights into substantial enterprise transformation as lessons learned by senior leaders of firms outside the pulp and paper industry. This panel discussion offers perspectives about how to think about business differently, the problems and opportunities, key factors/metrics to focus and guide a large scale enterprise transformation, and essential elements of success and warning signs of failure.

#220 CIO Panel (*Information Technology Breakout Session*)

- Lawrence Shutzberg, Rock-Tenn
- Steve Wyatt, Sonoco
- James Burdiss, Smurmit-Stone Container

Industry CIOs will discuss current challenges of information technology in the pulp and paper industry.

11:50 am – 1:35 pm

Lunch in the Exhibit Hall

1:35 – 2:25 pm

#201 Voice of the Customer (*Management Breakout Session*)

Marsha Seekins, GP Cellulose LLC, Moderator

- Peter Brehm, Vertis Inc
- Paul Fecke, Quad Graphics
- Steve Smith, Wausau Paper

This session is a valuable opportunity to hear feedback from customers in the pulp and paper industry, notably printers, merchants, and publishers. In the all important supply chain it is vital to find out about your customer's current hot points, involving their sourcing of paper. Paper managers are invited to clarify points directly with your customers.

#202 A Four-Factor Model for Safety Leadership

(Management Breakout Session)

- Stan Owens, Behavioral Science Technology , Inc
One of the most troubling trends in safety today is the continuing struggle that organizations have with serious injuries despite achieving significant improvements. Thus, many conclude that engagement of front-line employees is not a sufficient solution to the problem. This session will outline a new understanding of the role of leadership to reduce exposure and create a culture favorable for safety.

#221 Value Adding Web Solutions

(Information Technology Breakout Session)

- Ilkka Schulman, TietoEnator
Value-adding web solutions, widely used in the forest industry, can increase efficiency in electronic information sharing of internal communication, as well as improving transactions with customers and suppliers. This session will explore how web applications can design the user experience, making processes and services more visible, understandable, and usable, benefiting self-service operations and all business parties.

#222 Corporate Visualization of real-time Operational Data

(Information Technology Breakout Session)

- Robert Vonck, Georgia-Pacific

#223 Transforming Data Into Business Valuable Information

(Information Technology Breakout Session)

- Martin Laflamme-Mayer, École Polytechnique
Bringing real-time data together in a timely manner, understanding the data, identifying key relationships, and sharing the information is critical. This session describes the use of tools, methods and systems that transform data into business valuable information that can deliver significant benefit and help an organization to better respond to challenges.

#224 IT/PC Relationships

(Information Technology Breakout Session)

- Moderated by Kevin Casper, Sonoco
In recent years, the association between practitioners of IT and Process Control has been growing closer. Frequently in today's paper mill, the two have been merged into a single organization. In others, there is overlap. This session is a panel discussion among IT/PC professionals on the current state best practices for this evolving work group.

#240 Lessons Learned in Reliability Improvement at Catalyst Paper: You Can't Change the Culture of a Company Overnight
(*Manufacturing Reliability Breakout Session*)

- Brad Smith, Catalyst Paper Corporation
- James Nesbitt, Ivara Corporation

Learn how a leading pulp and paper company is successfully implementing a new, proactive Asset Reliability Process at four mills and changing the activities and behaviors of employees to improve performance. You will learn how this methodology is so effective that the company has adopted it as a standard in other business processes asset reliability process.

2:35 – 3:25 pm

#203 Recovered Paper: More Market Stability or Another Leap Forward?

(*Management Breakout Session*)

- David Clapp, RISI

The magnitude of the recent expansion in China's recovered paper imports led to speculation that recovered paper prices would go significantly higher. This session will explore why the sharp increase in Chinese demand failed to lift recovered paper prices to higher levels and whether extreme price volatility is a thing of the past.

#204 Evolving Perspectives in Operational Risk Management
(*Management Breakout Session*)

- Donald K. Martin, CIH, CSP, MPH, Sappi Fine Paper North America

This session will include an discussion on systematic processes for anticipating significant operations hazards and how to reduce the potential for loss. Highly relevant if you responsible for anticipating hazards/reducing loss, if you are responsible for operations and maintenance, or if you are an engineer, a safety or insurance professional.

#226 Process Control Network Security

(*Information Technology Breakout Session*)

- Michael B. Leach, Control Systems Security
- James Thurlow, Control Systems Security

Security, in its many forms, has become a major concern of every company. This presentation will explore how to manage cyber and physical security at paper and saw mills. It will identify the changes that are occurring, look at one model company's response to the challenges, and suggest innovative strategies for protecting our enterprises.

#227 Second Generation of Advanced Control

(Information Technology Breakout Session)

- Bill Gough, IDEAS Simulation and Control

In the past ten years, a number of advanced control applications have achieved results and delivered the payback promised, but later lost their effectiveness. The session will detail the Second Generation of Advanced Controls, which introduced self maintaining and self maintaining controls that don't require a resident PhD in Computer Technology.

#228 E-Working Today and Tomorrow

(Information Technology Breakout Session)

- Chris Hyatt, Georgia-Pacific

E-Working is the reality of today. This session will survey the latest trends in E-Working devices and technology including VoIP, Skype®, Blackberry®, hand-phone features, and the latest laptop tools for the professional on the go. The information in this session will help you maximize your personal efficiency.

#241 Improvement of Total Reliability & Maintenance Productivity

(Manufacturing Reliability Breakout Session)

- Tom Woginrich, IBM

The presentation will explore changes implemented in the Maintenance Department and the dynamics of reliability & maintenance improvements at SP Newsprint, Newberg, OR mill. . The review will cover maintenance cultural background, a future maintenance “Business” Vision – Knowledge-Based Asset Management (K-BAM), the Maintenance “Modernization” Project (MMP) strategy, MMP implementation, and system dynamics of culture change.

3:25 – 3:55 pm

Coffee Break

3:55 – 4:45 pm

#229 Virtual Transformation in a new 64-bit Reality

(Information Technology Breakout Session)

- Gary Bowman, Boise Cascade
- Charles Langevin, Hewlett-Packard.

This session will provide an overview of Hewlett-Packard’s 64-bit architectures (AMD/Intel X64, Intel IA64), 64-bit OS considerations, and things to consider when choosing 64-bit applications. Also, you will get Boise Cascade’s “Using VMWare to change the way you manage IT Resources,” their road to a pooled resources architecture; an explanation of VMWare; a view of technology that will change the virtualization value proposition; and a live look at Boise Cascade’s VMWare environment.

#230 Enterprise Network Security - Intrusion Detection Vs. Intrusion Prevention

(Information Technology Breakout Session)

- Geoff Ambrose, Siemens Communications Inc
- Tom Russo, Siemens Communications Inc

This session will focus on the differences between Intrusion Detection and Intrusion Prevention and discuss the latest technology available today to implement each. The presentation will include case studies and a review of independent testing labs that test security products and an overview of industry associations focusing on security.

#231 Multi-Mill Advanced Planning and Scheduling System Implementation - A Case Study

(Information Technology Breakout Session)

- Mary Knuteson, Stora Enso
- Randall Freeh, Stora Enso

This session will present a case history of an advanced planning and scheduling system for Stora Enso's Coated Mechanical operations in North America. The review will cover benefits, the integration with sales order management systems and real time production systems, the extensive data requirements to support holistic, cost-based scheduling decisions, and the project implementation and management approach.

#232 ERP Total Cost of Ownership – To Infinity and Beyond

(Information Technology Breakout Session)

- Mike McIntosh, International Paper

This will be a case study review of ERP implementation strategies. This session will explore examples of the “Monolith” strategy vs. the “best of breed strategy” strategy from inside and outside the paper industry. Also included will be a review of the cost of ownership and the pros and cons of these ERP implementation strategies.

#242 The 7 Mistakes of CMMS/EAM - A Mea Culpa from a Software Enthusiast

(Manufacturing Reliability Breakout Session)

Judy Hamlin, Oracle

David Loesch, Oracle

David Loesch will describe how he helped a start up, called The System Works, that made its mark on the EAM (nee CMMS) software market. You will get a look at the road ahead for Enterprise Asset Management

software users in the wake of declining fortunes for the EAM software market.

3:55 – 5:35 pm **#205 Superintendent’s Roundtable** (*Management General Session*)

- Moderator: DD Smith
- Panelists
- Ronnie Cospers, Smurfit-Stone Corp.
 - Bill Kotarski, Albany International
 - Jay Martin, Graphic Packaging International
 - Jim Marthaller, Retired, SP Newsprint
 - Nyle Parchim, New Direction Consulting
 - Glenn Robinson, Albany International
 - Charles Wall, Caraustar
 - Jackie Woods, LinPac Paper

The Superintendent's Roundtable, sponsored by Couch Pit University Fraternity, is an interactive session comprised of a panel of experienced paper machine management personnel. Topics for discussion can be submitted on forms provided on site before the session or offered from the floor during the session. Audience participation is encouraged.

4:45 – 6:30 pm **Hospitality Reception in Exhibit Hall**

7:00 – 10:00 pm **Networking Dinner/Reception at EPCOT**

May 24, Wednesday

7:00 – 7:45 am Continental Breakfast

8:00 – 8:45 **#030 State of the Industry – Part I** (*Joint General Session*)

- Peter Ruschmeier, Lehman Brothers
- Peter Ruschmeier will analyze the trends and key drivers in the global paper industry. You will have ample opportunities to ask questions.

8:45 – 9:00 am Coffee Break

9:00 – 9:45 am **#031 State of the Industry – Part II** (*Joint General Session*)

New Exciting Era Or Continual Decline - Which Path Will The Industry Follow?

- Dr. Graham Moore, Pira International
- Changes in our thinking and culture, in addition to investment in R&D, are needed to realize opportunities for renewal. This presentation will explore how a number of these new developments might evolve - “a postcard from the future” with a vision of what the paper industry of tomorrow may look like.

- 9:45 – 10:00 am **Awards Presentation**
- 10:00 – 10:30 Coffee Break
- 10:15 – Noon **#032 Mill Manager’s Panel** (*Joint General Session*)
Moderated by Warren L (Buddy) Allen, Domtar Industries Inc,
This session brings together top mill managers to discuss and
compare management issues in the current environment of change
in the industry.
- Robert (Bob) Grygotis, Weyerhaeuser Company
 - Curt Houk, Georgia-Pacific
 - Mark Lukacs, New Page Corporation
- Noon – 12:30 pm **Closing Comments/ Door Prizes**