

The PIMA Leader Letter

A Newsletter Published for PIMAVolunteer Leaders

“Observe always that everything is the result of a change . . .”

Marcus Aurelius

All of us in the Pulp and Paper industry have been witness to great change...and more change is yet to come. Change isn't necessarily bad. In fact, it can lead to very positive results. Changing how we do things to improve service and customer value is important to our future...and so it goes with PIMA Headquarters. The focus of this inaugural issue of the *PIMA Leader Letter* is to inform you about a few changes at Headquarters.

The first change is this newsletter...the *Leader Letter*. The idea was developed out of the staff's desire to better communicate with PIMA's volunteer leadership. Each issue will have a Division focus and communicate ideas on how you can improve the services PIMA provides on a local level. Tentative topics for future issues include "Marketing your Division Meeting", "Creating a Membership plan", and "Renewing members". Staff will work closely with Division Leaders and Council Chairs holding regular conference calls. Please let us know what you want to learn about and we'll set it up!

Secondly, our Headquarters has moved into new offices, enhanced our technological capabilities and added several key new staff. They are introduced later in the newsletter.

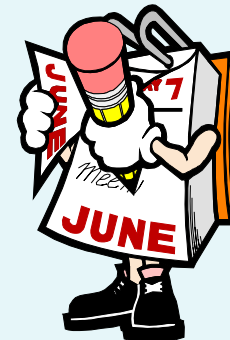
We now have the talent we need to enhance our marketing, membership and educational programs. Please take advantage of the key "specialists".

All of these changes have been made to improve our service...we hope you will see the difference in the near future. Until then, your thoughts and comments are welcome and much appreciated.

Barre Mitchell
2001-2002 PIMA President

It's not too late to join us in . . .

**San Francisco
for the
83rd Annual
Management
Conference
June 19 - 21, 2002**



Save the Date for 2003. . .

*35th Annual Information Technology
International Conference -
April 28-30, 2003
Vancouver, British Columbia, Canada*

*84th Annual International Management Conference -
June 30-July 2, 2003
New York, NY*

Meet Your New PIMA Team

The new PIMA team still has a core of key staff - Scott, Pam and Sarah - and we are excited about the new professionals that are now onboard.

We hope you will soon get to know them. We are pleased to welcome the following:

Senior Manager

Julie Weldon, senior manager is responsible for coordinating the efforts of departments and staff. Specific responsibilities include:

- Designing and implementing programs and projects
- Managing financial and staff resources
- Facilitating communication with board, committees and task forces
- Documenting and following policy and procedures
- Communicating project requirements to departmental staff.
- Monitoring member dues revenues and overseeing dues invoicing

Marketing

Betsy Bischof, marketing manager is responsible for all membership and marketing material, working with the Communications Department on overall design, association image, membership growth and retention and new product development. As part of marketing and membership support, Betsy is responsible for:

- Developing an initial marketing plan to address needs of membership, conference attendance and revenue producing products
- Identifying membership development priorities and strategies
- Developing membership materials
- Conducting member needs assessments and opinion surveys as indicated in the strategic plan
- Overseeing the production of membership directory and other promotional and print pieces
- Using volunteer feedback and member surveys to track membership and recommend changes to dues levels
- Reporting membership statistics on a regular basis

Continued on page 4.

PIMA Headquarters

4700 W. Lake Avenue, Glenview, IL 60025

To call staff directly, dial 847-375, then the four digit extension listed below.

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Executive Vice President

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Marketing Manager

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Advertising/Sales Manager

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Sarah Walsh

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Julie Weldon

Senior Manager

Ext. 4872, Email: julie@pima-online.org

7 New Rules for Today's Manager

You Can Still Register . . .

Join your peers for 4 days of dynamic sessions in San Francisco, June 18-21, 2002. The Conference offers answers to some of the most troubling issues that every manager needs to know. These **7 New Rules for Today's Manager** will be the basis of an exciting and informative 83rd Annual PIMA International Management Conference. This year's conference is being held at the Westin Saint Francis Hotel, San Francisco, CA.

Featuring the following sessions:

- **Rule #1 New Rule of Leadership**

Leaders must adopt flexible and adaptive management styles based on the needs of and challenges to their organizations. A panel of executives from a range of paper manufacturers and supplier companies will address how they successfully manage their companies, including:

Arnold M. Nemirow, *Chairman, President, and CEO, Bowater Inc.*

Juhani Pakkata, *President, Metso Paper*

Tom Lauterbach, *President, J.J. Plan-k Spencer Johnston*

Bill Howes, *Chairman of the Board, Inland Paperboard & Packaging*

- **Rule #2 New Rule of the Market**

The industry must seek out and adopt new and innovative ways to market and sell their products. During this session you will hear from paper producers, market consumers and marketing facilitator companies.

- **Rule #3 New Rule of Technology**

Producers must collaborate as well as leverage all

2002-03 National Slate of Officers

The Nomination Committee has submitted the following slate of officers for 2002-2003:

PRESIDENT

Ray Heuchling
Irving Forest Products

FIRST VICE PRESIDENT

Harry D. Seamans
Potlatch Corporation

SECOND VICE PRESIDENT

Robert A. Taylor
International Paper

DIRECTOR AT LARGE

Pat Begrowicz
Mead Corporation

Also on the Executive Committee will be:

Scott Baumruck
Executive Vice President and COO

Bob Morrison
Voith Fabrics
Affiliate Chairman

Diane Murdock
Fluidix Microforming Systems Inc.
First Affiliate Vice Chair

Terrance M. Gallagher
ONDEONalco Chemical Co.
Second Affiliate Vice Chair

Benjamin A. Thorp
Georgia-Pacific Corporation
Chairman of the Board of Trustees

Continued on page 6

New PIMA Team

Continued from page 2.

Meetings and Conference Planning

Kay Granath, CAE, CMP, director of meetings and conventions and Vanessa Trzmiel, meetings manager, have years of expertise in negotiating hotel contracts, and working with hotel catering staff to ensure that the PIMA Conferences meet the needs of the Conference Planning Committees and budget allocations. The meetings department is responsible for:

- Seeking out appropriate hotels
- Negotiating and finalizing hotel contracts
- Coordinating food and beverage details
- Working with AV vendors
- Communicating with hotel staff
- Acting as the on-site contact at conferences

Education

Louise S. Miller, MA, director of education, focuses on all things related to educational content, program development, delivery format, and determination of member educational needs, etc. She will work with the Annual Management Conference program committee and the IT International Conference committee, and other groups as needed. Specific responsibilities include:

- Assisting the program committees in designing the educational part of conferences
- Contracting with speakers
- Educational program evaluations
- Strategic planning regarding educational needs of members

Exhibits/Sponsorship/Advertising

Patrick Filippelli, sales manager, will help build future sponsorship, and solicit advertising and exhibitor support for the Annual IT Conference, Annual Management Conference, the Dixie Conference; as well as the membership directory. In this capacity, Patrick will be responsible for:

- Building and expanding exhibitor base at the IT Conference
- Soliciting new sponsorship for IT Conference

- Contacting current and prospective exhibitors
- Coordinating Hospitality Sponsorship Program for the June Conference
- Coordinating mailings of Hospitality promotion piece
- Working with Dixie Division to coordinate sponsorship program
- Contacting prospective Technology Showcase prospects
- Producing advertising promotional piece for the membership directory and expanding advertising base for the directory
- Producing with marketing the communication pieces for advertisers and exhibitors for all conferences

Accounting

Roz Fountain, staff accountant, leads the accounting and budget function and holds responsibility for:

- Coordinating annual budget process
- Preparing monthly financial reports
- Approving payables
- Monitoring and managing expenditures
- Working with leadership to establish and administer expense reimbursement policies
- Working with the leadership to establish and implement investment policies

Member Services

Jim Nemecek is our member services representative. The member services department traffics phone calls, takes conference registrations over the phone, processes new member packets and prospect kits as requested, directs callers to appropriate departments and staff. In general, this department is the first point of contact for general callers and customers.

The PIMA general telephone number is 847/375-6860. To reach a staff person directly, check the extension numbers listed on page 3.

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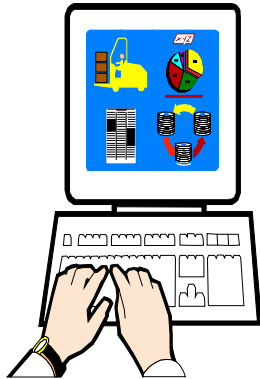
2002 IT Conference Wrap-up

This was a year of firsts at the 34th Annual IT International Conference. Floorshow hours were extended on Monday and Tuesday. Two new exhibitors from the Netherlands and Finland were in attendance, and sponsorship opportunities were provided for Affiliate Companies. Also for the first time, PIMA produced a CD version of the proceedings book.

A special *Golden Nugget Award* was presented to Christopher Osen as the first recipient of this award.

A total of 279 primary attendees made the conference. Of those, 62 were international participants, and 76 were from mills. This year's keynote speaker was President and CEO of Bowater, Arnold Nemirow, who spoke on *How Will IT Impact our Industry's Future?*

The IT Committee wishes to thank all those who attended and all the exhibitors for their continued support of this conference. Special thanks go to SAP for its contribution of Monday's lunch and to Panther Systems for the lanyards provided for all attendees.



PIMA Divisions Calendar of Events

June 14, 2002

*Northeast Division 6th Annual
Scholarship Golf Tournament*
Fox Ridge Golf Club
Auburn, ME

September 19-20, 2002

*Connecticut Valley/Northeast
Division Fall Meeting*
Energizing Our Leaders for Success
Samoset Resort
Rockport, ME

September 24, 2002

*North Central Sporting Clays/
5-Stand Competition*
Stress Relief Management
J&H Game Farm
Navarino, WI

September 25-27, 2002

Dixie Division Fall Conference
Kingston Plantation
Myrtle Beach, SC

September 26-27, 2002

Mid-Atlantic Division Fall Meeting
Gettysburg, PA

Member Newsletter will be back!

PIMA is resuming publication of its all-member newsletter. To publicize your Fall Division meetings or other events, please send your announcement to Administrative Assistant Pam Oddi at pam@pima-online.org.

Deadline for Next Issue: June 10, 2002

7 New Rules of Management

Continued from page 3.

aspects of their supply chain. This session will discuss the industry's Agenda 2020 initiative as well as technology efforts of some leading companies.

- **Rule #4 New Rule of the Workplace**

A changing environment dictates a flexible operational strategy. During this session, nine specialist groups will discuss how they have adapted to industry change within their own areas of expertise.

- **Rule #5 New Rule of the Workforce**

It's not your father's workforce any more. It is more diverse . . . with a different education . . . expectations . . . and operates in a different environment. This session will look at the training and expectations of new employees coming into the industry, as well as how long-time employees feel their world has changed.

- **Rule #6 New Rule of the Environment**

To survive, businesses must understand and operate in harmony with the environmental aspects of society. This session will explore the growing role the environment plays in business, how forward-thinking companies are dealing with the issue, and how the industry is viewed by environmental organizations.

- **Rule #7 New Rule of the Economy**

The pulp and paper industry must make major changes in their business practices in order to survive, let alone thrive. This session will examine what some of the leading industry needs to do in order to survive.

To register call PIMA Headquarters at 847/375-6860.

PIMA has a New Web Site

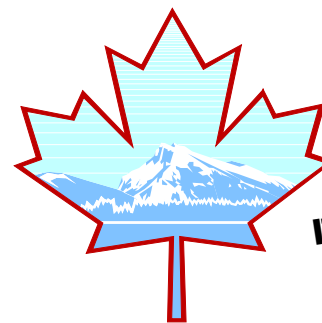
pimaweb.com

PIMA now has one website to better serve its members: <http://www.pimaweb.com>. The new site has all of the information that was on pima-online.org, plus access to industry news provided by Forestweb. PIMA is working on adding real-time transactions for membership dues and conference registrations, and access to *Solutions!* articles online.

If you are not able to log in as a PIMA member, call PIMA at 847/375-6860 or email: info@pima-online.org.

Forestweb, Inc., alliance partner with PIMA on pimaweb.org and the primary online business solution provider for people associated with the global forest products industry, has speakers available for PIMA division meetings. The topic, "Information on the Internet: The Challenge of Free" addresses the value of business intelligence as a decision-making tool. For more information, plus an abstract of the talk, contact Mary Cesar (mary@forestweb.com).

If you have information to post to the website, contact Administrative Assistant Pam Oddi at pam@pima-online.org.



**See you next year
in Vancouver, Canada!
IT International Conference
April 27-30, 2003**