



# The PIMA Leader Letter

A Newsletter Published for PIMA Volunteer Leaders

## Board Sets New Governance Structure

PIMA's Board of Directors, along with management staff have been working since April on reorganizing the governance structure for PIMA to a format that better suits the needs of the membership and the activities of the leadership. The Executive Committee, Board of Directors, Board of Trustees and the Leadership Council have all been reevaluated and modeled after other leading associations nationwide. The purpose for reorganizing the governance structure is to improve operational oversight of PIMA affairs and governance. The new governance structure was effective July 2002.

### Executive Committee (8 Members)

#### President

*Raymond Heuchling* Term Expires 2003

#### President Elect

*Harry Seamans* Term Expires 2004

#### Secretary/Treasurer

*Robert Taylor* Term Expires 2005

#### 1<sup>st</sup> Vice President \*

*Pat Begronicz* Term Expires 2005

#### Affiliate Chair

*Bob Morrison* Term Expires 2003

#### Affiliate 1<sup>st</sup> Vice Chair

*Diane Murdock* Term Expires 2004

#### Affiliate 2<sup>nd</sup> Vice Chair

*Terry Gallagher* Term Expires 2005

#### Director at Large

*Ben Thorp* Appointed for 1 year

*\*2002-2003 only. Beginning 2003-2004 there will be no 1<sup>st</sup> Vice President.*

### Purpose of the Executive Committee

- Committee and task force review
- Setting committee appointments
- Oversight of general operations

### **Board of Directors (17 members )**

#### Purpose of the Board of Directors

- Monitoring industry trends
- Strategic planning
- Establishing business model
- Executive committee oversight
- Establish and review governance system
- Establish and review annual goals and business model

### **Leadership Council (75-80 members)**

#### Purpose of the Leadership Council

- Recognition
- Use as a resource for membership, education and division & student services

The Board of Trustees has been eliminated from this new structure.

### **2003 PIMA Annual Conferences**

*35th International Technology Conference*

April 28-30, 2003

Vancouver, British Columbia, Canada

*84th Annual International Management*

Conference - June 30-July 2, 2003

New York, NY

# PIMA Announces New Conference Sponsorship Program

PIMA has an opportunity to increase revenue by adding value to its current sponsorship program, developing new opportunities for current Affiliate sponsors and by expanding into new markets.

## A. Objectives

- Increase current Affiliate support and involvement with PIMA
- Expand into new markets (non-traditional) for sponsorship support



## B. Strategies

- Redirect sponsorship dollars and enhance sponsorship benefits
- Introduce advertising opportunities in the program book and on the Web site
- Approach Mill Industry Leaders as well as Affiliate Organizations

## C. Sponsorship

- Each of these events will have a dollar amount assigned based on cost and exposure for the sponsor. The following matrix is designed to encourage a higher level of support that provides additional exposure for the sponsors.

### Individual \$ 100.00

- > Sign in registration area
- > Name recognition in the conference program book

### Bronze Level \$ 1,000.00

*All of the above plus*

- > Sign at the sponsored event or program
- > Name recognition in *Solutions!*
- > Name recognition in *PIMA Post*
- > Sponsor ribbon for representatives

### Bronze Level Event/Program Sponsorship

Opportunities include:

- Hospitality receptions
- Coffee breaks

### Silver Level \$ 3,000.00

*All of the above plus*

- > Sponsorship plaque
- > Company name link on the Web site
- > Company name projected with sponsorship group during keynote and closing address or in hospitality room

### Silver Level Event/Program Sponsorship

Opportunities include:

- Hospitality receptions
- Breakfasts
- President's Dinner
- Leadership Luncheon
- Educational Sessions

### Gold Level \$ 5,000.00

*All of the above plus*

- > Logo link on the Web Site
- > Logo projected on screen in hospitality room
- > Logo recognition in the conference program book
- > Logo recognition in *Solutions!*
- > Logo recognition in *PIMA Post*

### Gold Level Event/Program Sponsorship

Opportunities include:

- Hospitality receptions
- Keynote Speakers
- Awards Luncheon
- Roundtable Luncheon

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## Sponsorship Proposal

*Continued from page 2.*

### **Platinum Level**                      **\$7,500.00**

*All of the above plus*

- > Individual logo projected on screen during keynote and closing address
- > Logo recognition on all pre-conference promotional pieces as of date of commitment
- > Recognition ad in the conference program book
- > One Complimentary Customer Conference Registration

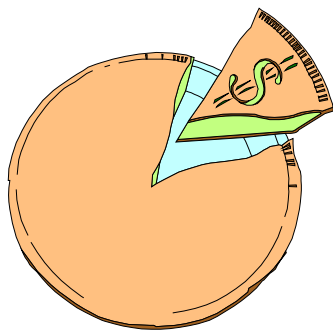
### Platinum Level Event/Program Sponsorship

Opportunities include:

- Hospitality receptions
- Awards Dinner
- Theme Party

### **D. Advertising in the Conference Program Book and Banner Ad on Web Site**

- Offer advertising opportunities in the conference program book and banner ads on the Web site. This opportunity will increase revenue and offer additional exposure to the vendor.
- Only available to PIMA member company Conference sponsors
- \$450 for run of book (covers will be sold at a premium)



### **PIMA Headquarters**

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## Division Fall Meetings Success

PIMA's North Central, Dixie, and Northeast Divisions held their fall conferences in September. Ray Heuchling, President of PIMA and Bob Morrison, Affiliate Chair, both attended the Northeast and Dixie meetings, where they addressed the groups on the new direction of PIMA.

Heuchling announced plans for change within PIMA to respond to the changing industry. He asked attendees to help PIMA by recruiting new members, and attending meetings at the national and divisional levels.

The **North Central Division** led by Rick Hess, reported that their Sporting Clay event, held September 24, attracted 64 people, and 70% of those attending were Mill Managers. The attendance was 50% more than last year and they plan on holding this event again in 2003.

The **Dixie Division**, led by David Phillips, Dixie Southeast Chair and Robert Green, Dixie Southern Chair, held a successful conference at the Kingston Plantation Resort in Myrtle Beach, South Carolina, September 25-27. The conference drew 100 attendees and spouses.



**Erk Russell**

talent for coaching young men made him a legend in his chosen profession. Since retiring from coaching in 1989, Russell has continued to give of himself in

Erskine "Erk" Russell kicked off the 2-day event with his "Winning Attitude" speech. Erk Russell, an award-winning football coach of the Georgia Southern Eagles, developed a reputation as a master coach of defensive football during his 17-year tenure at the University of Georgia (1964-81). His

various ways. His list of honors and distinctions spans 40 years. Many consider Russell a folk hero, and his speeches are filled with anecdotes and humor. a native of Birmingham, AL, Russell was the last four-sport letterman at Auburn University, where he earned both his bachelor's and master's degrees.

Thursday sessions featured presentations on:

- Energy
- Water Conservation
- Safety
- Process Reliability

Horace Hamby, *Weyerhaeuser*, gave the Keynote Friday morning session, "Safe Winder Splicing". The afternoon Technology Showcase Sessions included:

- Vooner Flogard Vacuum Pumps
- The Pump Company, Inc.
- Albany International
- Weavexx
- Metso Automation
- GE Toshiba Automation Systems
- Kelmar Industries
- J & L Fiber Services, Inc.
- New Logic Research, Inc.
- RLG International

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**Bob Morrison and Ray Heuchling**

## Division Fall Meetings

*Continued from page 4.*

The Sales Society President, Danny Beebe, organized the Sales Society Dinner Dance and the Awards Dinner Dance.



Spouses enjoyed a day of shopping at “Boardwalk at the Beach” and a presentation on Massage, Aromatherapy and Spa Services.

The Dixie Conference thanks the following sponsors for their support of the conference:

### **Platinum**

Metso Corporation

### **Gold**

Albany International Corporation

BASF Corporation

Buckman Laboratories, Inc.

### **Silver**

ASTENJOHNSON

BE & K Inc.

Kemira

Voith

### **Bronze**

Bercen, Inc.

Kamtech

Thiele Kaolin Company

Western Plymer Corporation

### **Individual**

John Ballard

George Bodman

Bill Polhemus

The Dixie Division invites you to take advantage of the 2003 PIMA Dixie Conference next September in Point Clear, Alabama.

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## Division Fall Meetings

*Continued from page 5.*

The **Northeast Division**, led by Joe Clark, held their 2002 conference at the Samoset Resort in Rockport, Maine. The programming included presentations by respected industry professionals on various aspects of the paper and pulp industry.

- Bob DiStefano, Chairman of *MRG*, focused on making a business case for reliability centered maintenance programs.
- Jim McNutt, Paper Industry Consultant, offered a global perspective on the state of the industry.
- Jeff Matranga, Ph.D., *Health Psycho Maine*, provided an excellent overview of issues surrounding workplace violence.
- Paul Wagner, of *Advance Technology, Inc.* presented Plant Access Control strategies.

The Executive Panel Session was one of the highlights of the weekend, with presentations by: Richard Arnold, *Fraser Papers*; John Donahue, *SAPPI*; Dana Pelletier, *The Network Group*; and John Williams, *Maine Pulp and Paper Association*. A summary of the keys to long-term success included:

- Achieving a low cost position in key markets
- Providing superior customer service by developing strong customer relationships
- Remaining flexible to customers needs and adaptable to change
- Continuing to promote innovation and product development
- Capitalizing in niche specific products which command higher profit margins
- Reducing inventories while still servicing customers
- Cutting costs

The annual banquet and awards ceremony was highlighted by the presentation of PIMA scholarships to eleven regional recipients, two of which were a Northeast PIMA son and daughter. A special award was given to Ginny Baker, the wife of Phil Baker, for her many years of service.

Another highlight was the establishment and presentation of the new Gilman J. Berube Award to Charlie Swan, owner of Industrial Packing, Inc. And finally, the ceremonial passing of the gavel, or in this case the fish, went from Northeast Chairman Joe Clark, *Madison Paper*, and Doug Moore, *Cianbro Corp.*, to 2003 Chairman David Embley, *Irving Pulp and Paper*, and the first female Affiliate Chairperson, Caren Brown, *Tesa Tape*.

PIMA wishes to thank all of this year's Division Chairs and Affiliate Chairs for their hardwork and dedication to their divisions.

### Connecticut Valley

Tom Beauregard  
Hollingsworth & Vose  
E. Walpole, MA

### North Central

Rick Hess  
Domtar  
Port Edwards, WI

### Dixie Southern

Robert Green  
Weyerhaeuser  
New Bern, NC

Larry Londo  
Marathon Engineers  
Appleton, WI

John Junkins  
ONDEONalco  
Selma, AL

Southwestern  
Russ Chitwood  
Smurfit Stone  
Container Corp.  
Santa Clara, CA

### Dixie Southern

David Phillips  
Inland Paperboard and  
Packaging  
Rome, GA

Jay Hunsberger  
Akzo Nobel  
Salem, OR

Jim Nolen

Kelmar Industries  
Dallas, GA

### New York/Canadian

Tom Amidon  
SUNY – College of  
Forestry  
Syracuse, NY

### Dixie Sales Society

Danny Beebe  
Spanish Fort Manufacturing

Eric Ouderkirk, PE  
ChemTreat, Inc.  
Saratoga Springs, NY

### Northeast

Joseph Clark  
Madison Paper Co.  
Madison, ME

### Pacific Coast

Darrin Curley  
Georgia-Pacific  
Calskanie, OR

Doug Moore  
CIANBRO  
Pittsfield, ME

# PIMA Presidential Award for Merit Winners Announced

The following PIMA members are individuals recommended by the National PIMA President as having provided outstanding service to their Division.

## Connecticut Valley Division

### **Dave Wnuck**

N.E. Pulp & Paper Manager  
*ChemTreat Inc*  
Cheshire, CT

### **William Robinson, III**

Production Manager  
*Hisco Inc.*  
West Hartford, CT

## Dixie Division

### **Michael Connell**

Sales Engineer  
*Appleton Wire/Albany International*  
Spanish Fort, AL

### **Nicki Slusser**

Vice President/Operations Manager  
*International Paper*  
Cantonment, FL

### **Robert Lacey**

Regional Sales Manager  
*J&L Fiber Services*  
Lufkin, TX

## New York/Canadian Division

### **Roger Mallette**

Vice President, Sales  
*Raiso Chemicals*  
Burlington, ON Canada

### **Ron Pote**

Mgr. Env.  
*International Paper Co.*  
Ticonderoga, NY

### **Thomas Wright**

President  
*TechSpray, LLC*  
Lake George, NY

### **Guy DuBois**

Project Specialist  
*Buckman Laboratories of Canada*  
Vaudreuil, Quebec, Canada

## North Central Division

### **William J. Frawley**

Midwest Sales Representative  
*Pacific Saw and Knife*  
Appleton, WI

### **Nathalja M. Hendrickson**

Technical Service Manager  
*Potlatch Corporation*  
Brainerd, MN

### **John Summercorn**

North Central Regional Manager  
*Albany International/ Appleton Wire*  
Appleton, WI

## Pacific Coast Division

### **Michael Goodwin**

Project Engineer  
*Boise Paper Solutions*  
Wallula, WA



## ***In Memoriam***

William "Bill" LaFramboise died on July 8, 2002 at the age of 71. Bill, a long time past PIMA member, had a long career in the paper industry serving at Consolidated Paper in Grand Mere, Quebec; Rothesay Paper in St. John, New Brunswick; Mill Manager at Fraser Papers, Madawaska, Maine; and Director of the Kruger Paper Mill in Trois Rivieres, Quebec for whom he was still consulting at the time of his death.



## Online Buyers Guide and Membership Directory

In an effort to bring PIMA to a level of technology commensurate with the needs of our membership, we have spent the past few months developing the software to have both the Membership Directory and the Buyers Guide online.

The Buyers Guide went "live" at [www.pimaweb.org](http://www.pimaweb.org) September 1, and the membership directory is expected to be activated by mid-November. This new technology will enable PIMA members to access their own data and make updates and changes that are immediately activated into the PIMA headquarters database. The Buyers Guide will be searchable by company and product category and will be located in the public section of the Web site. The Membership Directory, will be in a "Members Only" section, and will be searchable by name, city, state or zip code.

### *Reach for the Apple in New York!*

Save the date for PIMA's 84th Annual International Management Conference, June 29-July 2, 2003, at the New York Hilton, NY, NY.

The conference will feature topics such as:

- International Benchmarking Strategies
- Industry Trends
- Improving Mill Profitability
- *and much, much more!*



*Coming Soon . . .*

## PIMA and CPBIS Training Opportunities

PIMA and the Center for Paper Business and Industry Studies (CPBIS) are pleased to introduce two new training opportunities:

### **Online Training**

- Designed to save you money and time, each online seminar will be 1.5 hours long and is accessible via computer. The first in the series will focus on Manufacturing Reliability.
- PIMA and CPBIS members receive discounts

### **Management Development Course**

- Management Development for Enhanced Performance coming in early 2003
- this continuing education course will develop a knowledge and skill base on issues such as financial analysis techniques, effectively managing high performance teams, the art of leadership, managing improvement processes, and bargaining and negotiation techniques.
- this four and a half-day course is taught by faculty of Georgia Institute of Technology and experienced practitioners from the Pulp and Paper and supplier Industries, using a variety of teaching methods including lectures, class discussions, case studies, and individual/group interactive exercises.

For more detail about these programs, visit [www.pimaweb.org](http://www.pimaweb.org) or [www.paperstudies.org](http://www.paperstudies.org), or call one of the numbers below:

**PIMA: 847-375-6860**  
**CPBIS: 404-894-1488**