

## Challenges—and Changes—Ahead

**A** new PIMA year has begun—one full of challenge and change for our industry and for our association.

We enjoyed an excellent conference in San Francisco, and offer our extended thanks to Past President Barre Mitchell of Bowater and Past Affiliate Chair Guy Martinek of J.J. Plank/Spencer Johnston for their tireless efforts in planning this successful event. Thanks also to the hundreds of companies and volunteers who supported us throughout the year.


Now, more than ever, this industry needs associations like PIMA. I am committed to working very hard for both in the coming year—and know our association can count on you for even greater levels of support. Here are a few ways you can help:

**Industry knowledge in your own backyard**—PIMA's division meetings are held close to you, saving you on travel and related expenses. In addition to their regional feel and great value, these meetings are excellent vehicles for making key contacts, learning about preferred practices, and for benchmarking your operations against those that are similar.

**Meet with industry leaders**—If you run a mill, are making plans to run one, or just want to talk to the leaders of our industry, plan to attend PIMA's 84th Annual International Management Conference in New York City, June 29–July 2, 2003. This event is key to our future, with a program featuring notable executives such as Pete Correll of G-P; Russell Lewis, president and CEO of the New

York Times Plans; Hans Mueller, president and CEO of Voith; and Steve Buckman of Buckman Laboratories. We've made significant program changes to shorten your time away from work—while enhancing the value of your participation.

**Enhance the talent around you**—Tough times call for top-notch talent and industry information. Membership in PIMA provides these benefits and more. Encourage your key associates and industry friends to join PIMA.

Our industry needs PIMA—and PIMA needs you! 

*Ray Heuchling*

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## PIMA Announces 2002-2003 Executive Committee



*Ray Heuchling*

**P**IMA proudly announces its new board members for 2002-2003. Ray Heuchling, vice president of pulp and paper sales for Irving Forest Products, assumes the role of president. Bob Morrison, area manager for Voith Fabrics, is the new National PIMA Affiliate Chair.

Heuchling, a PIMA member since 1980, started in pulp sales in 1977 with Irving Forest Products. He previously served the Northeast PIMA region, and held the position of first vice president for National PIMA. A graduate from City College of New York with a BA in psychology, Heuchling also completed graduate study work at Columbia University and the University of Western Ontario.



*Bob Morrison*

Morrison, a PIMA member for 30 years, began his paper industry career in 1964 with Kimberley-Clark and joined Brandon Drying Fabrics in 1972. In 1986 he moved to Lindsey Wire, which was acquired by Voith Fabrics in the mid-1990s. Morrison previously served as affiliate chair at Dixie PIMA, and as president of the Salesman's Society of Dixie PIMA.

Completing the executive committee are: Harry Seamans (Potlatch Corp.), president-elect; Pat Begrowicz (Mead-Westvaco Corp.), first vice president; Diane Murdock (Fluidix Microforming Systems Inc.), first affiliate vice chair;

*Continued on page 6*



## 2002-2003 Board of Directors

### President

Raymond J. Heuchling  
Irving Forest Products

### First Vice President

Harry D. Seamans  
Potlatch Corporation

### Second Vice President

Robert A. Taylor  
International Paper

### Affiliate Chair

Bob Morrison  
Voith Fabrics

### First Affiliate Vice Chair

L. Diane Murdock  
Fluidix Microforming Systems Inc.

### Second Affiliate Vice Chair

Terrence M. Gallagher  
ONDEO Nalco Chemical Company

### Chair, Board of Trustees

Benjamin A. Thorp  
Georgia Pacific Corporation

### Director at Large

Pat Bergowicz  
Mead Westvaco Corporation

### Immediate Past President

Barre R. Mitchell  
Bowater Incorporated

### Immediate Past Affiliate Chair

Guy H. Martinek  
JJ Plank/Spencer Johnson Co.

## Staff

### Executive Vice President

Scott Baumruck  
847/375-4862, e-mail: scott@pima-online.org

### Senior Manager

Julie Weldon  
847/375-4872, e-mail: julie@pima-online.org

### Administrative Assistant

Pam Oddi  
847/375-4863, e-mail: pam@pima-online.org

### Managing Editor

Joe Agnew  
847/375-4826, e-mail: joe@pima-online.org

### Advertising/Sales Manager

Patrick Filippelli  
847/375-4754  
e-mail: patrick@pima-online.org

### Marketing Manager

Betsy Bischof  
847/375-3677  
e-mail: betsy@pima-online.org

### PIMA Post


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4700 W. Lake Avenue,  
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Phone 847/375-6860  
www.pimaweb.org

# Industry Leaders Learn New Rules at PIMA's 83rd Annual International Management Conference

PIMA's 83rd Annual International Management Conference, "Seven New Rules for Today's Manager," offered answers to some of the most troubling issues facing today's managers (see page 4). More than 400 industry leaders attended the informative and fun gathering, held June 18-21 at the Westin St. Francis Hotel in San Francisco.

The four-day conference kicked off with a Color Guard presentation and group singing of the U.S. National Anthem. Featured speaker David Naster, author of *You Just Have to Laugh*, delivered an inspiring presentation on the power of humor at the conference's opening breakfast. Many enjoyed the PIMA spouse and youth outings to San Francisco-area attractions such as Alca-

traz Island, Muir Woods, Chinatown and Napa Valley. A 1960s theme party held midway through the event provided a great opportunity for industry leaders to don hippie-style attire and groove to the psychedelic sounds of the rock ensemble "Purple Haze."

The business portion of the conference concluded with a presentation by Dr. Patrick Moore, a founding member of the environmental organization, Greenpeace. The final evening featured a gala dinner and awards banquet that recognized PIMA members for their contributions and accomplishments. 



*A 1960s-themed party enabled attendees to don hippie attire and engage in an impromptu "happening."*





Past President Barre R. Mitchell meets with representatives of PIMA's student chapters. Their attendance at the conference was made possible by member companies' contributions to PIMA's student scholarship program.



A President's Panel featuring Juhani Pakkata (center) and others discuss "New Rules of Leadership."



Keynote speaker David Naster, author of *You Just Have to Laugh*, entertained and inspired attendees on the conference's opening day.



Conference committee members provide a preview for PIMA's 2003 Annual Meeting, scheduled for June 29-July 2, in New York City.



A Color Guard presentation greets PIMA members on the conference's opening day.



PIMA spouse and guest attendees visited John Muir Woods as part of their tours of San Francisco-area attractions.

## Seven New Rules for Today's Managers

The program for PIMA's 83rd Annual International Management Conference featured sessions focusing on seven rules for achieving successful management in a changing business environment.

### Rule 1: New Rule of Leadership

An executive panel addressed how they successfully manage their companies in a changing business environment. The panel featured Arnold M. Nemirow, chair, president, and CEO, Bowater Inc.; Juhani Pakkata, president, Metso Paper; Tom Lauterbach, president, J.J. Plank Spencer Johnston; and Bill Howes, chairman of the board, Inland Paperboard & Packaging.

### Rule 2: New Rule of the Market

Paper producers, market consumers and marketing facilitator companies provided information to attendees on how to adopt new and innovative ways to market and sell their products.

### Rule 3: New Rule of Technology

The session covered the industry's Agenda 2020 initiative, providing details on the technology efforts of some leading companies.

### Rule 4: New Rule of the Workplace

Nine specialist groups discussed how they have adapted to industry change within their own areas of expertise.

### Rule 5: New Rule of the Workforce

This session covered 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

This session explored the growing role the environment plays in business.

### Rule 7: New Rule of the Economy

This session examined what the industry needs to be doing in order to remain competitive. 🌲

## PIMA Award Winners



Past President Barre R. Mitchell presents Willis J. Potts, of Inland Paperboard and Packaging, with the Glen T. Renegar Award.

PIMA's National Awards program recognizes individuals in the pulp and paper industry for their professional excellence and distinguished service.

The following individuals were honored at this year's conference.

### Thomas F. Sheerin Sr. Service Award:

Glenn V. Ostle  
Vice President Marketing  
and Communications, Metso Paper

### Ray H. Cross Community Service Award:

Patrice Pergolski  
Maintenance System Engineer,  
Weyerhaeuser

### Student of the Year:

Joseph Jorgenson  
University of Minnesota

### Kenneth G. Phillips Specialist Group Award:

C.A. "Kasy" King  
Consultant,  
Technology Resource Management

### Delano L. "Del" Boutin Division Service Award:

Robert A. "Bobby" Morrison  
Area Manager, Voith Fabrics

### Glen T. Renegar Award:

Willis J. Potts  
Vice President and General Manager,  
Inland Paperboard and Packaging, Inc.

### PIMA Executive of the Year

William B. Howes  
Chair, Inland Paperboard and  
Packaging, Inc.

### PIMA Mill Manager of the Year

Larry Newell  
General Manager, Liberty Paper

### Brookshire Moore—Superintendent of the Year

Dana F. Deans  
Retired, International Paper

## PIMA 2002 Leadership Council Inductees

The leadership council comprises long-term PIMA members recognized for significant contributions to the management of the paper industry; those who have been selected as PIMA Executive of the Year; and those who have held leadership positions within the National PIMA organization. The 2002 Leadership Council Inductees are as follows:

John Canon  
Richard T. Colvin  
Marvin D. Cooper  
William B. Howes  
Richard Johnston  
Thomas J. Krieg  
C. Richard Larrick  
Albert B. Moore

## Division News: September PIMA Events Close to You

**September 19–20, 2002**

### **PIMA Northeast Division/Connecticut Valley Fall 2002 Meeting**

#### **“Energizing Our Leaders for Success” Samoset Resort, Rockport, ME**

**Contact:** Joe Clark (207/696-1273); Doug Moore (207/487-4234); Leo Robert (413/743-0290); or Phil Baker (207/781-2461).

This accessible and inexpensive program, formulated around theme “Energizing Our Leaders for Success,” is being offered on an “a la carte” basis. Although attendance at the entire conference is encouraged, attendees have the option to choose and pay registration fees for only those sections they want to attend, with or without a spouse.

On Thursday, September 19, the Northeast PIMA Pulping Specialist Committee will lead an “International Pulp Supply” session. A number of speakers will address the subject of alternative sources of pulp from such areas as South America and Southeast Asia. PIMA Ambassadors are asked to participate in a strategy discussion on how PIMA can best meet the needs of the paper industry in the coming years.

Also on Thursday, Harry Bailey of Harry Bailey Associates will lead an important and timely discussion entitled “Workplace Security.” Speakers including Paul Wagner, Advanced Technologies; Michael Baer, Vescom Corporation; and Dr. Jeff Matrenga, an expert on the subject of workplace violence, will address topics such as “Access Control,” “Contract vs. In-house Security Systems,” and “Workplace Violence.”

Following the annual business morning meetings on Friday, September 20, Mike Hogan of Hogan Inc., will lead “What It Takes to Survive in Today’s Environment.” Mr. Dennis Belanger of Management Resources Group, is the


featured speaker for one of the more successful and sought-after presentations in the industry.

On Friday afternoon, a panel comprising local mill executives will discuss “The Survival of our Industry.” Moderated by Doug Moore of Cianbro Corporation, the panel will feature Dick Arnold of Fraser Papers, Madawaska, ME; John Donahue, mill manager, SAPPI-Westbrook; Dana Pelletier, mill manager, Newark Group Mill, Fitchburg, MA; and John Williams, president, MPPA.

On Friday evening, the featured dinner speaker will be PIMA President Ray Heuchling, Irving Forest Products. Heuchling will inform attendees about the “New Directions for PIMA.”

**September 26–27, 2002**

### **Mid-Atlantic PIMA Fall 2002 Conference Eisenhower Inn and Conference Center Gettysburg, PA**

**Contact:** Charles Merris (717/225-7454) Highlights of this conference include a presentation on tackling the purchasing supply chain by representatives of A.T. Kearney; a talk on how the economy is impacting the paper industry; and a discussion of the merits of Enterprise Resource Planning. Also planned is a presentation on and tour of Glatfelter’s “New Century” Project. Please note that an Executive Board Meeting, open to all attendees, will be held September 25 at 8 pm. 

## Save the Date

### A Leadership Challenge: Balancing the Fundamentals with New Technologies Dixie PIMA Fall Meeting

PIMA's Dixie Division



A Leadership Challenge: Balancing the  
Fundamentals with New Technologies

**September 26-28, 2002**

**Kingston Plantation Resort • Myrtle Beach, SC**

#### **Featuring**

Keynote: Erskine “Erk” Russell  
Award-winning football coach of the Georgia Southern Eagles

#### **Presenting**

- ▶ New and Emerging Technology Showcases
- ▶ Mill Managers Panel
- ▶ Management Sessions:  
Energy • Water Conservation • Safety • Process Reliability
- ▶ Couch Pit Roundtable
- ▶ Spouse Program

#### **Inquiries**

David Phillips, Dixie Southeast Chair, 706/236-5503  
Robert Green, Dixie Southern Chair, 252/633-7244

## Look for Your PIMA Directory Online!

**Coming September 2002**

This year’s valuable resource is now available online, providing easy access to all of your industry contacts!

Contact Pam Oddi at [pam@pima-online.org](mailto:pam@pima-online.org) with questions.

## Calendar of Events

### September 19–20, 2002

#### Connecticut Valley/Northeast Division Fall Meeting

##### “Energizing Our Leaders for Success”

Samoset Resort

Rockport, ME

Contact: Joe Clark (207/696-1273); Doug Moore (413/743-0290)

### September 24, 2002

#### North Central Division Sporting Clays/5-Stand Competition

##### “Stress Relief Management”

J&H Game Farm

Navarino, WI

Contact: PIMA, 847/375-6860

Fax: 877/527-5973, [www.pimaweb.org](http://www.pimaweb.org)

### September 25–27, 2002

#### Dixie Division Fall Conference

##### “The Benefits of the Challenge of Leadership”

Kingston Plantation

Myrtle Beach, SC

Contact: David Phillips (706/236-5503);

Robert Green (252/633-7244)

### September 26–27, 2002

#### Mid-Atlantic Division Fall Meeting

Eisenhower Inn & Conference Center

Gettysburg, PA

Contact: Charles Merris (717/225-7454)

### October 23, 2002

#### TAPPI/PIMA Midwest Fall 2002 Technical Forum and Trade Fare

##### “The Future of Papermaking: Challenging the Status Quo”

#### TAPPI Lake States Fall 2002 Technical Meeting

Contact: Gerry Ring (715/346-4604)

E-mail: [gring@uwsp.edu](mailto:gring@uwsp.edu)

### April 27–30, 2003

#### PIMA Information Technology International Conference

The Fairmont Hotel, Vancouver

Vancouver, BC

Contact: PIMA, 847/375-6860

Fax: 877/527-5973, [www.pimaweb.org](http://www.pimaweb.org)

### June 29–July 2, 2003

#### PIMA Annual Meeting

New York Hilton

New York, NY


Contact: PIMA, 847/375-6860,

Fax: 877/527-5973, [www.pimaweb.org](http://www.pimaweb.org)

## PIMA 2002-2003 Executive Committee

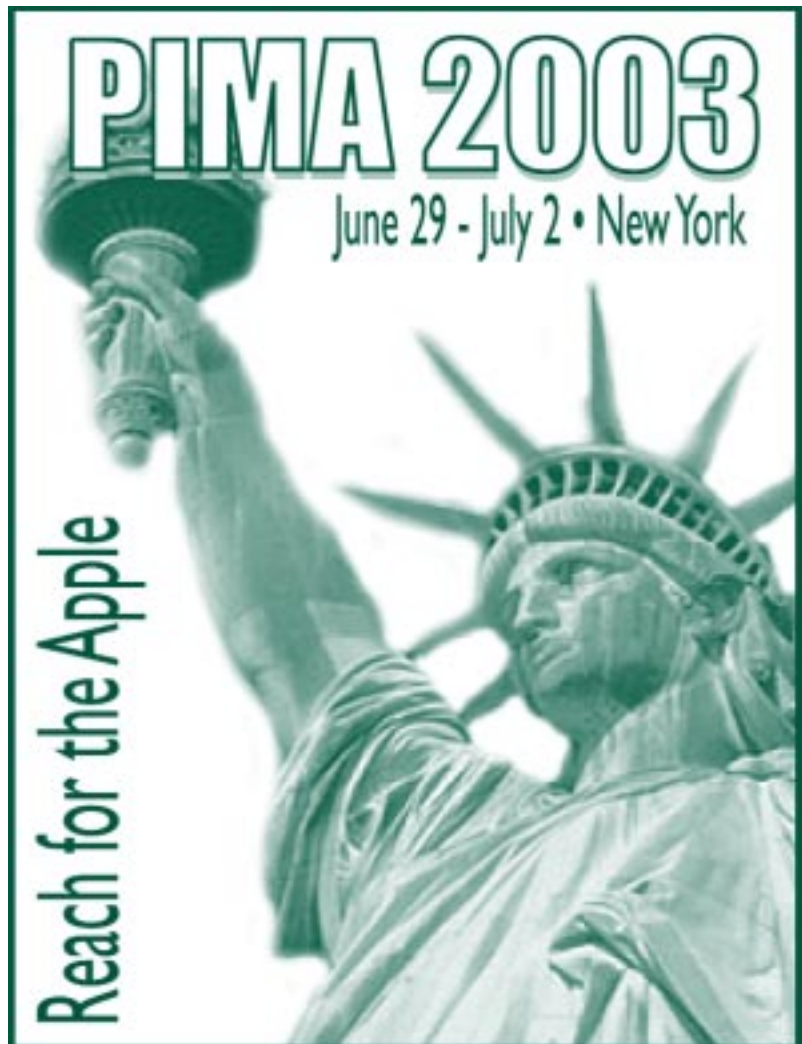
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Robert Taylor (International Paper), secretary/treasurer, Terry Gallagher (ONDEO Nalco Chemical Co.), second affiliate vice chair; Benjamin Thorp (Georgia-Pacific Corp.), director at large; and Scott Baumruck, executive vice president.

The executive committee works to further the mission of PIMA, which is to deliver value by creating forums that address current issues, and develop management and leadership skills in a way that is both customer focused and driven. The executive committee directs and oversees all PIMA activities, in particular the planning of the 2003 Annual Conference, June 29–July 2, in New York City. 

### In Memoriam

PIMA announces with great sadness the passing of William “Bill” LaFramboise, who died on July 8 at age 71. A long-time past PIMA member, Bill enjoyed a distinguished career in the Paper Industry, serving at Consolidated Paper in Grand Mere, Quebec; Rothesay Paper in St. John, New Brunswick; Fraser Papers, Madawaska, ME; and the Kruger Paper Mill in Trois Rivieres, Quebec, where he worked as a consultant at the time of his death.



# Save the Date!

April 27–30, 2003



Fairmont Hotel  
Vancouver



Vancouver, BC Canada

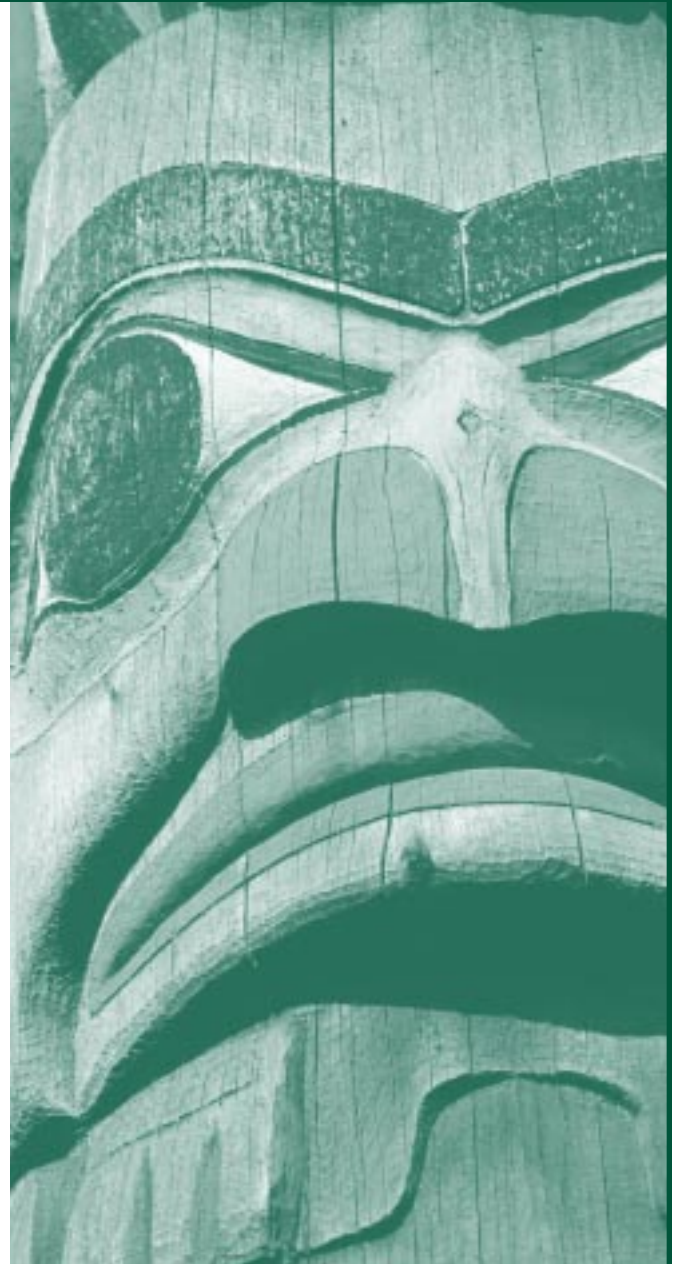
**P**lan on joining PIMA for the 35th Annual Information Technology International Conference, held this year in Vancouver, BC.

Don't Miss...

- State of the art industry technology introductions
- State of the industry outlook
- Technology showcases highlighting companies' newest products
- Benchmarking with industry peers
- Beautiful Vancouver, BC—A great international city

*And much more!*

**We look forward to seeing you in Vancouver!**



# Stay in the Loop...



## Read the PIMA Post!

We hope you enjoyed receiving your first issue of PIMA's new quarterly newsletter. In order to make this publication useful, we need your input. Please e-mail ([betsy@pima-online.org](mailto:betsy@pima-online.org)) or fax (888/240-7626) your suggestions for news and other information you feel should be featured in future issues.

While you're doing that, we'd also like to hear your thoughts on the other benefits that PIMA can provide its members. Thanks for your support. Watch for your next issue in Winter 2003!

## Send Us Your E-mail Address

Don't miss out on timely news and updates. Let us have your e-mail address, and we'll send you everything you'll need to keep current on upcoming association developments and meetings. Send your e-mail address to [pam@pima-online.org](mailto:pam@pima-online.org) or call 847/375-6860.



Paper Industry Management Association  
4700 W. Lake Ave.  
Glenview, IL 60025-1485

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