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### **ASPI Fall Meeting Offered Insight from Several Industry Experts**

The Association of Suppliers to the Paper Industry (ASPI) is pleased to announce that its 2011 Fall Meeting held October 2-4, 2011 at the Hilton Austin had several key messages for the paper industry.

"Supplier partnerships were key," said Bill Crawford, VP Supply Chain Management for Temple-Inland, who, along with Roy Lind, VP Sales and Marketing, Packaging, spoke at ASPI's Fall Meeting to describe some of the practices that had made T-I a success. This year, Temple-Inland, the third largest producer of corrugated packaging in the U.S., entered into a merger agreement with International Paper. If the transaction closes, the combined company will have about 40 percent of the North American corrugated packaging market.

Kimberly Kayler, President of Constructive Communication, advised attendees, "even if you choose to not have a social media presence, you need to monitor what is being said about you." Kayler described the leading social media tools and how businesses can best use them to convey their firms' mission and values, drive business, and even change external perceptions. Kayler said the B2B world has changed, and social media tools can deepen customer relationships and create more leads.

TAPPI chose to launch its new TAPPISafe program at the ASPI Fall Meeting. According to Eric Fletty, VP, Operations, TAPPISafe is designed to train, test and verify pulp and paper suppliers and outside contractor personnel, in a standardized format, to address mill safety policies, procedures and practices. It will have two elements: TAPPISafe Baseline Training (TBT) for standardized contractor/vendor safety training for all participating mills; and Site Orientation Training with a template for local site orientation.

Fletty described the program as the result of a four-year commitment from both TAPPI and ASPI, and said that similar programs in other industries have reported significant gains in efficiency, performance, and costs. TAPPI is working with a curriculum advisory committee made up of industry representatives and has partnered with a leading safety organization with over 20 years experience in standardized safety training in the petrochemical industry.

The ASPI Spring 2012 meeting is scheduled for February 8-10, 2012 at the Naples Grande Hotel in Naples, Florida.

#### **About ASPI**

ASPI, a non-profit association, is the leading association of companies that supply products and or services to the pulp, paper and board industry since 1933. Member participation consists primarily of CEOs, owners, and senior management executives. ASPI's mission is to assist its member supplier companies in providing increased economic benefits to their customers through collective knowledge, initiatives and efforts. ASPI's unique value proposition is a combination of compelling program content and an influential business network.

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