



Association of Suppliers to the Paper Industry
—Since 1933



ASPI Spring Meeting
February 8-10, 2012
Naples Grande Hotel
Naples, Florida USA

The 2012 ASPI Spring Meeting

Naples Grande Hotel • Naples, Florida, USA

February 8-10, 2012

Connect with your peers and learn from industry experts at the ASPI 2012 Spring Meeting, which will be held in Naples, Florida on February 8-10, 2012 at the Naples Grande Hotel. ASPI meetings are designed with two primary objectives: to feature speakers that provide valuable take-aways and to provide ample networking opportunities. As busy executives, ASPI members all face compressed time schedules and demanding workloads, so ASPI works to efficiently combine an excellent meeting program with an excellent venue, giving members a compelling reason to attend.

The Spring Meeting program will begin with a traditional social hour and welcome dinner in a relaxed atmosphere on Wednesday evening. All attendees, their guests, and speakers are welcome to attend.

The formal meeting program begins Thursday morning with a networking breakfast followed by the President's welcome. Attendees will then hear from Tom Lawson, Vice President Operations Paper NA, Sonoco.; Jeffrey Hayzlett, author of *The Mirror Test*; and a financial perspective. Thursday's program also includes lunch followed by round table discussions.

On Friday, the program continues with perspectives from two customers, Domtar and RockTenn as well as another financial session. The program concludes with the ASPI Business Meeting, which is open to all attendees.

Program breaks, two event receptions and dinners, roundtable discussions and other activities provide ample opportunity for participants to network and further discuss industry issues.



Schedule of Events

Wednesday, February 8, 2012

2:00 - 6:00 p.m.	Registration
3:30 - 5:30 p.m.	Board of Directors Meeting (invitation only)
6:30 - 9:30 p.m.	Social Hour, Welcome Dinner at the Palm Pool Terrace

Thursday, February 9, 2012

7:30 - 8:30 a.m.	Continental Breakfast for Attendees
8:30 - 8:45 a.m.	President's Welcome and Self-Introductions
8:45 - 9:30 a.m.	Tom Lawson, Vice President Operations Paper NA, Sonoco
9:30 - 10:30 a.m.	Jeffrey Hayzlett, Bestselling Author, Global Business Celebrity & Sometime Cowboy
10:30 - 11:00 a.m.	Break
11:00 a.m. - 12:00 p.m.	Financial Perspective - Peter Frandina, Accenture
12:00 p.m.	Lunch
12:30 - 2:30 p.m.	Roundtable Discussions
1:00 - 6:00 p.m.	Afternoon Activities
7:00 p.m.	Buses depart for Ridgway
7:30 p.m.	Reception
8:00 - 10:00 p.m.	Dinner at Ridgway

Friday, February 10, 2012

7:30 - 8:00 a.m.	Continental Breakfast for Attendees
8:00 - 8:45 a.m.	John Williams, President and CEO, Domtar
8:45 - 9:30 a.m.	Jim Rubright, Chairman and CEO, RockTenn
9:30 - 10:00 a.m.	Break
10:00 - 11:00 a.m.	Financial Perspective - Stephen Atkinson, BMO
11:00 - 11:30 a.m.	ASPI Business Meeting (open to all)
11:30 a.m.	Program Concludes
12:00 - 1:00 p.m.	Board of Directors Meeting (invitation only)

Meet the Speakers



James A. Rubright
Chairman and CEO
RockTenn

James A. Rubright is Chairman and Chief Executive Officer of RockTenn (NYSE:RKT), one of North America's leading manufacturers of containerboard, paperboard and corrugated and consumer packaging. During the

first ten years of Rubright's leadership, RockTenn underwent a transformation that made it the most profitable company in the industry measured by return on sales.

In 2011, RockTenn acquired Smurfit-Stone Container Corporation, the second largest producer of containerboard and corrugated packaging in North America. The acquisition tripled RockTenn's size to approximately \$10 billion in revenues and 26,000 employees in the United States, Canada, Mexico, Chile and Argentina.

Before joining RockTenn as CEO in 1999, he served as Executive Vice President of Sonat, Inc., a diversified energy company headquartered in Birmingham, Alabama. At Sonat, Rubright was the head of Sonat's interstate natural gas pipeline and energy marketing businesses. Prior to 1994, he was a partner in the law firm of King & Spalding.

In 2009 Rubright was named the first ever Global CEO of the Year for the forest products industry by RISI, the leading information provider for the forest products industry, and Executive Papermaker of the Year by PaperAge, the leading industry publication for paper industry professionals. In 2008 and again in 2011, RISI named him North American CEO of the Year. In 2007 he served as Chairman of the Board of the American Forest & Paper Association, the national trade association of the forest, pulp, paper, paperboard and wood products industry, of which he continues as a director. Rubright is a director of AGL Resources, Inc., an energy company, and Forestar Group Inc., a real estate and natural resources company.

He lives in Atlanta, Georgia with his wife, Mary, and their two boys, who are the youngest of his six children.



John Williams
President and CEO
Domtar

John D. Williams has been President and Chief Executive Officer of Domtar Corporation since January 2009. He is also a member of the Domtar Board of Directors.

Mr. Williams has over 30 years of experience in both the consumer products and packaging industry. He began his career in consumer product sales in 1976, gaining insight into key market dynamics in the U.K. and the U.S.

In 1988, he became European Managing Director of Sweetheart International, a major food packaging and food service business, where he cultivated a customer-driven market view and contributed to record profit and sales growth. In 1992, the company was acquired by the Finnish conglomerate, Huhtamaki. Mr. Williams was appointed Chief Executive Officer and Group President of the packaging business (Polarcup), one of the company's core divisions.

Mr. Williams' experience in the packaging sector continued to grow at Rexam, the world's second largest consumer packaging group. There, he held a number of senior management roles in specialty food packaging from 1996 to 2000.

His professional journey then took him to SCA Packaging, a business group of the global consumer goods and paper giant, SCA. As President of SCA Packaging Europe from 2005 to 2008, Mr. Williams helped transform the company from an undifferentiated manufacturer into a market-driven, customer-oriented packaging solutions provider.

Mr. Williams is a member of the Board of Directors of Owens Corning (NYSE: OC), FPIInnovations and Chairman of the Board of the Montreal Chamber Orchestra. He is also a director of the American Forest & Paper Association and a member of the Canadian Council of Chief Executives. In 2010, he was named North American CEO of the Year as well as Global CEO of the Year by RISI, the leading information provider for the global forest products industry.

Meet the Speakers



Stephen Atkinson

Managing Director
BMO Capital Markets

Stephen Atkinson is Managing Director, Paper and Forest Products for BMO Capital Markets. BMO Capital Markets is one of North America's leading full-service

investment firms, and is a recognized leader in the areas of investment research, institutional equity and capital markets.

Mr. Atkinson's prior experience includes sales and product engineering work at pulp and paper equipment manufacturer Ingersoll Rand, as well as project analysis, strategic planning, and finance and accounting positions at Domtar Inc.



Peter Frandina

Partner, North American Forest
Product Practice Lead
Accenture

Peter A. Frandina is a Houston-based senior manager in Accenture's Forest Products industry group. His expertise includes manufacturing and supply chain strategy, inventory and materials management, maintenance effectiveness,

sourcing strategy development and operational process improvement. Mr. Frandina has been published in leading industry journals, including Pulp & Paper and TAPPI.

Tom Lawson

Vice President Operations Paper NA
Sonoco

Tom Lawson, Vice President of Operations for the Primary Materials Group of Sonoco Products Company, is a third-generation papermaker and has over 30 years of experience in the industry. Before joining Sonoco he served in a series of manufacturing, sales, and management positions with Westvaco, International Paper, and The Chesapeake Corporation. He is a graduate of the Paper Science and Engineering and Chemical Engineering programs at North Carolina State, and has an MBA from the Fuqua School of Business of Duke University.

In 1996, he joined Sonoco's Paper Division with responsibility for a number of mills across North America. In 2000 he was promoted to Vice President of Operations for Paper North America with operational responsibility for 14 mills across the US, Canada, and Mexico. In 2009 he assumed responsibility for Sonoco's Recycling and Adhesives plants as well.

Under his operational leadership Sonoco's Primary Materials Group has developed processes that have lowered OSHA recordable injuries to industry best levels, reduced product variability by more than 50%, reduced returned sales by two thirds, consistently delivered year-over-year Productivity of more than 3%, and helped the PMG Group grow its sales to more than \$1 billion annually.

Mr. Lawson lives in Florence, South Carolina with his wife Rebecca, and their children Julia (9), and Samuel (7).

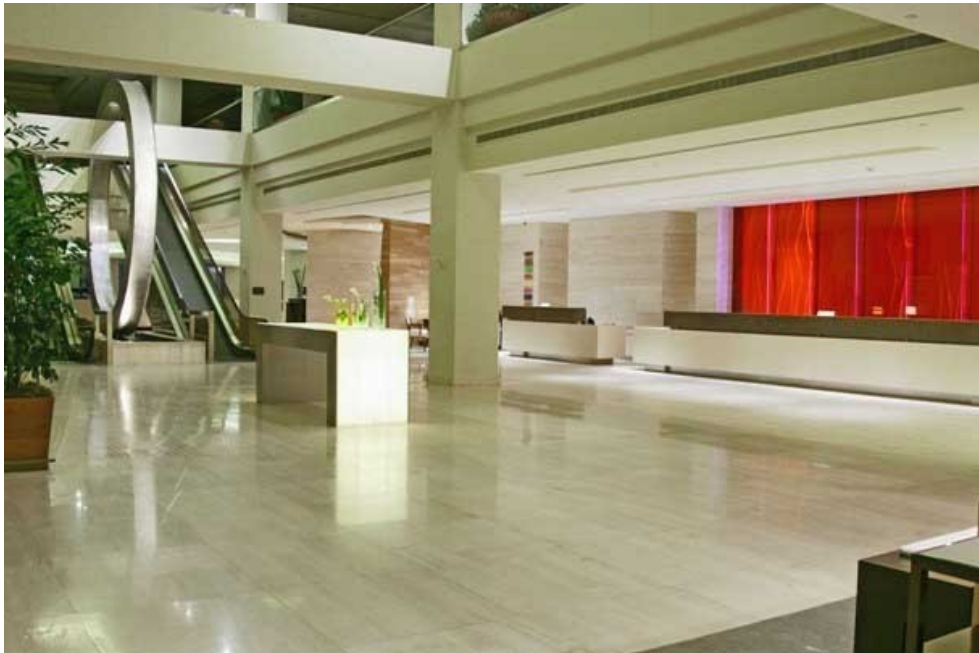
Meet the Speakers

Jeffrey Hayzlett

Bestselling Author, Global Business Celebrity & Sometime Cowboy

Jeffrey Hayzlett is a global business celebrity and former Fortune 100 c-suite executive. From small business to international corporations, he has put his creativity and extraordinary entrepreneurial skills into play, launching ventures blending his leadership perspectives, insights into professional development, mass marketing prowess and affinity for social media. He is a well-traveled public speaker, the author of the bestselling book, *The Mirror Test*, celebrity editor to one of the largest-circulation business publications and one of the most compelling figures in global business.

Dubbed “a born leader” by Mark Burnett, Jeffrey has successfully leveraged multiple media appearances on programs like *Fox Business News*, MSNBC’s *Your Business* and NBC’s *Celebrity Apprentice with Donald Trump*. Drawing upon an eclectic background in business, buoyed by a stellar track record of keynote speaking, and deeply rooted in cowboy lore, Jeffrey energizes his role driving and delivering change. He is a turnaround architect of the highest order, a maverick marketer who delivers scalable campaigns, embraces traditional modes of customer engagement, and possesses a remarkable cachet of mentorship, corporate governance and brand building.



ASPI Golf Tournament

Join your colleague's at ASPI's Golf Tournament at the Naples Grande Golf Club after the afternoon sessions on Thursday, February 9, 2012.

Experience the exhilaration and challenge of one of the world's most revered games on this challenging Naples golf course expertly designed by the renowned Rees Jones. Tee off and take in the brilliant panoramic views of native Florida pine hammocks, live oak, and grand cypress trees. Navigate through meandering natural waterways, serving as a signature feature of this award-winning Naples Florida golf resort.

The greens fees are \$119 and include the cart rental. Rental clubs are available. Contact Marilyn Jeans for details, mjeans@aspi.org.

Questions?

For more information on ASPI or the Spring Meeting, please contact Colleen Walker, Director of Member Relations, at cwalker@aspinet.org or phone +1-770-209-7349 or Eric Fletty, Executive Director, at efletty@aspinet.org or +1-770-209-7535.

Spouse/Guest Program

On the morning of Thursday, February 9, join your colleagues for a cooking demonstration led by a Naples Grande Chef Herve. He will share his techniques for "Tapas" presentation and preparation with you to share with your friends and family on any special occasion. You will learn how to make Pan de Tomat, Olive Tapenade, marinated olives, Chorizo with Cidre, Stuffed Chile Pequillos with Bacalao, and Tortilla Espanola Monchego.

After watching the mouth-watering preparation, enjoy dining on the finished product accompanied with sangria and time to visit with the other participants. After lunch, you can spend your afternoon relaxing by the pool, or get energized with a trip to Naples for shopping at the myriad of shops and boutiques. Transportation will be provided for those interested. If you prefer, you can also join the golf outing. Greens fees are \$119 and include a cart. Rental clubs are available. Contact Marilyn Jeans for details, mjeans@aspi.org or at +1 770-209-7296.

An email inquiry and sign up sheet will be sent to all registered spouses/guests to arrange your activities in Naples. We will look forward to seeing you at the ASPI Spring 2012 meeting.

Please check our website regularly for program updates at www.aspinet.org

Hotel Information

A warm, effortless level of hospitality greets you at Naples Grande Beach Resort— which melds modern luxury with eco-friendly design. Here style and substance exist in perfect balance, and impeccable service exceeds every expectation.

This inviting beach property sets the standard for surrounding Naples hotels, treating guests and families to endless activities, incredible nearby sights, and a level of service and attention that is truly unmatched.

Located on 23 waterfront acres along the Gulf Coast of Florida, the Naples Grande is just minutes from trendy shopping, thrilling attractions, and the Caribbean Gardens and Florida Everglades.

Register Today! Register for the event AND make your hotel reservations at the same time! Register online at www.aspinet.org or complete the attached registration form to reserve your space and receive access to the ASPI discounted hotel room rate of \$285 per night. ASPI will make your room reservations for you. Your credit card will be used to hold your reservation, and you will be charged for one night's stay at \$285 per night + 10% tax. For a full refund of this deposit, cancellations must be made 7 days in advance of arrival date.

Hurry! The hotel cut-off date is **January 5, 2012**. Register early as space is limited.

If you decide to extend your stay 3 days pre or post, the above rate will be applied if available. If it is not available and a higher rate applies, we will contact you to confirm your dates for your approval.

