



Association of Suppliers to the Paper Industry  
- Since 1933

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## **2008 ASPI Fall Meeting Launches 'Customer Alignment' Initiative**

Following the success of its recent Spring 2008 meeting, the Association of Suppliers to the Paper Industry (ASPI) has launched a new initiative to help member company executives dramatically improve their understanding of how primary producer customers are developing their strategic direction. ASPI announced the new plan at its Spring Meeting in Miami, Florida, February 28-29. The Spring Meeting marked ASPI's 75th Anniversary, and featured expert speakers addressing themes of business strategy in a program format emphasizing networking opportunities and take-away value.

Called "ASPI Customer Alignment," the new initiative's objective is to align supplier capabilities with the economic opportunities of future proactive customers. The initiative will be introduced at ASPI's 2008 Fall Meeting in Richmond, Virginia on **October 2-3, 2008**.

As the key component of the "Customer Alignment" initiative, each ASPI Fall Meeting will take place in the corporate headquarters city of a selected host customer. The majority of the meeting's program will feature presentations by the host company's executive management team. No other customer executives will be present during the "Customer Alignment" meeting.

ASPI has selected MeadWestvaco to host the first "Customer Alignment" meeting near its corporate headquarters in Richmond. Key MeadWestvaco executives will lead most of the event's program modules. The meeting program will focus on answering the following imperative issue: "In what strategic direction is MeadWestvaco going over the next 10 years, and what role will key suppliers play in the company's success?"

ASPI meetings provide a unique forum for attendees to meet and interact with other executives who share many of the same paper industry challenges and opportunities. Meetings are held twice a year in accordance with strict anti-trust guidelines. Programming addresses the specific needs of pulp and paper industry suppliers who want to make a genuine contribution to their customer's success and to the overall strength of the industries they serve.

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*ASPI's mission is to assist its member supplier companies in providing increased economic benefits to their customers through collective knowledge, initiatives and efforts. [www.aspinet.org](http://www.aspinet.org)*