

# ASPI NEWS

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## CEO's Toeldte and Snyder to Speak at the ASPI Spring 2013 Meeting

Experience unparalleled customer engagement this February with top industry executives from Boise, Orchids Paper, MeadWestvaco and Finch Paper at the ASPI Spring 2013 Meeting in St. Pete Beach, Florida. Join *Alexander Toeldte*, President and CEO, **Boise Cascade Holding** and *Bob Snyder*, President and CEO, Orchids Paper Products as they provide overviews of their companies and how the supplier community can support their success.

Also at the Spring Meeting, ASPI welcomes back *Mark Watkins*, Senior Vice President, MeadWestvaco, as he gives an update on MWV. MWV hosted the inaugural Customer Alignment Meeting in fall 2008. Also speaking at the conference is *Sandra L. LeBarron*, Director of Environmental, Health & Safety, Finch Paper. Sandy is a strong supporter of the TAPPISAFE program. Sandy will share her experiences with integrating the TAPPISAFE program into Finch's facility in New York.

*Chip Dillon*, Partner at Vertical Research Partners, will also be speaking at the ASPI Spring Meeting. Chip covers the Global Paper and Packaging Industry and is the only U.S. Paper and Packaging Analyst to be inducted into The Wall Street Journal Analyst "Hall of Fame." Chip was named the top stock picking analyst in the

"General Industries" category in its annual "Best on the Street" rankings in 2010. That year, Chip also was recognized as the No. 1 Stock Picker and Earnings Estimator by StarMine.

*Mike Newsom*, President of Qorval Creditor Recover Services, along with *Louis Solimine*, Partner, Thompson Hine LLP's Cincinnati Office, will speak at the ASPI Spring meeting. Newsom has extensive experience in financial analysis strategic and capital planning, process engineering, production management, and environmental affairs. Solimine has extensive experience in representing lenders and vendors in bankruptcy cases through the United States. Most recently, he has been involved in AbitibiBowater, Crabtree & Evelyn, Circuit City,

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## CEO's Toeldte and Snyder to Speak

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General Motors, Marcal Paper, Mervyn's, NewPage, Ritz Cameras and Tribune Company. Solimine is a frequent speaker on bankruptcy-related issues and is recognized annually in *Chambers USA, Best Lawyers in America* and *Ohio Super Lawyers*.

ASPI strives to bring its members value in providing unparalleled customer engagement, top-quality speakers, and valuable knowledge – all in an informal setting with excellent networking opportunities. Most speakers are available throughout the meeting program for individual breakout sessions. Don't miss the opportunity to learn from your customers and network with your peers.

### The Spring Venue – Florida's Legendary "Pink Palace"

The Loews Don CeSar Hotel is St. Pete Beach's only 4 Diamond, beachfront hotel. The Don CeSar is situated on seven miles of powdery white beaches of the Gulf of Mexico. Known as Florida's Legendary Pink Palace, the Don CeSar is a registered Historic Hotels of America.

Once a playground for distinguished celebrities such as Clarence Darrow and F. Scott Fitzgerald, The Loews Don CeSar Hotel continues to charm and impress guests including Elton John and Justin Timberlake with service preserved from the "Great Gatsby" era

of pampering. Blending European grandeur, seaside elegance and sweet sunsets with the enchantment of yesteryear, the romantic legend exemplifies the grandness of America's traditional beach hotels and is the only historic resort on Florida's Gulf Coast.

The Don CeSar Hotel has two luxurious beachfront pools with whirlpool, poolside dining and a variety of water sports available to guests. With two lounges, including the elegant Lobby Bar and beachfront Sunsets Tequila Bar, there is plenty of space to relax.

The Don CeSar also features the Spa Oceana, a full service spa with 16 full service treatment rooms.

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### BOISE CASCADE HOLDING



Alexander Toeldte –  
President and CEO

**BOISE**<sup>®</sup>

Alexander Toeldte has served as the company's President, CEO and a director since February 2008. He joined Boise Cascade Holdings, L.L.C., in early October 2005 as president of the company's Packaging and Newsprint segment and, in late October 2005, became its executive

vice president, Paper and Packaging and Newsprint segments.

Boise Inc is traded on the New York Stock Exchange and manufactures packaging products in plants across the United States and in Canada, Mexico, France, Spain, and the Netherlands. Boise makes paper in U.S. mills in the South, Midwest, and West and is the third-largest North American manufacturer of uncoated freesheet paper, with a focus on office papers. Their headquarters are in Boise, Idaho.

In 2011, Boise Packaging's sales were \$950 million. Boise Paper reported sales of \$1.5 billion in 2011.

### ORCHIDS PAPER PRODUCTS



Bob Snyder –  
President and CEO

ORCHIDS PAPER PRODUCTS COMPANY

Bob Snyder began his career in the Pulp and Paper industry in 1970. He is currently the President and CEO of Orchids Paper Products, a fully integrated manufacturer of tissue products, primarily for the at-home private label market.

Orchids Paper Products is headquartered in the MidAmerican Industrial Park in northeastern Oklahoma. They manufacture bulk tissue paper which they convert to a full product line of consumer paper products. At the facility, they produce private-label, value-tier and mid-tier paper towels, bathroom tissue and paper napkins. Orchids' customers consist of value retailers, generally known as "dollar" stores; grocery stores; grocery wholesalers; and cooperatives. Orchids provide paper products to customers in approximately a 900 mile radius of northeastern Oklahoma.

The net sales of converted product in the third quarter of 2012 were \$22.8 million, an increase of \$1.4 million over the prior year quarter. The third quarter 2012 net income was \$2.3 million, an increase of \$678,000, or 41%, compared with \$1.6 million of net income in the same period of 2011.

## CEO's Toeldte and Snyder to Speak

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Spa Oceanan offers a full menu of spa and salon services, two deluxe couples treatment rooms, mens' and ladies' steam rooms and whirlpools, a Rooftop Garden overlooking the Gulf of Mexico, and a Spa Cuisine menu to enjoy lunch during your spa visit.

The ASPI negotiated-rate for the Spring Meeting is \$229 (+ \$4 daily resort fee, + 12% tax). The hotel-cutoff date is February 4th. Hotel reservations after this date may not be available or may be at a much higher rate. Please register for the Spring Meeting today to reserve your room at this reduced rate.

### The Spouse Program

The ASPI Spring Meeting includes a variety of activities for

spouses and guests. ASPI attendees regularly bring guests to enjoy the pleasant location, and the opportunity to extend their stay and enjoy a relaxing weekend. The spouse program will offer several group activities, or participants are welcome to explore on their own. All paid spouse/guest program attendees are welcome to participate in the receptions and dinners and any Spouse Program activities. Please visit the ASPI website for more details

### ASPI Golf Tournament

A tradition at the Spring Meeting, ASPI will host a Golf Tournament on Thursday afternoon, February 28th following morning presentations. Join your colleagues and the Spring Meeting speak-

ers in this golf scramble for additional networking. Details on the fees and course are available on the ASPI website.

### Registration

ASPI Members can register at the Member Rate of \$835 rate (nonmembers rate is \$1200). Visit [www.aspinet.org](http://www.aspinet.org) to confirm your attendance and reserve your hotel room. Register by February 4th to ensure a discounted rate at the hotel. If you need to cancel your meeting registration, the cutoff date is February 20th. See the ASPI website for details on ASPI's Meeting Cancellation policy. ♦

## FINCH PAPER, LLC



Sandy LeBarron – Director of

Environmental Health & Safety



As Director of Environmental, Health & Safety, Sandy LeBarron advises the senior leadership team at Finch Paper, LLC on environmental health issues along with engaging the entire organization in EHS efforts.

Finch Paper specializes in uncoated papers for digital and traditional printing markets, and often customizes tailored substrates for specific applications. Finch strives to produce affordable products made with environmental integrity and delivered with the highest level of personal service.

Finch Paper is located in downtown Glens Falls, New York. Finch Paper is an integrated mill that converts raw logs into pulp, and pulp into paper.

## MEADWESTVACO



Mark Watkins – Senior Vice President



Mark Watkins is senior vice president of MeadWestvaco Corporation with responsibility for corporate engineering, stewardship, sustainability, safety, health and environmental. Previously he served as vice president of technology for the Mead Corporation.

He joined Mead in 1997 as vice president of Michigan operations for the Publishing Paper Division, where he had oversight of the Escanaba, Michigan paper mill and related woodland and sawmill operations.

MeadWestvaco Corporation provides packaging solutions to many of the world's most admired brands in the health-care, beauty and personal care, food, beverage, home and garden, tobacco, and commercial print industries. The company's businesses also include Specialty Chemicals and the Community Development and Land Management Group.

MWV has worldwide facilities and is headquartered in Richmond Virginia.

# Domtar Values Results over Activities

## An overview of the 2012 Customer Alignment Meeting

By Glenn Ostle

**A** SPI held its largest meeting yet this past September in Charlotte as Domtar hosted the 2012 Fall Customer Alignment Meeting. With more than 20 Domtar and 100 supplier executives present, the meeting was declared to be an outstanding event by attendees. According to ASPI President Carl Howe, Vice President of Sales for Kadant Paperline, ASPI members represent about \$24.4 billion in revenue and over 95,000 employees.

The Customer Alignment Initiative was developed by ASPI in 2007 as a new way for suppliers and producer companies to better understand each other's needs through interaction and insight into the producer company's strategic direction. The ASPI Board of Directors works throughout the year to select customer hosts, identify appropriate host speakers, and build a program that is valuable to both the host and ASPI members. Previous Customer Alignment meetings have been held with MWV, NewPage, Verso and Temple-Inland.

### Valuing Results

"We will build on an environment that values results over activities, where safety is non-negotiable, and customer focus, effective and informed leadership, continuous improvement and frugality are simply how we do business," said Mike Edwards, Senior Vice President, Pulp and Paper Manufacturing at Domtar, as he addressed approximately 100 suppliers and guests as part of ASPI's Customer Alignment Meeting with Domtar in Charlotte, NC, in September.

During his presentation, Edwards focused on safety, markets and manufacturing excellence.



Mike Edwards

"You only have to spend a few minutes in a mill to know whether it is safe or not," said Edwards who stated that leadership makes the difference in this important area. He then went into details about fatalities in the industry and Domtar's injury rate.

Regarding markets, Edwards said that UFS is a declining market but that the major global UFS suppliers (Domtar, IP and APP), account for about 25 percent of the total market. Edwards also stated that Domtar is refocusing its pulp production.

"At the end of the day it is results that count," said Edwards, referring to Domtar's manufacturing excellence and key elements that make it a success. "Today you won't see problems between sales and manufacturing as there have been in the past."

After describing the Domtar organization, including its challenges and

opportunities, Edwards was followed by an impressive group of Domtar speakers including Pascal Bossé, VP, Corporate Communications and Investor Relations; Alan Bohn, Maintenance and Engineering Manager, Plymouth mill; Jim Thomas, VP Purchasing and materials management; Bill MacPherson, Director of Central Engineering; Dennis Askew, VP/Mill Manager, Plymouth mill; Bill Edwards, VP/Mill Manager, Marlboro mill; Michael Fagan, Senior VP, Global Personal Care; David Struhs, VP Sustainability; Kathy Wholley, Director of Advertising and Communications; Bruno Marcoccia, Director, R&D; Jack Bray, VP Manufacturing, Region 2; and Martin Lorrion, VP Manufacturing, Region 1.

Allan Bohn said having a clear understanding between Domtar and its suppliers as to what Domtar expects is one of the most important areas in which Domtar and its suppliers should be in alignment. He encouraged visitors to Domtar mills to have "the courage to intervene" if they witness an unsafe practice. "We expect that [suppliers] set the same kind of standard that we do," he concluded.

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## Domtar Values Results over Activities

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During his presentation, Jim Thomas revealed that each year Domtar spends about \$3.5 billion, and then explained the company's "center led" field driven purchasing approach managed by a corporate staff of only 12 people. Later Dennis Askew described the conversion to fluff pulp at the Plymouth mill, and Bill Edwards discussed the switch to lightweight grades at the Marlboro mill as part of Domtar's agreement with Appleton.

Other presentations highlighted the company's efforts in sustainability, maintenance and reliability, marketing and communication, and the Attends personal care products.

### The Domtar Roundtable

One of the highlights of the Fall Meeting was the Roundtable discussion. Meeting participants asked a variety of questions to six Domtar panelists, including Mike Edwards, Senior Vice President,

Pulp and Paper Manufacturing; Jack Bray, VP Manufacturing, Region 2; Pascal Bossé, VP, Corporate Communications and Investor Relations; Martin Lorrion, VP Manufacturing, Region 1; Michael Fagan, Senior VP, Global Personal Care; David Struhs, VP Sustainability; and Jim Thomas, VP Purchasing and Materials Management.

Panelists were asked a wide variety of questions from the audience. Topics included: increasing global competition, the cost of fiber, the aging workplace, the rate of repurposing assets, R&D spending, wood pellets, capital spending for 2013, and how new suppliers should approach Domtar. The relatively open and candid forum of the roundtable was a high-point of the meeting, and an excellent opportunity to learn more about Domtar.

### Industry Market Trends & Outlook

"Frustrated Inc. – Paper's Anthem" was the title of Kevin Mason's presentation on the global pulp and paper industry. As Managing Director for Equity Research Associates Forest Products Research, Kevin provided insights on the current economic backdrop in the U.S., Europe, and the globe. Kevin reviewed what has happened in the paper industry and what the future was likely to hold.

Soile Kilpi, Director of Pöyry Management Consulting, closed the meeting with overview of the packaging and tissue sectors, highlighting structural changes in the fiber markets. Soile contrasted each segment with mature and emerging market opportunities. She also summarized opportunities for paper mills in terms of global markets, new product markets, power, and new businesses.

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Mike Edwards, Senior Vice President, Pulp and Paper Manufacturing, Domtar; Jack Bray, VP Manufacturing, Region 2, Domtar; Pascal Bossé, VP, Corporate Communications and Investor Relations, Domtar; Martin Lorrion, VP Manufacturing, Region 1, Domtar; Michael Fagan, Senior VP, Global Personal Care, Domtar; David Struhs, VP Sustainability, Domtar; Jim Thomas, VP Purchasing and Materials Management, Domtar

## Domtar Values Results over Activities

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### An Evening At NASCAR

ASPI Fall Meeting attendees attended a tour, reception, and dinner at the NASCAR Hall of Fame in Charlotte. This informal setting gave attendees an opportunity to privately view the Hall of Fame in small groups guided by knowledgeable staff. This extended networking activity was not only valuable in building relationships, but offered an exciting break from the traditional meeting format. ♦



## ASPI Members find value at Fall Meeting

*"Another great session with a good mix of meetings and social (activities)"*

*"Domtar presentations were very well coordinated and the underlying messages were very consistent."*

*"Glad to be back at ASPI. Domtar deserves kudos for their efforts"*

*"Great roundtable Q&A; Great Domtar presentations; very good handout by ASPI"*

*"Domtar clearly invested in making a real commitment to ASPI. Well done Domtar!"*

## Domtar's Mike Edwards Receives ASPI 2012 Excellence in Leadership Award

**M**ike Edwards, Domtar's Senior Vice-President, Pulp and Paper Manufacturing was presented with ASPI's 2012 Excellence in Leadership award at the Opening Dinner at ASPI's Fall 2012 Customer Alignment Meeting in Charlotte, North Carolina.

ASPI's Excellence in Leadership Award honors leaders in the pulp and paper industry that have demonstrated exceptional and inspiring leadership. Nominations are made by ASPI members, and voted on by the ASPI Board of Directors. Members specifically commended Edwards on his strategic partnerships with suppliers to improve operational efficiencies at Domtar's mills

"ASPI is extremely pleased to honor Mike Edwards with this award," says ASPI President Carl Howe, VP Sales with Kadant

Paperline. "Mike's reputation as an outstanding leader is widely recognized in the pulp and paper industry, particularly in the supplier community. ASPI welcomes this opportunity to formally recognize Mike and his achievements."

"We're delighted that Mike has been recognized by his peers for his longstanding leadership in the industry," added John D. Williams, Domtar President and CEO. "This award couldn't go to a more deserving recipient."

Edwards is responsible for all pulp and paper manufacturing as well as converting operations at Domtar. His career in the pulp and paper industry spans over 48 years. He started his career in 1963 in Scotland and emigrated to Canada in 1981 working in various pulp and paper positions. In 1997 he moved to the U.S. He was previously Vice-President, Fine Paper Manufacturing at Weyerhaeuser Company which he joined in 1994, and where he held various management positions in pulp and paper operations.

Edwards has previously been Chairman of the North Carolina External Affairs Council (2001-2007), a member of the board of the North Carolina State Pulp and Paper Foundation (2002-2009), and the Governor's Business Council of North Carolina for Management and Development. In the early 1990s, he was Chairman and Director of the Ontario Pulp and Paper Makers Association. ♦



*ASPI President Carl Howe (VP Sales, Kadant Paperline), Mike Edwards (Sr. VP, Pulp and Paper Manufacturing, Domtar), ASPI Board Member Peter Collins (VP, Andritz), and ASPI Past President Bob Gallo (President, Voith Paper North America)*



## ASPI Backs TAPPISAFE

### Bringing Members the Knowledge They Need for a Successful Implementation

Setting out to improve safety within the industry, TAPPI and ASPI conducted extensive research. One common concern was the frustration that mill contractors and visitors experienced by sitting through OSHA-required awareness training at every mill.

The result was TAPPISAFE, an integrated, comprehensive safety orientation and verification program for contractors and suppliers. TAPPISAFE provides a robust record management tool to help pulp and paper mills effectively track and monitor contractors, and verify that they have taken the necessary safety awareness level training.

“TAPPISAFE, helped our mill better manage contractor access to the site regarding safety compliance and helped improve the overall quality of our contractor safety program,” said Sandra LeBarron, Director of Environmental, Health & Safety at Finch Paper LLC.

LeBarron advises Finch’s senior leadership team on environmental health issues and engages the entire organization in EHS efforts. Sandra will be one of the speakers at the ASPI Spring 2013 Meeting in St. Pete Beach, Florida, Feb 27-Mar 1, 2013, where she will discuss the most efficient way to implement TAPPISAFE, at mills.

In the mean time, ASPI members can show their support for TAPPISAFE by adding the TAPPISAFE logo to their websites and signature. This will not only show ASPI members' support, but

it will also show that ASPI members are spreading the word about the importance of safety.

TAPPISAFE, consists of three components which include specific programs and full support services. LeBarron will discuss these three components in detail at the ASPI Spring Meeting.

For all mills, TAPPISAFE, is the best choice for safety training because it increases confidence during the training

process, reduces risk of OSHA non-compliance, reduces training costs and contributes to reduced costs resulting from injuries.

For more information on TAPPISAFE, visit [tappisafe.org](http://tappisafe.org) or for more information on the ASPI Spring Meeting visit [aspinet.org](http://aspinet.org). ♦





# How Social is Your Business?

By Barbara Giamanco co-author, *The New Handshake: Sales Meets Social Media*

We are certainly living in interesting times. On October 4, 2012, Facebook crossed the 1 billion user mark, which means they serve 1 in 7 people on our planet. LinkedIn, the most professionally-oriented social networking platform has moved well past the 180 million user mark.

Twitter...well, 200 million tweets per day and counting means people are doing much more than talking about their next Latte.

YouTube is the #2 search engine in the world and remains a hot bed of opportunity for businesses to engage, inform and share content and conversation with their current and future customers.

All of this makes it clear that social media is becoming an integral part of daily and business life. Like it or not, your business and your people need to adapt!

## What is a Social Business?

As new media continues to influence how people buy products and services, today's business must strive to become a social business. Rather than allowing the traditional organizational boundaries to stifle rather than foster creative thinking, dialog and experimentation, a social business is one that enables its employees—and customers—to more easily find the information and expertise they seek.

Common characteristics of a social business culture are characterized by sharing, transparency, openness, innovation and improved decision making. According to IBM's Thought Leadership White Paper... "The Social Business, Advent of a New Age," there are many benefits to a Social Business organization. Among them:

- 1) The ability to leverage more expertise and a greater diversity of skills and experience,
- 2) Better real time use of current knowledge (contrasted with formalized, but less current knowledge)
- 3) Improved situational awareness and use of social intelligence in decision making.

## Social Selling in a Social Business World

Nowhere is there a greater need right now to adapt to buyer behavior changes than in sales. With the market changes comes the need for salespeople (and their management) to change their thinking and break old habits related to the process of prospecting, generating leads, doing pre-sales call research and engaging prospects in a social connected world.

## The Emerging Transition To Social Business Models



Image Credit: Dion Hinchcliffe. 2010

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## How Social is Your Business?

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Savvy social salespeople recognize that the buying process is controlled by a better informed and more connected customer. While sales remain a relationship-driven business, the new social customer is demanding relevance from sales people, expecting them to know about them, their companies, and their needs before engaging.

### Becoming a Social Business

While the benefits to a company are many, undertaking an initiative to shift your culture to one that thinks and acts like a Social Business is not simply a matter of deploying some collaboration tools and hoping that everything will work out. As you think about how to equip your salespeople with the tools and the content that they need, you also need to invest in proper training. Without training, your salespeople will find themselves struggling to keep up in today's highly competitive and fast-paced age.

Remember that making the shift to a Social Business is an undertaking that takes time and requires a long-term strategic approach to shaping a business culture. Success is highly dependent on executive

leadership and effective corporate strategy that considers the various departments and processes in crafting social business goals. As other companies have already discovered, the effort is worth it! ♦

*Barbara Giamanco is the President at Social Centered Selling, LLC, and the co-author of **The New Handshake: Sales Meets Social Media** and a published author in the **Harvard Business Review**. Connect with her on **LinkedIn**, **Twitter** and **Facebook** or at 404-949-0199.*



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## ASPI Welcomes New Members

ASPI is pleased to announce that the ASPI Board of Directors has approved five new ASPI memberships: Ashland, BTG Americas, Kemira, Specialty Chemicals, and Thompson Industrial Services.

Building key relationships and developing in-depth knowledge about your customers are critical to your success. ASPI provides its members with unparalleled customer engagement, networking, and unique knowledge. Is your company a member? Join today!



## ASPI Board of Directors

### *Class of 2015*

#### **Bob Gallo, ASPI Past President**

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#### **Peter Collins**

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