

# ASPI NEWS

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### Association of Suppliers to the Paper Industry Headquarters

15 Technology Parkway South,  
Peachtree Corners, GA 30092

Phone: +1 770-209-7521  
Fax: +1 770-209-7581

Email: [info@aspinet.org](mailto:info@aspinet.org)  
Website: [www.aspinet.org](http://www.aspinet.org)

## Boise, Orchids, MWV Share Opportunities for Suppliers at ASPI Spring Meeting

Executives *Alexander Toeldte*, President and CEO of Boise, Inc., *Bob Snyder*, President and CEO of Orchids Paper Products, and *Mark Watkins*, Sr. Vice President, MWV presented how suppliers could help their companies succeed at ASPI's 2013 Spring Meeting in St. Pete, Florida, in February. The meeting drew a large crowd, representing senior executives from a large part of the supplier industry.

### Boise Inc. – Large Enough To Deliver, Small Enough to Care

“We are large enough to deliver but small enough to care,” said *Alexander Toeldte*, President and CEO of Boise Inc., describing his company to the attendees. Boise Inc., with approximately 5300 employees and \$2.6 billion in sales, became a public company in February 2008 and today is a leading packaging and paper provider and the third-largest player in the North America UFS market. As their formation occurred at the beginning of the recession, the company downsized including restructuring and closing the St. Helens mill, and focused heavily on cash generation. The company has since grown profitably beyond pre-recession levels.

According to Toeldte who was

previously executive vice president, Paper and Packaging and Newsprint with Boise Cascade and earlier was a partner at McKinsey & Company, “Boise Employees demonstrated great resilience under pressure running the company on a one-week cycle during the recession.” Despite the challenges, Boise Inc. survived. In 2012, Boise paid two special cash dividends and since 2008 had returned nearly 40% of its market capital to shareholders through a combination of special cash dividends and share buybacks.

### A Values-Driven Company

According to Toeldte, Boise Inc. is a “values-driven company” and emphasizes safety, customer relationships, a world class supply chain, and environmental stewardship.

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## Boise, Orchids, MWV Share Opportunities

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The company has an industry-leading safety record achieved using upstream metrics and encouraging employee participation. In 2012 they posted a 1.0 incident rate, down from 1.3 in 2009.

According to Toeldte, Boise may not be the largest company, “but we can deliver excellence and on-time delivery to drive down our customer’s working capital,” he said.

Toeldte also stressed Boise’s emphasis on environmental stewardship saying that “we want to leave this world in a better state than we found it.” Boise, a leader in the recycled office papers market, is a supporter of AF&PA’s Better Practices, Better Planet 2020 sustainability initiative and has made strong advances in recycling and energy consumption, and its brands and programs are well recognized.

There is an “amazing amount of misinformation about environmental aspects of the paper industry,” says Toeldte. To counter this, he holds monthly meetings with customers to discuss sustainability issues. The company’s products raised nearly \$800,000 in just their first year with the General Mills’ Box Tops for Education® school fundraising program.

During 2012, Toeldte served as chairman of AF&PA and became involved in the association’s Paper Check Off Program. Working under the auspices of the U.S. Department of Agriculture, the program will be designed to correct distortions about using paper and stress renewability, recyclability and reusability. “Customers that understand the sustainability of

our products will feel good about buying paper,” says Toeldte.

Toeldte also works hard to make Boise Inc. an “exhilarating workplace.” He encourages employees to volunteer in their communities, and has invested heavily in the health and well being of employees. He has created career progression and opportunities for personal development for his employees and has enlisted former COO Bob Warren to assist in mentoring and developing future leaders.

In the marketplace, Boise has shifted its investment toward products driven by packaging demand. “In 2005, our packaging business was only 51% integrated,” says Toeldte. As a result, Boise acquired Central Texas Corrugated, Tharco and Hexacomb and today is 84% vertically integrated.

In the last year, the company has grown organically by 7% and this year is building a greenfield Hexacomb facility in Queretaro, Mex-

ico. The company is also evaluating the possibility of reconfiguring the idled newsprint machine in DeRidder, Louisiana. Along with focusing on reducing fixed costs, Boise has focused on variable costs, trying to drive down the costs of items such as fiber and energy.

Despite emphasis on packaging, paper remains an important driver of Boise’s success despite declining North American demand (about 3% annually), rising imports of high-quality low-cost paper, and regulatory burdens such as the boiler MACT. However, Toeldte conceded that the Alternative Fuel Tax credit “helped us pull through the depths of the recession.”

Boise has had a decades-long relationship with OfficeMax which recently announced a planned merger with Office Depot. As Boise sells paper to both companies, Toeldte views the new com-

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Alexander Toeldte, President and CEO, Boise Inc.

## Boise, Orchids, MWV Share Opportunities

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bined company as “an opportunity as much as a risk.” Boise recently received a best supply chain performance award from OfficeMax for the third time in the past four years. In 2011, Boise received the best supplier award from OfficeMax, and has signed a formal paper purchase agreement with OfficeMax through 2017.

Toeldte’s expectations of his supplier partners focus around TCO, or total cost of ownership. He says Boise looks to suppliers to help reduce fiber and energy usage, reduce costs, offer advice about optimizing the company’s processes, and provide repeatable, sustainable and affordable products and services.

### Orchids Paper Products – Thriving in the Private Label Market

Orchids Paper Products is a fully integrated manufacturer of private label and branded tissue products for the consumer and “at

home tissue” market—one of the fastest growing segments of the tissue market. Its products include private-label, value-tier and mid-tier paper towels, bathroom tissue, and paper napkins. The company has continued to improve its market share and profitability and in 2012 set a new 12-month net sales record surpassing \$100 million in net sales.

**Bob Snyder**, President and CEO of Orchids Paper Products, shared how suppliers can best support Orchids Paper Products by bringing great products at better prices.

“Our strategy is to expand our position as a low cost provider of high quality private label tissue products to the growing discount retail channel, while leveraging our competitive advantages to increase our presence in other retail channels including grocery and mass merchandisers,” said Snyder during his presentation at the ASPI meeting in February.

The company was originally formed in April 1998 and acquired by Orchids Acquisition Group in 2004. Today, located on a 35-acre industrial park in Pryor, Oklahoma, Orchids is publicly held and includes pulping operations, four paper machines, 11 converting lines, and 707,000 sq ft of warehouse space for finished goods.

Orchids has annual parent roll capacity of 57,000 tons and converting capacity of 12.5 million cases. The facilities are also highly automated and include robotic palletizers and wrapping machines and four-color process printing.

Snyder was appointed to his current position in 2007. Before that he served as General Manager of KTG USA, a subsidiary of Kruger, Inc., and in various capacities with Kruger, Inc., Great Northern Paper, Inc., Alliance Forest Products U.S. Corporation and Bear Island Paper Company.

### The Private Label Tissue Market

The total U.S. “at home” tissue capacity is about 6 million tons/year and has grown at about 6% over the last seven years—three times the rate of national brands. There is strong demand for tissue products and specifically “at home” tissue shipments in the U.S., which grew at CAGR of 1.5% from 2001 to 2011. There is also a positive trend toward Private Label, which makes up 22% of the U.S. tissue market.

“Private label programs are important to the grocer,” says Snyder,



Robert Snyder, President and CEO, Orchids Paper Products.

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## Boise, Orchids, MWV Share Opportunities

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“A good tissue program improves sales of the rest of the products. It is a good foot traffic generator.”

According to Snyder, about 75% of the Orchid’s output is private label brands and the remaining 25% is the company’s own brand (regional) for people too small to have their own private brand, or for new customers before their program gets going. Primary customers include grocery stores, grocery wholesalers and cooperatives, and value retailers, generally known as “dollar” stores, i.e., Dollar General, Family Dollar, Rose’s and Fred’s Dollar Tree.

The company’s products are sold to customers in approximately a 900 mile radius of northeastern Oklahoma although many of its competitors are on the east or west coast.

The company has continued to improve its market share and

profitability and in 2012 set a new 12-month net sales record surpassing \$100 million in net sales. In the process it garnered a number of awards including the Pride award from Dollar General as private label supplier of the year for 2012, the 2012 Entrepreneurial Excellence in Oklahoma Award by the Commissioner of the Oklahoma Department of Labor, and recently a listing on Forbes “top 100 small businesses” (ranking 70th).

Orchids is outperforming the fastest growing segment of tissue market with revenue growth of 10% CAGR and consistent earnings improvement in excess of 20% CAGR. Its current dividend yield is about 5%.

Since 2004 the company has invested over \$100 million in new equipment and today has strong long term relationships with leading value customers and intends to

expand its position as a low cost provider of high quality tissue.

Snyder concluded his presentation with some final thoughts for the suppliers in the room. “Our companies are dependent on each other,” he said. “I urge you to think like a private label guy and provide us with great products...at even better prices.”

### MeadWestvaco – Innovations in Packaging

“We are not just a paper company but rather a packaging company now,” said *Mark Watkins*, Sr. VP, MWV. “Plastic is part of what we do these days and the combination makes for some interesting projects.”

Watkins gave an overview of MWV today, beginning with the company’s new “green” headquarters building in Richmond, VA.

According to Watkins, MWV has 16,000 employees in 30 countries, and does \$5.3 billion in sales, half of which comes from outside the U.S. “Packaging is the main part of what we do (80%),” said Watkins. “But we also have specialty chemicals (17%), as well as community development and land management (3%).”

The company is targeting 5% profitable revenue over time and \$1 billion of new profitable revenue over 3-5 years. In addition, they have just bought paper mills in India.

MWV’s operating platforms include packaging, plastics, and folding cartons, according to Watkins who says “we are also one of the



*Mark Watkins, Senior Vice President, MeadWestvaco*

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## Boise, Orchids, MWV Share Opportunities

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few companies that has retained its own R&D.” He also stressed the company’s sustainability actions that have been driven down to the operating level. “If you talk to our mill managers today, they get it!” says Watkins.

MWV still maintains 836,000 acres of sustainably managed forest land, and the company has just been named to the Dow Jones World Sustainability Index for the 9th year in a row. Some of the environmental commitments the company has made include: reducing purchased energy by 20%, water use by 15%, and CO2 emissions by 25% per net ton of paperboard by 2015; shipping 90% of U.S. freight by SmartWay carriers by 2015; involving 100% of its suppliers in a Principles of Conduct program by 2015; reusing 70% of its solid waste for beneficial purposes by 2020; and maintaining its commitment to get 100% of its paperboard fiber from responsible sources, and 50% from certified sources by 2020.

For supplying MWV, Watkins said “Jim Buzzard is the senior guy for the company’s supply chain. The Strategic Business Units (SBUs) in our packaging businesses are organized by market and report to Bob Feeser and Pete Durette.”

Speaking directly to the suppliers in the audience regarding how they can help, Watkins listed comments he had gathered from MWV mills including:

- Establish multiple points of relationship building. Get to know a number of people in the company.

- Help us achieve our process and product operational goals.
- Provide innovation that benefits us (not every solution should have to be capital intensive).
- Support MWV’s step change innovation

### Industry Trends 101 for Suppliers

How much capacity will the paper industry lose? That was the question posed by *Rod Fisher*, President of Fisher International, during his presentation at the February ASPI meeting.

Regarding e-media substitution, Fisher says, we are in the worst of it now. He felt that developing markets will fully experience the effects later than mature markets, and that there will be low and uneven global growth of demand in P&W. “At a 3.9% rate of decline in North America, there are 750K tons of P&W capacity every year that must find another grade or close,” said Fisher who estimated that globally there are close to 200 mills at greatest risk, the majority of which are in Europe making communication grades, and small machines in Southeast Asia and Eastern Europe. “Europe hasn’t gone through the cleaning out that North America has,” said Fisher. “But it is coming.”

According to Fisher, in declining grades, higher cost mills inside large companies can be at risk. He also said that aging recovery boilers may force additional mill closures. “At the current rate of capacity reduction and closures due to non-competitiveness, the world loses

almost 200 machines each year,” said Fisher. “But the good news is that the world adds on average close to 100 machines, making just over 10 million tons each year.”

Fisher says that mergers and acquisitions will vary by geographic regions, and that when a company becomes a 30% shareholder of a market, it can exert more control.

Both North America and Europe are low growth but North America is consolidated while Europe is not, and it has no 30+% shareholders. “Consolidation will occur there because companies will go bankrupt,” he says.

Asia-Pacific is high growth but is unconsolidated, according to Fisher, and there are a number of 30+% shareholders. In Brazil the industry is high growth and consolidated with some 30+% shareholders.

“The global industry will eventually have dominant players, but different ones in each region,” concluded Fisher.

### Preference Payments During Bankruptcy

“It is never welcome news when a company goes into bankruptcy, especially when that company owes significant sums of money to suppliers,” said John Isbell, a bankruptcy attorney with Thompson Hine in Atlanta, as he addressed the ASPI audience. “To make matters worse, that bankruptcy filing is often followed by the company seeking a return of payments made during the 90 days prior to the bankruptcy filing on a ‘preference’

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theory” he says. Isbell continued by noting that “while it is not possible to eliminate bankruptcy risk, it is possible to minimize a company’s exposure to preference claims.”

Isbell, along with Michael Newsom, managing director of Qorval, presented ideas on how to handle “preference payments,” or payments received within 90 days of a bankruptcy filing, that were received on account of a debt that was owed.

According to Newsom, “Bankruptcy is a business condition, for protection of the creditor, not the business.” Its purpose is to prevent a run on assets of a company, allow maximum valuation of assets, and allow an orderly distribution to the creditors. “Officers of a company are mandated by law to alter their fiduciary responsibility when a company enters a zone of insolvency,” said Newsom.

The policy behind the preference statute is to keep creditors from rushing to collect from distressed entities that have limited resources and are on the verge of falling into bankruptcy. The bankruptcy code generally presumes that payments received within 90-days of the bankruptcy filing were preferential and places the burden on the recipient to prove certain defenses to preference claims.

The bankruptcy code provides certain defenses to preference claims including:

- Payments received in “ordinary course of business.”
- Payments received on or about the same time as the

goods or services were supplied, such that the payment was a “contemporaneous exchange for value.”

- After receipt of the payments, the vendor supplied the debt or with additional goods or systems that constitute “new value” that reduces the total preference exposure.

“Typically preference claims are brought near the end of the bankruptcy process,” said Isbell. “If you get a demand letter for the return of a preference payment, call someone before you just write a check!” With respect to preferences, Newsom’s advice is for suppliers to get on the offensive: begin preference training and awareness, and exposure mitigation. “It is important that the vendor get involved,” he emphasized.

### Update on Paper and Packaging – A Good Decade

“The industry will continue to see change, but it should be better than it has been,” said C.A. (Chip) Dillon, Partner, Vertical Research Partners who told ASPI attendees that it is possible that this decade might be the best since the 1950s.

*“The industry has earned its cost of capital over the last few years, just like a real business, and investors are starting to pay attention again,”*

*—Chip Dillon,  
Vertical Research Partners*

According to Dillon, as long as OCC stays tight, containerboard will benefit from consolidation and recent growth in demand (global CAGR of 4%+ since 1994)—that has exceeded global GDP growth. In addition, the U.S. should maintain long term advantage for paperboard.

Regarding market pulp, North America could see a sustainable advantage in softwood grades. However, hardwood will continue to be pressured by Latin American capacity. One “wild card” in hardwood is currency, according to Dillon who said, “A super strong Brazilian Real almost eliminated Brazil’s advantage for a short period during the Spring of 2011.”

Dillon also sees strong secular changes in tissue, with private label gaining ground.

Regarding printing papers, Dillon reports that there has been a continual slide in UFS demand (of minus 2-4% year), and that coated paper could fall faster, especially as effectiveness of full-length catalogs declines. “The fate of mass-read magazines in the long-term, is already clear,” he said. “However, specialty magazines will provide some relief.”

The ASPI 2013 Spring Meeting provided attendees with great knowledge and networking opportunities. Plan to attend the Fall 2013 and Spring 2014 meetings to build relationships and expand your knowledge of your customers. ♦

## Alexander Toeldte Receives ASPI's 2013 Executive of the Year Award

Alexander Toeldte, president and CEO of Boise Inc. (center), was presented with ASPI's Customer Executive of the Year award during ASPI's Spring meeting, by ASPI Past President Bob Gallo, President of Voith Paper North America (left) and ASPI President Carl Howe, VP Sales, Kadant Paperline and ASPI President.

The Customer Executive of the Year Award is the highest honor that ASPI bestows on an individual. It is granted to a paper industry executive who has demonstrated extraordinary effectiveness in working with a range of suppliers to enhance productivity, efficiency, and effectiveness of his or her company using a wide spectrum of supplied products and services.

"ASPI is extremely pleased to

present this award to such a deserving executive. Boise has achieved excellent results, with the strength and commitment of Mr. Toeldte's management team, under his excellent leadership," commented Carl Howe, ASPI President and Vice President Sales at Kadant Paperline.

Mr. Toeldte has served as President and Chief Executive Officer and Director at Boise Inc. 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. From 2004 to 2006, Alexander was Chair of Algonac Limited, a private management and consulting firm based in Auckland, New Zealand. Mr. Toeldte is the Chairman of the Board of Directors of the American Forest & Paper Association (AF&PA).

Mr. Toeldte was presented with this award at the ASPI 2013 Spring Meeting in St. Pete Beach Florida earlier this month. Boise Inc. will also host the ASPI 2013 Fall Customer Alignment Meeting, October 14-16, 2013 in Boise, Idaho. ♦



(Left to right) ASPI Past President Bob Gallo (President, Voith Paper North America), Alexander Toeldte (President and CEO, Boise Inc.), ASPI President Carl Howe (VP Sales, Kadant Paperline).

## Sandra L. LeBarron Awarded ASPI's 2013 Excellence in Leadership Award

ASPI is pleased to announce that Finch Paper's Sandra LeBarron has been awarded ASPI's 2013 Excellence in Leadership Award. Sandy is Director of Environmental, Health & Safety, and has been in her current position since February of 2010. As Director of Environmental, Health & Safety, she advises the senior leadership team on environmental health issues along with engaging the entire organization in EHS efforts. Prior to this position, she was the Environmental Control Manager for two years.



*Sandra LeBarron –  
Director of Environmental Health & Safety,  
Finch Paper LLC*

ASPI is pleased to recognize Sandy for the unique and creative leadership she has provided her employees, company, customers, key suppliers, and the overall industry to become a safer place to work. Sandy was instrumental in the development and creation of the TAPPISAFE program developed by TAPPI from an ASPI recommendation. She immediately saw the value not only to Finch but to the suppliers/contractors working in her mill and the entire industry. Her courage allowing her mill to be the pilot facility provided increased confidence to recruit other paper producers to the advisory

committee and ultimately embrace TAPPISAFE in their mills. Her leadership will allow for more efficient execution of awareness level safety training, a greater industry-wide partnership between suppliers and the mills, and most importantly a safer industry.

Sandy's nomination was made by an ASPI member and approved by the ASPI Board of Directors. Nominations are now open for both the ASPI 2014 Excellence in Leadership Award and the 2014 Customer Executive of the Year Award. Recognize one of your deserving customers and visit the ASPI website to submit a nomination. ♦

### Boise to Host ASPI Fall 2013 Customer Alignment Meeting

**ASPI is pleased to announce that Boise, Inc. will host the next ASPI Customer Alignment Meeting, October 14-16, 2013 in Boise, Idaho.**



**ASPI's Customer Alignment Meetings offer unique opportunities to hear from industry manufacturers on how the supplier community can help meet their strategic goals. With unsurpassed networking opportunities for supplier executives, this is one meeting you don't want to miss.**

**Check [www.aspinet.org](http://www.aspinet.org) for program updates.**

# ASPI 2014 Spring Meeting

## February 26-28, 2014 – Sarasota, Florida

**Mark your calendars now for the ASPI 2014 Spring Meeting to be held February 26-28, 2014 in Sarasota, Florida.**

**ASPI's Spring Meeting is a highly-valued opportunity to meet customer executives in an informal, relaxed setting.**

**Network with your supplier executive peers to strengthen and build the relationships you need and value.**

**Program details will be announced soon.**



# Domtar Continues Move to Innovative Fiber-Based Business

*(Based on a Domtar press release of March 12, 2013)*

Over a year ago, Domtar CEO and Chairman, John D. Williams told ASPI Spring Meeting attendees that Domtar was transforming “from a traditional pulp and paper maker to an innovative fiber-based business.” In March, Domtar announced the successful installation of a commercial-scale lignin separation plant at its Plymouth, North Carolina mill, the first U.S. facility of its type in over 25 years. The production of BioChoice™ lignin began in February, with a targeted rate of 75 tons a day, destined for a wide range of industrial applications as a bio-based alternative to the use of petroleum and other fossil fuels.

This installation is the culmination of a research and engineering project launched by Domtar in 2010. This project was further boosted when the U.S. Department of Agriculture and the U.S. Department of Energy awarded the company a grant through the Biomass Research and Development Initiative. Domtar’s lignin operation sets a new path for the

industry and also marks the latest sustainability milestone for a company that has long been recognized as an industry leader in forest certification and environmental stewardship.

“Our vision is to be a global leader in fiber-based innovation,” said Bruno Marcoccia, Domtar’s director of research and develop-

ment. “A big part of this is our focus on partnering with best-in class collaborators to develop new products and markets for a wide portfolio of initiatives, like BioChoice.”

A wide range of potential applications for BioChoice lignin exists, including fuels, resins and thermoplastics. For more information, please visit [www.domtar.com](http://www.domtar.com). ♦



*Domtar Corporation's Plymouth Mill in Plymouth, North Carolina*

## ASPI Opens 2014 Award Nominations

**N**ominations are open for the **ASPI 2014 Customer Executive of the Year Award**. This is the highest honor ASPI can bestow on an individual. It is granted to a paper industry executive who has demonstrated extraordinary effectiveness in working with a range of suppliers to enhance productivity, efficiency, and effectiveness of his or her company.

Past recipients include: Alexander Toeldte (2013), President and CEO of Boise Inc.; James A. Rubright (2012), Chairman and CEO of RockTenn; John D. Williams (2011), President and CEO of Domtar Corporation; J. Patrick (Pat) Maley III (2010), President and Chief Operating Officer, Temple-Inland; Mike Jackson (2009),

President and CEO, Verso Paper; and Richard D. Willett, Jr. (2008), President and COO, NewPage Corporation.

Nominations are also open for ASPI's newest award, the **Excellence in Leadership Award**. This award was created in 2010 and first awarded to William M. "Chip" Shew of Greif Inc. Shew serves as

Mill Manager-Paper, Packaging and Services for the Massillon, Ohio mill.

Applications for nominating individuals for both awards can be found on the ASPI website at [www.aspinet.org](http://www.aspinet.org).

### ASPI Staff Key Contacts

#### Eric Fletty

ASPI Executive Director  
+1 770-209-7535  
[efletty@aspinet.org](mailto:efletty@aspinet.org)

#### Colleen Walker

Director of Member Relations  
+1 770 209-7349  
[cwalker@aspinet.org](mailto:cwalker@aspinet.org)

#### Marilyn Jeans

ASPI Meeting Planner  
Office: 770-209-7296  
Cell: 404-580-7923  
[mjeans@aspinet.com](mailto:mjeans@aspinet.com)

#### Elise Hitchcock

Association Management Coordinator  
Office: 770-209-7214  
[ehitchcock@aspinet.org](mailto:ehitchcock@aspinet.org)

## ASPI's Customer Alignment Initiative— Five Years Strong & Growing

ASPI launched the Customer Alignment Initiative in 2007 to help its member company executives dramatically improve their understanding of how primary producer customers are developing their strategic directions. At each Customer Alignment Meeting, the senior executives from these companies presented how the supplier community can support their growth. This allows the supplier community to better align their capabilities with their customers.

ASPI's Customer Alignment Initiative has done more than just increase the supplier community's understanding of their customers. Supplier executives have been able to build and strengthen their relationships with the customers. Customer hosts have been able to present a unified and transparent approach to working with them.

"The ASPI Customer Alignment Initiative (CAI) presented an effective forum for sharing Verso's business strategy with many of our strategic suppliers," noted Glenn Sanders, Director of Sourcing for Verso one year after Verso hosted the 2010 Customer Alignment Meeting. "Verso took advantage of this opportunity to convey information that helped suppliers

understand how best to positively impact Verso's business results by helping us close operational gaps and improve together."

ASPI and its members are committed to helping their customers navigate the challenges presented by today's intensely competitive pulp and paper industry. ASPI offers a unique forum to connect industry leaders – suppliers and manufacturers – so that ASPI members and their customers gain unique knowledge and networking to improve industry performance. Plan to attend the next Customer Alignment Meeting with Boise Inc. this October. ♦

*"Kadant works on a daily basis with its customers, but ASPI's Customer Alignment Meetings offer additional interactions at an executive level, bringing a new perspective of a more strategic nature."*

*Carl Howe*

**ASPI President**

*Vice President, Sales, Kadant Paperline*

MeadWestvaco hosted the first ASPI Customer Alignment Meeting in 2008 to provide a unique forum for supplier executives to interact with the MeadWestvaco senior leadership team. Since then, ASPI has worked with hosts NewPage, Verso, Temple-Inland, Domtar, and Boise to continue to provide executive-level engagement between customers and suppliers.

*"ASPI provides unprecedented value at its Customer Alignment Meetings. My company has the unique opportunity to meet—all in one place—the executive leadership and mill managers. We are looking forward to a great meeting with Boise this fall."*

*Mike Gray*

**ASPI Vice President**

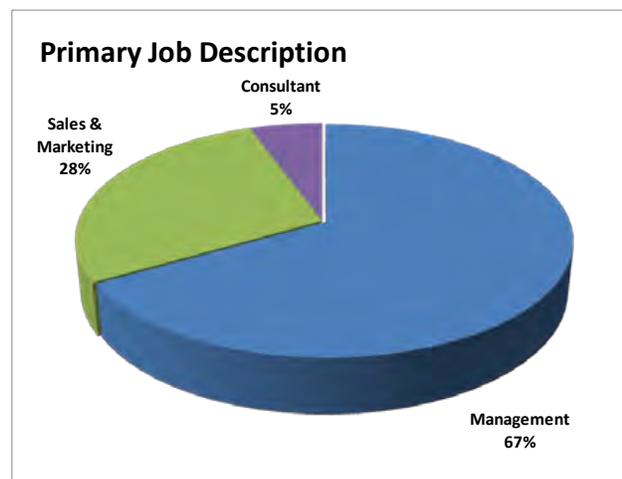
*Vice President Sales, Metso*

## ASPI Benchmarking Survey

One of the benefits of ASPI membership is to participate and receive the results from the bi-annual ASPI Performance Benchmarking Survey. This survey assesses trends in bookings and Net Contribution Margin, where Net Contribution Margin (NCM) is a general term to indicate the profitability of a product line. Data is included for both North America and global businesses, for six different sectors: Capital Equipment, Chemicals, Consulting and Field Services, Consumables, Engineering and Construction Services, and Spare Parts.

This survey is conducted every six months by supplier executives. Respondents are primarily in Management (67%) and Sales and Marketing (28%), providing a very high level assessment of industry trends.

All survey responses are strictly confidential. Individual surveys are not shared, and only aggregate data is available to members. Survey results for the June–January 2012 period are available, but only to ASPI Member companies. Please contact Colleen Walker at [cwalker@aspinet.org](mailto:cwalker@aspinet.org) if your company is a member and you would like a copy. ♦



*The primary job function area of ASPI member respondents are Management and Sales & Marketing.*

## ASPI Welcomes New Members

ASPI is pleased to announce that two new members have received Board of Director approval to join ASPI: **Colfax**, represented by Total Lubrication Management Division, and **Pemco**.

**Total Lubrication Management a Colfax Fluid Handling Company** is a global leader in critical fluid-handling and transfer solutions for the pulp & paper, oil & gas, power, petrochemical industry, commercial marine, defense and total lubrication markets. With a

broad portfolio of technologies, products, systems and services, Total Lubrication Management (TLM) specialists work with customers to understand and focus on their toughest business challenges. As a result, TLM can develop, deliver and support the best customer

solutions that provide the highest levels of reliability, efficiency and longevity with the lowest total cost of ownership. Colfax Fluid Handling includes product brands customers trust and rely upon: COT-PURITECH<sup>SM</sup>, LSC<sup>SM</sup> to name a

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## ASPI Welcomes New Members

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few. **Marcus Pillion**, Director of Marketing and Engineering, will serve as the primary contact for Colfax.

Pemco is a manufacturer of complete packaging lines for cut-size paper, folio packaging solutions as

well as folio sheeting solutions for paper, board and diverse further materials. Solutions for sheeting and packaging of digital sizes complete the portfolio. **Lee Sleiter**, President and CEO, will serve as the primary contact for Pemco.

**Patrick Walczak**, Vice President, Sales & Marketing will serve as Pemco's alternate contact. ♦



## ASPI Welcomes New Board Member and BOD Class of 2016

ASPI welcomes **Keith Kemp**, Vice President – Regional Business Leader for AstenJohnson to the ASPI Board of Directors, Class of 2016. Keith joins renewing Board Members Mike Gray, Vice President Sales, Metso; Carl Howe, Vice President Sales, Kadant Paperline, and Lynn Townsend-White, CEO, Western Polymer Corporation to complete the ASPI Board of Directors Class of 2016. Thank you all for your service to ASPI. ASPI also extends a sincere thank you to **Laurie Wicks**, President, Paperchine who is stepping down from the board, for his many years of service.



*Laurie Wicks*



*Keith Kemp*

## ASPI Board of Directors

### *Class of 2016*

**Mike Gray, ASPI Vice President**

Vice President, Sales  
Metso Paper USA, Inc.  
mike.gray@metso.com

**Lynn Townsend-White**

Chief Executive Officer  
Western Polymer Corporation  
Ltownsend-white@westernpolymer.com

**Carl Howe, ASPI President**

Vice President, Sales  
Kadant Paperline Group  
carl.howe@kadant.com

**Keith Kemp**

Vice President – Regional Business Leader  
AstenJohnson  
Keith.Kemp@astenjohnson.com

### *Class of 2015*

**Bob Gallo, ASPI Past President**

President  
Voith Paper – North America  
bob.gallo@voith.com

**Ray Edmondson**

Business Development Manager  
Yates Constructors  
redmondson@wgyates.com

**Peter Collins**

Vice President  
Andritz Inc.  
peter.collins@andritz.com

**David Withers**

President  
Coldwater Group Inc.  
d.withers@coldwatergroup.com

### *Class of 2014*

**Tony Fandetti**

Vice President – Sales  
Sulzer Process Pumps (US) Inc.  
Tony.fandetti@sulzer.com

**Robert Quarles, ASPI Secretary**

Director of Strategic Marketing  
Buckman USA  
rpquarles@buckman.com

**Marcus Pillion, ASPI Treasurer**

Director, Marketing and Engineering  
Colfax Corporation  
marcus.pillion@colfaxcorp.com

**Rod Young**

Chief Economic Advisor  
RISI  
ryoung@risi.com

**Bob Harrison, ASPI Emeritus Director**

Principal  
RHarrison Inc.  
Rharrisoninc@aol.com