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I'm writing this column in early February—the time of year everyone on TV begins talking about “The Big Game.” (The phrase “Super Bowl LIX” is a staunchly defended trademark, and one needs permission to reference the event directly.) By the time you’re reading this, the Big Game will be over. The winning Chiefs or Eagles will be walking away with some fancy rings to show for their year of hard work.

We’ve got a “Big Game” in the pulp and paper industry, too: it’s called TAPPICon! This year it will take place **May 4-7 in Minneapolis, MN**, and it is MUCH BETTER than the Super Bowl. Let’s take a look at the rundown.

1. TIME. Super Bowl coverage lasts about four hours, of which only 60 minutes is game play. TAPPICon takes place over four DAYS. True, attendees are expected to spend some of that time networking with peers. You’ll also want to get plenty of sleep each night to be alert for the next day’s sessions, speakers, and special events. Pro Tip: Just like the gridiron players, you’ll want to stretch a bit before attacking the exhibit floor; it’s big. We don’t want anyone pulling a hamstring.

2. CONTENT. I am not a “sports hound,” but I’ve noticed something about the Super Bowl: it’s *always* football. I sometimes use football skills, like when I’m throwing a towel across the room for my husband to add to the laundry. (Ooof! Intercepted ... by the lamp.) Still, the Big Game rarely relates to my Real Life. TAPPICon 2025 lets attendees choose from six newly-designed tracks to directly meet their knowledge needs. This expanded program goes beyond paper, tissue, and sustainability to include additional industry segments such as pulping, nonwovens, and biobased products—all the most current, critical topics within our industry. Programming at TAPPICon is designed by real working professionals. I’ve met a lot of our volunteers, and they are *sharp*. Have you met a single player on the Chiefs or the Eagles? I didn’t think so.

3. COST/VALUE. I just checked ticket prices for the Big Game. It’s now a week before the event, and tickets start at US\$3,000 *each*. TAPPICon costs less and offers more. Plus, there are additional ways to save on TAPPICon registration. You could join TAPPI for the special member rate, or grab some friends and get a group rate. People leave a Super Bowl party with barbecue stains on their jerseys; people leave TAPPICon with new knowledge, new contacts, and a new enthusiasm for our incredible industry. You cannot put a price on that.

Don’t take my word for it—learn more at **tappicon.org**. If you are at TAPPICon, and you see me, come say “Hi!” At TAPPICon, YOU are the star player. Can I get your autograph? **360**



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