

42nd Coating Conference focuses on decade's challenges

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Twenty-two countries were represented at the 1991 Coating Conference at Le Centre Sheraton in Montreal, Que., Canada, on May 19-22. Sponsored by TAPPI's Coating and Graphic Arts Division, the conference drew a total of 988 attendees, 138 of whom were involved in the spouse's program. Forty-seven papers were presented during 14 technical sessions and three roundtables. A suppliers' showcase session and a poster session were also held during this first coating conference outside of the United States. Tours to Paprican, one of the leading paper research facilities in the world, and to Ronalds Printing Co., which runs coated paper on high-speed, eight-unit web offset printing presses, were planned by Local Arrangements Chairman Patrice Mangin.

"The grace and charm of Montreal provided a suitable setting for a very successful Coating Conference," said Conference Chairman William J. Goetz. "The breadth and number of papers presented were the largest in the history of the conference, and the number of attendees is a testimonial to the technical dedication of the industry."

Opening session and keynote address

Several Certificates of Appreciation were presented at the opening session. Recipients included George L. Booth, Coating and Graphic Arts Division Editor for *Tappi Journal*; and outgoing committee chairmen Robert W. Carlson, Basestock; William J. Goetz, Technical Trends; Albert J. Herbert, Coating Fundamentals; Robert J. Kane, Coating Additives; Robert L. Kearney, Coating Binders; Herbert B. Kohler, Coated Paperboard; Peter C. Longjohn, Specialty Coated Papers; Donald I. Lunde, Coating Pigments; Thyagaraj Sarada, Printing and Imaging; Ernest T. Swanson, Fillers and Pigments Testing; and Jan C. Walter, Coating Process.

Hiroshi Tomimasu, Kunio Suzuki, and Toshimasa Ogura of Mitsubishi Paper Mills, Ltd. and Philip Luner of SUNY's College of Environmental Science and Forestry were presented the 1991 Coating and Graphic Arts Division Best Paper Scholarship Award for their paper, "Effect of Base Stock Structure on Coating Weight Distribution." The Best Student Paper Award went to Steve Nowicki of the University of Minnesota for his paper entitled "On the

Division Chairman **M. Bruce Lyne** opens the 1991 Coating Conference.



Physics of Drying and Binder Migration in Coated Papers."

George Petty, chairman and chief executive officer of Repap Enterprises, Inc. wove his keynote address, "Paper and the Environment," into the conference theme, "Meeting the Challenges of the 1990s."

Technical change, innovation and economic growth are the keys to an improved environment, according to Petty. Advanced technology is essential to produce higher returns on investment and sensible market growth.

Environmental protection is as important and valuable as sustained profitability, he said. It is a quality of life issue, which makes pollution prevention a top priority.

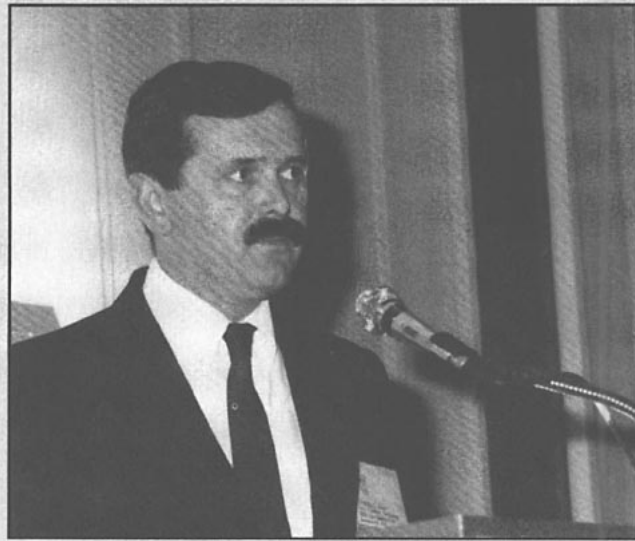
Forest growth in North America is 30-35% greater than annual removals, he noted. Since Earth Day in 1970, the U.S. paper industry has invested more than US\$ 8 billion on environmental protection: US\$ 4 billion on air, US\$ 3.7 billion on water, US\$ 1 billion on solid-waste management. Canadian industry is expected to spend US\$ 4-5 billion on environmental protection during the next five years.

Excessive regulation is the greatest threat to environmental protection today because it retards technical de-

William J. Goetz, conference chairman, greets attendees at the 1991 TAPPI Coating Conference Opening Session.



J. Philip Jones, technical program chairman, provides the Opening Session audience with a brief description of conference highlights.



velopment, he said. The paper industry is lowering its impact on the environment by using technology to reduce the ratio of resource content per dollar of value added to its end products, he said.

In short, the learning curve of technology is green while the antilearning curve of regulation is red. Paper is being threatened by pressures from many sources. Petty noted that the seeds of the present recession were planted in 1987 and lie in a repressive capital gains tax that discourages venture capital. It is a punitive tax on risk takers, he said, and thereby stunts growth, especially in the U.S. economy which is to a significant extent dependent on risk taking.

Government needs to adapt a growth-oriented policy that encourages entrepreneurial capitalism, he said. This coupled with better products, better value, and better service are all attainable through innovation and rapid advances in technology.

Awards luncheon

Francis R. Marchetti, TAPPI Board representative, presented Dale Gordon, division coordinator, and William K. "Bill" Thorndike, student scholarship program chairman, with Special Certificates of Appreciation.

Jay H. Vreeland was honored with the Technical Service Award and the Charles W. Engelhard Medallion, which carries a \$1000 honorarium, made possible by a gift to TAPPI from Engelhard Corp.

Vreeland acknowledged his good fortune in working with the right people both inside and outside his company and for the right company (Warren) that not only values and supports innovation but demands it.

While scientists and engineers may be motivated by money and the success of their company, what really turns them on is the sense of making a lasting contribution, leaving a legacy. He said, "We want to leave a body of

In recognition of his year of leadership, Division Chairman **M. Bruce Lyne** (left) receives a plaque from **Francis R. Marchetti**.



knowledge so that as people come along and follow in our footsteps, they won't start at ground zero but rather will build on the things we have left and become better. That idea of leaving a legacy will continue to motivate present and future members of TAPPI and the Division, thus ensuring continued success in the future."

John D. "Jack" Callahan was also recognized at the luncheon. Honored with the Leadership and Service Award, Callahan also received the Protein Technologies International Medallion which carries a \$1000 honorarium made possible by a gift to TAPPI from Protein Technologies International, Inc.

Callahan took a few moments to reflect on his initial TAPPI entry at the local sections level and his growth as a result of TAPPI's enriching experiences: "First we were the students, later we became the teachers. Integrity,

Francis R. Marchetti (right) presents Jay Vreeland with the Coating and Graphic Arts Division Technical Service Award.



Coating and Graphic Arts Division Coordinator Dale F. Gordon receives a Special Certificate of Appreciation from Francis R. Marchetti.



Francis R. Marchetti (left) awards John "Jack" Callahan with the Coating and Graphic Arts Leadership and Service Award and the Protein Technologies Medallion.



To establish and maintain total customer quality, a company's leaders must heavily emphasize statistical process control and its value to the organization overall, sell our employees on the concept of TCQ, know our products and processes as well as the products and processes of our customers, be sure all employees understand quality standards that are desired and abide by them, understand human behavior and what motivates people, design and lead an organizational structure that empowers the employees and supports a desired result, lead people at all times—never sacrifice credibility for short-term gain, recognize company policies and direct them positively, act as a labor relations practitioner by understanding union objectives to influence unions and workers about the importance of quality, be powerful motivational speakers to keep all parties dedicated to TCQ, design computer systems that people can use to achieve TCQ, and develop a compensation system that rewards employees who support total customer quality.

teamwork, leadership were all part of the game."

His words of advice to his colleagues: "Keep an open mind, join the team, become a part of the working group, save those business meetings that keep you away from the papers until another day. Be a participant, not a critic, become part of the process, be a family member of the paper industry and not a taker. Tomorrow is here, our time, money and opportunities are limited now, so make every minute a quality minute."

Over lunch, the audience heard Dale Schumaker, president and chief operating officer of Appleton Papers, Inc. speak about "Quality Involvement: A Way of Life." The majority of Schumaker's career in manufacturing has been with Appleton. For a company to succeed today, he said, it must think differently, act differently. It must hold total customer quality (TCQ) as its priority.

Successful team effort

More than 130 people participated in the spouse/guest program coordinated by John O'Shea. Plans included a walking tour of Old Montreal, a traditional Québécois luncheon, sightseeing by motor coach, a visit to Montreal Botanical Garden and Olympic Park, as well as a cooking lesson courtesy of Le Centre Sheraton's Master Chef M. Andre Barbotin.

Roundtable Coordinator Robert G. Knowles, Publicity Chairman Charles P. Klass, Secretary James R. Weber, Student Activities Chairman Gordon L. Stout, and all of the members of the Technical Program Committee also invested hours into the success of this conference.

Proceedings available

TAPPI PRESS has released the *Proceedings* for the 1991 Coating Conference. To order the 544-page text, call TAPPI's toll-free Service Line at 1-800-332-8686 (U.S.) or 1-800-446-9431 (Canada). The order number is 01050491, and the price is US\$ 57.00 for TAPPI members and US\$ 86.00 for nonmembers. The ISBN is 0-89852-805-4.

1992 conference plans

In 1992, TAPPI Coating Conference attendees will be "Advancing Worldwide Coating Science and Technology." The conference will be held at the Stouffer Orlando Resort in Orlando, Fla., from May 17-21, 1992. For further information about the conference, contact the Meetings Department at TAPPI headquarters. For technical pro-

gram information, contact Donna Woodhall, telephone (404) 446-1400, ext. 230. For meeting information, contact Michelle Skrmnetta, telephone (404) 446-1400, ext. 244.

Call for papers

To submit a paper for the 1992 Coating Conference, contact James F. Hoover, Conference Chairman, BASF Corp., 370 Frankfort Rd., Monaca, PA 15061, telephone (412) 728-6900, or James R. Weber, Technical Program Chairman, Simpson Paper Co., P.O. Box 637, Anderson, CA 96007, telephone (916) 365-2711.

Aug. 1, 1991, was the deadline for the abstract, outline, and conclusions. Nov. 15, 1991 is the deadline for the manuscript, and Jan. 15, 1992, is the deadline for the final manuscript in TAPPI format. □

TAPPI and CPPA jointly sponsor first Papercoating Fundamentals Seminar

The first symposium on Papercoating Fundamentals was held at the Queen Elizabeth Hotel in Montreal, P.Q., on May 17-18, 1991. Jointly sponsored by TAPPI and the Canadian Pulp and Paper Association (CPPA) and based on the theme, "Colloidal Phenomena and Their Implications for Coating Structure and Printing," the symposium attracted 112 registrants, 19 of whom were from overseas. Twenty-six registrants were from universities or technical institutes, 29 from paper companies, 48 from suppliers, and seven from other sources—a well balanced representation from all technical segments.

The symposium consisted of three sessions. A leading specialist from each area gave a keynote address to introduce each subject. The session topics, the keynote addresses and their presenters were:

- Colloidal Phenomena Involving Surface Active Materials: "Colloidal and Rheological Phenomena in High Solids Dispersion," by T. Tadros of Imperial Chemical Industries, Blacknell, U.K.

- Coating Structure, Theoretical and Experimental Considerations: "Structure-Rheology Relations in Dispersions," by I. Kreiger, Case Western Reserve University, Cleveland, Ohio.

- Ink/Paper and Printing Interactions: "Surface and Colloidal Aspects of Dynamic Ink/Paper Interactions During Printing," by R. Bassemer and R. Krishnan, Sun Chemical Corporation, Carlstadt, N.J.

The sessions were well attended and prompted a good deal of discussion and dialogue between the speakers and the participants. Based on the high level of interest in the first symposium, it is safe to predict additional sessions in the years ahead. The primary organizers, Michael Whalen-Shaw, Pierre Lepoutre, and the TAPPI Coating Fundamentals Committee, are to be congratulated for their excellent arrangements and programs.

Evaluation profiles conference attendees

The results from the 1991 Coating Conference Evaluation provide rather interesting figures. There were 171 responses—roughly 18% of the registrants, which is a normal percentage for surveys of this type. Forty-five (27%) were employed by paper companies, nine (5%) by consulting or engineering firms, and seven (4%) by universities or other institutes. The remaining 110 (64%) worked for the allied industries.

With respect to job categories that best describe the principal job function for the paper company employees, 30 (49%) worked in engineering or R&D, 20 (33%) were in management or manufacturing, and 11 (18%) were involved in consulting, quality assurance, or as students (two). For the allied industries, 52 (48%) held positions in technical service or research and development, 50 (45%) worked in sales or marketing, and eight (7%) were in consulting or unidentified positions. While it may be coincidental, it is interesting to note that the paper mill:supplier ratio for the total registration closely agreed with the survey response of 34.5:65.5%, or

roughly two supplier-employed attendees for every mill-employed attendee.

While not exactly the same, there was a similar relationship in the sources of the technical papers. Ten (22%) were from paper companies, and 17 (37%) from the allied industries.

The remaining 13 papers (24%) came from universities or technical institutes and eight papers (17%) had joint authorship. Contrary to the impression expressed by some, no sudden drop in the percentage of paper company personnel present at the conference is evident. Seventy percent of the registrants are engaged in job assignments that require a high level of technical expertise. Despite some increase in the level of social activity, the learning curve remains on the rise as the TAPPI Coating Conference continues to serve as a worldwide forum to exchange technical information, promote research and recognize individual achievement. A breakdown of respondents by type of employer is shown in the pie chart below.

Survey respondents by type of employer

