

TAPPI 96 AND NEW ORLEANS A GREAT COMBINATION FOR A GREAT IMPRESSION

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MARDI GRAS CLEARED THE WAY FOR TAPPI 96, HELD at the Ernest N. Morial Convention Center in New Orleans, LA, March 4–6. Eight TAPPI short courses, TAPPI's Annual Meeting program, and the TAPPI Recycling Symposium packed the rest of the week with excitement and new technology for the estimated 13,000 attendees from the world's leading pulp and paper industry companies.

The approximately 174,000 net ft² TAPPI 96 exhibit featured 638 companies displaying a wide variety of products and services for the industry. TAPPI 96 was a record breaking event, with the largest number of companies exhibiting ever at a TAPPI show.

ANNUAL MEETING PROGRAM

TAPPI's Annual Meeting program kicked off TAPPI 96 on Monday, March 4. At 9 a.m., a special CEO panel was held. The panel was hosted by Jack E. Chinn, TAPPI President and retired CEO of Madison Paper Industries, and featured Sappi Ltd. Executive Chairman and former CEO Eugene van As and Bowater CEO Arnold M. Nemirow. The participants addressed the subject of "Globalization and other issues affecting the industry of tomorrow."

van As discussed the recent surge in demand for pulp and paper and the globalization of the industry. He also discussed at length the challenges of the environment, and predicted serious problems for recycling mills in the future.

EVENT DRAWS 13,000 ATTENDEES FROM THE INDUSTRY, STARTS NEW CYCLE FOR TAPPI.

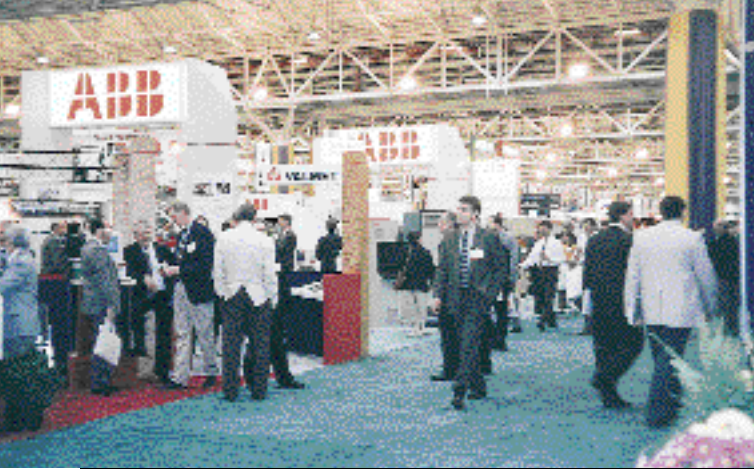


The CEO panel featured Sappi Ltd. executive chairman Eugene van As (left), TAPPI President and Madison Paper Industries CEO, Jack E. Chinn (center), and Bowater CEO Arnold Nemirow (right).

"I fear that people have not realized exactly how expensive they [recycled mills] are going to be to run, and I suspect that we may see serious economic problems in the months ahead," said van As.

Nemirow took more of a management angle, rather than a technical one. His address focused on corporate restructuring and competitiveness. Nemirow concentrated on the actions that industry must perform to maintain sustained operation and profitability.

"Many companies, including Bowater, have been busy for the past year trying to fix the structure of the house — so that even though we can't change the structure of



our business, in tough times each company's financial health will be that much better off," said Nemirow. At the end of the two presentations, the audience was given a chance to pose questions to the panel. Participation was healthy, with many guests staying after the question period to get personal time with the speakers.

After the CEO panel adjourned, registrants entered the exhibit hall to experience the first day of the TAPPI 96 Exhibit.

KEYNOTE SPEAKER

On Tuesday, March 5, TAPPI 96 attendees rejoined TAPPI's Annual Meeting program, with a keynote address by technology forecaster Daniel Burrus. Founder and president of a research and consulting firm that specializes in global innovations in science and technology, Burrus spoke about the application of new technology in the development of long- and short-range business plans. He challenged the industry to find new ways to create markets and ideas. The address, entitled "Futureview," was based in large part on Burrus' recent book, *Technotrends*. Burrus has authored six other books and has spoken at several TAPPI division conferences.

FUTURISTS

After Burrus' speech, the TAPPI Futurists sponsored a presentation summarizing their three years of work on future trends in the pulp and paper industry through the year 2015. William A. Foster, author of the Futurists' Phase II report, briefly presented the group's findings. Subjects raised in the Futurists' presentation were the impact and chances of a paperless office, an industry-wide environmental master plan, continuing escalation of capital costs, surviving a sustained oil crisis, and the impact of carbon-fuel mitigation. A large portion of the attendees took notes on the presentation. The Futurists were organized in 1993 by the former Marketing Committee of the Board of Directors to study trends in technical, economic, and social areas of significance to the industry and to develop scenarios of possible future conditions for the industry.

A special highlight of the Futurists' presentation was Geoffrey Place, retired vice president of R&D at Procter & Gamble. Place's speech, "Strategic corporate planning...how to avoid becoming corporate roadkill," was

centered on how globalization, environmental sustainability, and alternative technology are the three main factors that will affect the industry's research in the future.

An article summarizing the Futurists' Phase II report will appear in a future *TAPPI JOURNAL*.

AWARDS

At 10:00 a.m., the annual Business Meeting officially began and was followed by the Awards Ceremony. Both the Gunnar Nicholson Gold Medal Award and the Herman L. Joachim Distinguished Service Award, TAPPI's most prestigious awards, were presented to their recipients.

Joseph E. Atchison was awarded the 1996 Gunnar Nicholson Gold Medal. Atchison, a TAPPI member for over 50 years, has made a name for himself in the study and development of nonwood fibers. He has helped build some 40 mills in 25 countries in his career. Atchison was with Parsons & Whittemore from 1953-1967, when he left and formed his own consulting business in Larchmont, NY. At age 81, he is still at the helm of his practice, travelling to points around the world regularly to assess new projects. Atchison organized the TAPPI Non-wood Plant Fibers Committee in 1970, under the Pulp Manufacture Division. He served as the Committee's chairman for 11 years, bringing in members from around the world. For his accomplishments, he was awarded the Pulp Manufacture Division's Award in 1974, named a TAPPI Fellow in 1978, and awarded the Pulp Manufacture Division's Leadership and Development Award in 1990. The award was presented to Atchison by Carl C. Landegger.

Paul W. Magnabosco, director of energy for Federal Paper Board, Riegelwood, NC, was awarded the 1996 Herman L. Joachim Distinguished Service Award. A TAPPI member since 1979, Magnabosco has been actively involved with TAPPI's Local Sections, as well as numerous other areas. He is a past chairman of the Local Section Operation Council (LSOC). Magnabosco will serve as technical program chairman for TAPPI 99. For his accomplishments, he was named a TAPPI Fellow in 1995. He recently chaired the Life Cycle Assessment Symposium, an event held in January in Atlanta, GA, and sponsored by TAPPI, the American Forest & Paper Association (AF&PA), and the National Council for the Paper Industry on Air and Stream Improvement (NCASI). David J. Bentley, Jr. presented the award to Magnabosco.

Both awardees were presented with their plaques, medals, lapel pins, and award checks at the ceremony.

A presentation of the Best Research Paper Award was made to D.E. Leclerc and R.M. Hagikyan, both of Paprican in Vancouver, BC. They authored the paper "Rapid determination of effective alkali and deadload concentrations in kraft liquors by attenuated total reflectance infrared spectrometry," which was published in the *Journal of Pulp and Paper Science* in July 1995.

Also during the awards ceremony, eight new TAPPI Fellows were announced. They were Leonard R. Dearth, a consultant based in Appleton, WI; David S. Dillard, senior research engineer with the National Council for the Paper Industry on Air and Stream Improvement (NCASI) in Gainesville, FL; Lucille D. Hahn, testing engineer at Champion International in West Nyack, NY; Kunio Hata, senior scientific advisor at Nippon Paper Industries Co., Ltd., in Tokyo, Japan; Robert B. Kinstrey, director of technology for the Pulp and Paper Division of RUST Engineering and Construction in Birmingham, AL; Thomas J. McDonough, professor of engineering and associate director of academic affairs at the Institute for Paper Science and Technology (IPST) in Atlanta, GA; William T. McKean, professor of forest resources at the University of Washington, Seattle, WA; and John H. Schulz, director of product development at Champion International in West Nyack, NY. The fellows were inducted in a separate ceremony.

TAPPI also recognized several 50-year individual members, 50-year sustaining member companies, former Gunnar Nicholson Gold Medal Awardees in attendance, Former Herman L. Joachim Distinguished Service Awardees, past Presidents, Board of Directors and Honorary Associations.

ROUNDTABLES

On Wednesday, attendees of TAPPI's Annual Meeting program were presented with a choice of six hot-topic roundtables to attend during the early session, 8:30-9:45 a.m. Among the topics: ISO 14000, Cluster Rules status, and technical aspects of training. During the 10:15-11:45 a.m. session, four more concurrent roundtables were held, including: emerging bleaching technologies and the economics of training and development. The roundtables addressed current issues in each topic. Members were encouraged to share their thoughts and ideas on these areas of concern to the industry.

One of the most popular roundtables was the pressing, drying, and forming roundtable. That roundtable featured the heads of R&D from the three largest paper machine manufacturers: Voith Sulzer, Valmet, and Beloit.

Several invitation-only roundtables were held for specific groups. Mill managers, technical directors, and engineering executives all enjoyed roundtables focused exclusively on their areas of expertise.

FELLOWS LUNCHEON

The TAPPI Fellows Luncheon followed the Awards Ceremony on Tuesday. Held at each Annual Meeting, the luncheon honors TAPPI members who have attained Fellow



(above) An overview of the show floor during set-up, March 3



(left) Annual meeting keynote speaker Daniel Burrus

(below) TAPPI JOURNAL author Cheryl Reimold presented three programs on presentation and writing skills at the TAPPI Association Booth Theater



status. New fellows were inducted and presented with their certificates, lapel pins, and plaques at the luncheon.

Established in 1968, the designation of Fellow is a distinguished form of recognition by the Association. Fellows are those members who have contributed meritorious service to the Association or to the industry. They are nominated by other members and elected by the Board of Directors.

THE EXHIBITS

Exhibitors arrived and registered early to begin setting up for the largest trade show in the U.S. pulp and paper industry until 1999. The empty convention center began to fill with exhibits from 638 companies. TAPPI 96 had the largest number of companies of any TAPPI show in the Association's history.

When the exhibit opened Monday at 11:00 a.m., it was bustling with activity. Attendees entered through the

TAPPI Association Booth, which featured displays of all of TAPPI's products and services including membership, the TAPPI PRESS bookstore, TAPPI Workplace Learning, *Operation Communication*, *PaperExpress*, and the newly redesigned *TAPPI JOURNAL*. TAPPI Web, TAPPI's Internet home page, was demonstrated four times each day on the stage. Other new TAPPI services under development were also unveiled, such as the new *TAPPI JOURNAL* CD-ROM, featuring back issues, and a new multimedia training product from TAPPI Workplace Learning, a Wet End Chemistry CD-ROM. Also at the TAPPI Association Booth stage March 4-6 was *TAPPI JOURNAL* author Cheryl Reimold, who gave a 30-minute presentation each day. A special press event was held at the TAPPI booth on Tuesday, inviting members of the press to see what TAPPI membership offers the industry.

Among the 10-plus new titles available at the TAPPI PRESS bookstore were *Principles of Wet End Chemistry* by Bill Scott; *The Mechanics of Rollers* by David R. Roisum; *Corrugated Crossroads* by John Koning; *Guidelines for the Safe Operation of Steam Heated Paper Machine Dryers*, edited by Steven P. Fusco; and *Surface Analysis of Paper*, edited by Terrance E. Connors and Sujit Banerjee. Also for sale was a new *Dictionary of Paper*, published by TAPPI PRESS. The TAPPI PRESS Bookstore saw a record number of customers during the show. The TAPPI PRESS Bookstore also had signings with authors David Roisum, Gary Smook, and keynote speaker Daniel Burrus.

Once out on the trade show floor, attendees visited the 636 booths from exhibiting companies. Exhibitors welcomed attendees at their booths to discuss new products, services, and technical support, or just to answer questions. Every area of the pulp and paper industry—from bearings to woodyard equipment—was represented. Attendees packed the floor Monday and Tuesday from 11:00 a.m.-6:00 p.m. and Wednesday from 11:00 a.m.-4:00 p.m.

"The show was incredible. It took me all three days to see the exhibits. We will be going to see some installed equipment soon as a follow up to the exhibit and we will definitely be making some purchases based on what we saw at the show," said Robert Drolet, Mechanical Maintenance Engineer with Jefferson-Smurfit in Middletown, OH.

"The show was excellent. The numerous vendors provided an opportunity for those from a mill to meet and learn about many new services and products. I personally made a number of contacts with vendors I had not previously known to service our industry. This was my first opportunity to attend a TAPPI exhibition, but I will look forward to the next one. Having attended I can truly recommend attendance in the future for fellow industry employees," said Bill Irby, Team Leader, Safety, Health and Environmental, from James River Corporation's Naheola Mill in Pennington, AL.

Exhibitors also had success with the traffic passing through their booths.

"We saw many international contacts at the show and obtained a lot of good leads for our company. We had been trying to get into a specific plan and we saw the plant manager at the show and were able to make the initial contact with him there. Now we are very hopeful this will result in a sale," said Angela Bonnert of Belzona Inc., in Miami, FL.

RECYCLING SYMPOSIUM

The 1996 Recycling Symposium, also running at the Morial Convention Center, featured 21 technical sessions. Richard J. Spangenberg, director of recycling research at Weyerhaeuser Co., served as symposium chairman. Loreen Ferguson of Boise Cascade and Matthew Coleman, TAPPI director of publications, served as technical program co-chairmen.

Hot topics covered by the technical program included deinking, testing, OCC, bleaching, food contact, and contaminants. Look for a conference report on the Recycling Symposium in an upcoming issue of *TAPPI JOURNAL*.

SHORT COURSES

Eight TAPPI short courses were running in conjunction with the TAPPI 96 show and Annual Meeting program. They were: Introduction to Paper Properties Short Course, Fiber and Paper Physics Short Course, Pulp and Paper Industry Trainers' Workshop, Introduction to Wet End Chemistry Short Course, Introduction to Pulp and Paper Technology Short Course, How Can Mill Managers Keep Themselves and Their Mills "Safe" from Environmental Liability Short Course, Pulp Bleaching Practices and Issues Short Course, and Paper Machine Rebuild Short Course.

A special Analytical Problem Solving Workshop for students was also held during the week. Overall, about 465 people attended the short courses over the week. Short-course attendees were given free admission to the TAPPI 96 exhibit, enhancing their learning experience.

PAPERCHASE

A special edition of the Paperchase 5 km race and 1-mile walk was held in New Orleans on Wednesday morning, March 6. Open to all TAPPI 96 registrants and their spouses, the race raised money for pulp and paper scholarship funds at 10 different colleges and universities. The winner of the special edition Paperchase was Frank Suttman of Betz PaperChem, with a time of 16:11. Douglas Barton of NCASI came in second at 16:22, and Aanon Roring with Eka Nobel was third at 16:39. In the women's category, Christine Estes came in first with a time of 20:20. Carol Babb with Harris Group was second at 21:30, and Hilda Weibe with Angus Weibe Publications was third with a time of 22:26. **TJ**

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