

FELLOWS REFLECT ON TAPPI JOURNAL

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PERSONAL VIEWS ON THE MAGAZINE'S IMPACT

A TAPPI FELLOW IS A MEMBER OF A VERY SELECT GROUP of individuals honored by the Association for their meritorious service to TAPPI and the industry. Recipients of the Gunnar W. E. Nicholson Gold Medal Award, the Herman L. Joachim Distinguished Service Award, and those who have served on TAPPI's Board of Directors also receive the distinguished title of TAPPI Fellow.

TAPPI established its Fellow designation in 1968. Only approximately 1% of TAPPI's more than 30,000 members have received this honor. TAPPI Fellows are frequently members with many years of membership who have served the organization in many important capacities. Their interest in TAPPI encompasses many different forms and includes reading *TAPPI JOURNAL* with an intense fervor. Interviews conducted with some TAPPI Fellows during the Annual Meeting in Atlanta, GA, in March 1999 uncovered some interesting comments about this publication from this select group of members.

HELP WITH JOBS

All 17 TAPPI Fellows interviewed for this article agreed that *TAPPI JOURNAL* had provided immeasurable help in their jobs during their various careers. Perhaps **Janet Neighbors**, production manager for Union Camp Corp. and current TAPPI Board of Directors member, exemplifies the thoughts of many readers when she said, "Over the years, it has given me some real insight into particular problems that I was working on." Neighbors noted that she has talked to particular authors about their work in further detail. Echoing her comments, **Chuck Klass**, president of Klass Associates Inc. and the longest serving person on the TAPPI Board of Directors Publications Committee, noted that *TAPPI JOURNAL* "has been my primary source of information about pulp and paper manufacturing and coating and converting for the 40 years I have been in the industry."

Kunio Hata, president of Denken, Inc., has found *TAPPI JOURNAL* to be an educational tool during his career. Since joining TAPPI in 1971, Hata has used the publication to complement his university and technical training in wood biotechnology. Reading *TAPPI JOURNAL* has given him the necessary information about the paper industry, paper science, and pulping chemistry necessary for his job.



Chuck Klass

Most interviewees mentioned the importance of reading the technical articles that appear in *TAPPI JOURNAL* each month. **Jack Callahan**, who is retired from industry and a former member of the TAPPI Board of Directors, stated, "It keeps me right up-to-date with its news and scientific articles." **Brian Attwood**, owner of St. Anne's Paper & Paperboard and previous TAPPI Board of Directors member, noted that he reads the publication because of its "technical content." He continued, "It provides a feel for what is taking place in the academic world internationally. This very often links with the 'real world.'"

Two former TAPPI Presidents who are both now retired from industry, **Keith Hall** and **Ron Estridge**, praised *TAPPI JOURNAL* for the help it provided them in their careers in the paper industry. "Indirectly it gave me a very broad perspective of the industry—what is going on and what the technical advances are," said Hall. "Over the years, it has been extremely valuable for background information." Estridge noted that his first exposure to the publication came as a student at the Institute of Paper Chemistry. "From then on, it was my primary source of technical information on the industry," he observed.

IMPORTANT READING

Jim Tucker, retired and former TAPPI Board of Directors member, volunteered that *TAPPI JOURNAL* was an important part of his reading schedule. "It was what I considered the only valid technical information source in a technical industry," he said. "For truly technical information, I always went to *TAPPI JOURNAL*." **Dave Peakes**, senior process engineer at Woodward Clyde Consultants and past member of the TAPPI Board of Directors, said, "I always read the publication every month to keep up with the latest technology as well as the industry news."

Asked why *TAPPI JOURNAL* plays an important role in his reading schedule, **Larry Graham**, Chairman of the Paper Science Department at the University of Wisconsin who has been very active in TAPPI Local Section activities, observed that the technical information is the obvious answer. "A more subtle answer is the Association News area that allows me to keep current on various activities and especially the local section activities." Another reader who enjoys the Association News is **Dick Spangenberg**. He is retired from industry but remains active in TAPPI especially as Chairman of the Recycling Symposium and a technical editor for *TAPPI JOURNAL*. "I am always anxious to read the Association News so I know what is happening within TAPPI," he said.

Carlyle Franklin, director of Woodlot Forestry at North Carolina State University and former TAPPI Board of Directors member, reads *TAPPI JOURNAL* because the information is well written and has peer review. "It brings the most current and latest technology to my desk," he noted. **Bill Fuller**, Scientific Adviser at Weyerhaeuser Co. and a technical editor for this publication feels that *TAPPI JOURNAL* provides the most up-to-date and greatest depth of information. "I go there to find the best technical information about what has been done in a particular area, he said."

MEMORABLE ARTICLES

TAPPI JOURNAL obviously means many different things to its readers. TAPPI Fellows have encountered many articles in the publication during their many years of reading the publication. When asked about memorable articles from *TAPPI JOURNAL*, many Fellows responded like Callahan: "So many I can't remember them." Others such as Neighbors and **Jere Crouse**, retired and a *TAPPI JOURNAL* technical editor, mentioned the articles written about mills in Russia and other countries. Neighbors finds the color photographs and descriptions of equipment especially interesting. "Keeping up with what is happening in other countries and the mills that are being built is very difficult," she said. "I have enjoyed the insight that this type of innovative article has provided."

Hata remembers articles on bleaching in pulping. Klass noted that this publication is an important information source for him in his position as a consultant. He has found the review articles particularly helpful and noted that "many articles in papermaking have brought out things concerning new technology that were an important key for me." Graham also commented on the review articles. "Most memorable to me personally were review articles such as those on tensile properties and kraft mill emissions," he said. "Those are examples of things that I still go back and look at even today." Estridge found the articles on the dioxin situation and cluster rules "probably helped me more than others."

Peakes also has memories of articles on environmental issues: "The articles I remember the most were the series showing that elemental chlorine free is an entirely acceptable approach. You do not have to use totally chlorine free. Those were key environmental issues impacting the pulp and paper industry."

Bob Kinstrey, director process technology at Jacobs Engineering and former member of the TAPPI

Board of Directors and its Publications Committee, is especially fond of the articles written by Don Meadows, Editor, Matt Coleman, Publisher, and the various technical editors: "Articles on production have been especially helpful to me during my career."

EDITORS

The TAPPI Fellows interviewed for this article have worked with various *TAPPI JOURNAL* editors. They all had fond memories of Michael Kouris. Fuller, Crouse, and this author who are all currently technical editors recalled that Kouris was the individual who convinced them to undertake that responsibility. "Michael Kouris was a true coach," Fuller said. "He asked me to be a technical editor. He coached me and the others about the



Bill Fuller



Carlyle Franklin



Jere Crouse

technique while allowing us to have our personal input." Crouse noted that Kouris "convinced me that I could become a technical editor."

Sandy Sharp, senior research associate at Westvaco Corp. and a current member of the TAPPI Board of Directors, volunteered that Kouris was his first contact with *TAPPI JOURNAL*. He continued, "Michael Kouris was a man of tremendous energy and integrity." Klass called Kouris a "true giant of publishing information in the industry." He attributed to Kouris the "great sense of being able to seek out good information and being able to communicate it very well."

Hall recalled his visit to Russia with the TAPPI study tour accompanied by Meadows and Coleman. He praised Meadows as a "very intelligent and able person who turned out many good articles about that trip and other things." On Meadows, Callahan simply said, "He has a wonderful way of writing!"

Kinstrey, Franklin, and Peakes found in Coleman a person with whom they could share an interest outside the pulp and paper industry—trains and model railroad-ing. "Matt and I share an enthusiasm for model railroad-ing," said Peakes. "He has given me tips and help along the way, and we have been to a few shows together."

NEXT 50 YEARS

With its first 50 years of success behind it, how do TAPPI Fellows think *TAPPI JOURNAL* should evolve over the next 50 years? Don Gilmore, who is retired and a former chairman of the TAPPI Board of Directors Publication Committee, thinks the publication should strive to serve its membership as a whole. "It will be very beneficial to continue to broaden the areas of interest of *TAPPI JOURNAL*," Kinstrey observes that the publication "needs to have more practical papers for the mill people and the young engineers that are in production." Attwood would like to see "more close reviews of the industry."

Sharp sees the future presenting two areas of challenge to *TAPPI JOURNAL*. One is information retrieval. He thinks ease of finding an article by keyword, author, etc., has paramount importance. His second area involves finding the proper blend of print format with electronic format in the future. Fuller's prediction provided the solution to this: "*TAPPI JOURNAL* will go to an all electronic format that will be interactive for its members and scientists worldwide."

Graham observed one example where the future has already arrived for *TAPPI JOURNAL*. He likes *TAPPI JOURNAL***Over the wire*, the weekly electronic newsletter designed specifically for TAPPI members. "I like it for its immediacy," he said. "It especially alerts me on business highlights."

When considering the future, Spangenberg said that *TAPPI JOURNAL* is on a course of continuous improvement. "This is the way to go while incorporating evolutionary changes as technology improves," he said. Crouse is concerned about the balance between practical articles and the more technical, peer reviewed ones. "I always like to see practical articles," he said, "but I know it is hard to define practical." Tucker's comments were more direct: "The changes under Don Meadows have been extremely good—continue in the direction he leads."

Peaks and Neighbors also wonder about the impact of the electronic age on publishing and its influence on *TAPPI JOURNAL*. "I am anxious to see what the electronic age is going to do to the publication with on-line publishing and similar things," said Neighbors. "The digital age is the big challenge facing *TAPPI JOURNAL*." Peakes predicts that *TAPPI JOURNAL* will "probably go to something electronic that you can scan to see on your home computer and eventually print on paper any portion you particularly want."

Klass wants to see the publication continue to evolve, especially concerning the business issues surrounding the technical areas. He noted that "these are impossible to separate today."

Forgetting the unpredictable future momentarily, *TAPPI JOURNAL* has served the needs of its readers or at least this group of TAPPI Fellows during its first 50 years. The published information has related to practical problems and has provided informative and helpful information on new developments. Although the future may not feature a publication in the same format as today, the editorial staff will retain the same spirit of the early 50 years. The pulp and paper industry will be as dependent on *TAPPI JOURNAL* in the future as previous readers have been in the past. **TJ**

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Bob Kinstrey