

F. KEITH HALL EARNS HONORS FOR DISTINGUISHED SERVICE

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Through the 1980s and into the 1990s, F. Keith Hall helped mold TAPPI and give it direction for the future. He is being acknowledged for those efforts with the 1999 Herman L. Joachim Distinguished Service Award.

In nominating Hall for the award, Richard B. Phillips, IP's senior vice-president of technology, identified four initiatives that highlight Hall's TAPPI career:

- As chairman of TAPPI's Human Resources Development Committee, Hall "was instrumental in helping expand and develop TAPPI's excellent offering of short courses and seminar events," resulting in "a dramatic improvement in TAPPI's overall educational offerings."

- Hall also "pioneered new and innovative teaching programs," including the TAPPI Learning Center, a laser disc interactive learning program, the precursor of today's "How Paper is Made" CD-ROM series.

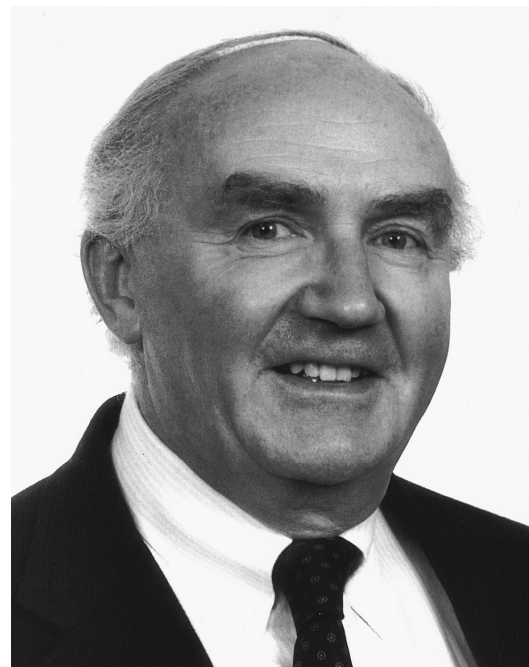
- Hall "helped expand TAPPI globally, travelling to dozens of countries on TAPPI's behalf. His vision of TAPPI and its role in the global pulp and paper community helped pave the way for the numerous international initiatives currently underway."

- During Hall's presidency, the Board of Directors developed TAPPI's first vision statement. In conjunction with that, Hall and Ron Estridge guided the development of a strategic plan for TAPPI. "In addition to reemphasizing traditional roles for today, the strategic planning initiative helped surface new roles for TAPPI in support for industry research and public outreach."

Since joining in 1966, Hall has served with TAPPI in many capacities. He was a member of the Board of Directors for the 1983-85 term, holding seats on the Finance, Human Resources and Honors subcommittees. He chaired the Human Resources Development Committee and served as TAPPI Vice President from 1989-1990. He also served on the Research Management Committee and the Joint Textbook Committee.

As TAPPI President, from 1991-1992, Hall headed a TAPPI study tour of Eastern European countries, including Russia, Hungary and Czechoslovakia (now the Czech Republic and Slovakia). He also made trips to China, Japan and other countries on behalf of TAPPI.

Those trips were personally rewarding to Hall and they helped open relations between TAPPI and the pulp and paper community in those regions. However, in the long term, Hall believes some of the the initiatives undertaken during that period — particularly in the areas of research and education — may be more important to TAPPI members.



**TAPPI's 1999
HERMAN L. JOACHIM
DISTINGUISHED SERVICE
AWARDEE**



Eastern European Study tour participants in St. Petersburg, Russia (above); Wayne Gross, Bo Fahlin, F. Keith Hall, Dale Dill and Ron Estridge meet with Russian industry leaders in 1991 (below); Estridge and Hall examine a pilot paper machine (right).



During the late 1980s and early 1990s, while Hall was most involved with TAPPI, The Association became more active in both those areas. The Association provides “the tools for people in the industry to get better at doing their jobs,” so both areas will continue to be important directions for TAPPI in the future, Hall believes.

THE BEGINNINGS

Hall was born in Leeds, England, in 1930. From the time he was in high school, Hall knew he wanted to be a chemist. He was fortunate to get a scholarship to the University of Manchester, where he earned a bachelor's degree in textile chemistry, graduating with first class honors in 1951. His curriculum had emphasized natural polymers and cellulose chemistry. He also studied protein chemistry and synthetic fibers.

While enrolled at the university, Hall worked for Courtaulds during the summer. The company was particularly interested in regenerated cellulose fibers, a subject about which Hall became an expert. Through Courtaulds, Hall received a scholarship to work on his doctorate at Leeds University. He received his PhD in 1954;

his thesis concentrated on nylon and polyamide fiber.

To complete his draft requirement, Hall served in the British Army from 1953-1955 as a second lieutenant in charge of base ordinances at Chillwell, between Derby and Nottingham. Although it kept him from going right to work in industry, the stint in the military “inexorably altered” Hall's life through one particular event.

Hall had been home on leave in Leeds and was heading back to his base by train. A young school teacher boarded the train at Sheffield and took a seat in the same compartment Hall occupied. She taught at a girls high school in Nottingham, and changed trains in Derby with Hall. When she asked whether it was the right stop, Hall confirmed that it was and offered to help with her bag. He and Patricia chatted on the platform, and rode the connecting train to Nottingham. In August of 1956, they married each other.

Although offered a job at Courtaulds, Hall didn't care much for the Labour Government of the mid-1950s, specifically the high taxation and low wages, and decided to go abroad to work after completing his military service. As it turned out, the company had plants in Canada

and one in Mobile, AL.

At the beginning of 1956, Hall emigrated to Canada and went to work as a research chemist at Courtaulds' viscose rayon plant in Cornwall, ON. Rayon was competing with nylon at the time, so an extensive research effort went into making the viscose-based fiber stronger. Courtaulds, over several years, succeeded in improving the strength by 10%-15% Hall recalled.

In the early 1950s, International Paper had a research program in progress at Hawkesbury, ON. The company was trying to develop pulp that would work as well as cotton linter as a starting material for high-strength viscose rayon, Hall said. IP's efforts paid off, leading to construction in Natchez, MS, of the first hardwood-based kraft-dissolving pulp mills.

In his research for Courtaulds, Hall used pulp from the Natchez mill and from Hawkesbury.

Ten years after coming to Canada, Hall decided it was time to look for work outside the textile industry. The early 1960s had seen a weakening of the Canadian-based industry because of cheap imports from the Orient, he explained. "I put the word out...and was hired by IP," Hall said.

That same year, Hall joined TAPPI. Although dissolving pulp was a peripheral topic for the Association, he was able to find useful information in its publications. Back then, the Association was based in New York City. Hall's new office was in Manhattan's Daily News Building, so it was quite easy for him to attend the annual meetings once he went to work for IP.

As assistant director of technical services for International Pulp Sales Co. (an IP subsidiary), Hall provided support and problem-solving services to the company's dissolving pulp customers, which included his former employers.

Two years later, Hall was promoted to director of technical services. After another couple years of that, Hall was asked to run IP's newly opened Corporate Research Center in Tuxedo Park, NY. He moved there in 1970.

Hall was named corporate director of research at IP in 1975. He advanced to the position of chief scientist and director of research in 1979.

A chief scientist, as conceived by Gardner Tucker, Hall's former boss, is a generalist who takes apparently unrelated information from many fields of knowledge and envisions how they may fit in with the company's interests.

When microwave ovens were just beginning to be used in kitchens, for example, the "generalists" at IP recognized that the devices might have a significant influence on packaging. "There was a window of opportunity for paper and paperboard and plastic packaging," Hall

recalled, because aluminum and metal containers couldn't be used in microwave ovens.

To do the job right, you need a "catholic view of science," Hall said. It's the opposite of being a specialist, he explained. As the adage goes, a specialist is a man who knows more and more about less and less, until finally he knows everything about nothing. A generalist, then, knows less and less about more and more until finally he knows nothing about everything.

Hall became more involved with TAPPI as his interests evolved to include nonwovens, then pulping chemistry and then research. With Bill Trice of Union Camp and Vince Russo of Scott, he helped found TAPPI's Research Management Committee. The intent was to focus on the problems of managing research. To keep the committee itself manageable, membership was restricted to one person from any one company.

The committee turned out to be an excellent forum to discuss common problems, such as how to get corporate management to spend money on research, Hall said. In that respect, Hall was fortunate. He worked under five different chief executives while with IP, and all were far-sighted enough to allocate a portion of the company's research dollars on long-range, highly speculative research, he said. That, along with the research on more immediate problems, has helped put IP in a strong posi-



Hall in 1992 with Japan TAPPI President Shigeo Nakajima



Some of Hall's notable catches — a 53-lb chinook salmon caught in Alaska's Kenai River (left), a near-record 12-1/2-lb sockeye salmon (center), a 19-lb brown trout from Tierra del Fuego.

nonwovens, Hall never managed to establish a clear relationship between TAPPI and the Association of the Nonwoven Fabrics Industry (INDA) during his term, he noted. In recent months, the two associations have acknowledged overlapping interests and INDA's *International Nonwovens Journal* will begin publishing nonwovens reviewed papers for TAPPI members.

FISH STORIES

Hall retired from IP in February of 1995. Since then, he's had a chance to spend even more time pursuing his favorite non-industry activity — fishing.

Fishing is Hall's passion. He's traveled the world, from Alaska to Russia to Argentina in pursuit of trophy size fish. His "brag book" includes photos of him with a 12-

tion today, he suggested.

In spite of his interest in

1/2-lb. sockeye salmon (noted as half a pound under the world record), a 22-lb. brown trout caught off Tierra del Fuego, and a 64-lb chinook salmon caught in Alaska's Kenai River.

Hall was barely a teenager when he and a friend first went to a local lake and started fishing. As he grew older, he took up trout fishing. He would catch a bus from his hometown of Leeds, get off to fish at one of the streams in the Yorkshire Dales, then catch a bus back in the evening.

Although he later tried to interest Patricia in the sport, she thought the fish looked so much better in the water and had Hall return the catch on an early outing.

Hall has had a number of "red-letter" days fishing. Each time you catch a fish that's bigger than the time before is memorable, he said. But to catch those big fish now means going to more remote and less populated areas. Now that he's retired, Hall feels fortunate to be able to travel to those choice fishing locations. **TJ**

Meadows is editor of TAPPI JOURNAL