

# Paper2011: Where the Industry Meets

Chicago played host for the first time to the premier event for the paper industry and didn't disappoint.

By John O'Brien, Managing Editor

For the first time in its 134-year history, Paper2011 (formerly Paper Week) did not take place in New York City. Chicago was the new destination, and after so many years of making the four-hour drive from Boston to the Waldorf=Astoria (mid-town section of NYC), the weeks leading up to the event had a very different feeling. Even though I've been to Chicago a few times, moving away the familiarity of the Waldorf and the surrounding area had me a little apprehensive.

I'm sure the event organizers, the American Forest and Paper Association and NPTA experienced some similar feelings.

It could not have been an easy decision to move such a popular event – probably downright scary at times. But the change proved to be a winner, vouched for by the substantial spike in attendance.



**Donna Harman, President & CEO of AF&PA welcomed attendees to the opening session on Monday morning.**

Paper2011 took place Monday, March 27 through Tuesday, the 29th. The Fairmont Hotel played headquarters for Paper2011 and home for all convention events, while the Swissotel and Hyatt Regency (both next-door to the Fairmont) played supporting roles with suites and rooms.

A welcome reception in the Gold Room at the Fairmont kicked things off on Sunday evening, offering convention-goers drinks and hors d'oeuvres and a chance to meet new people and catch up with long-time friends.

On Monday morning, the registration area at the Fairmont was bustling as was the Paper2011 Convention Daily distribution desk. As some readers may know, we publish the Convention Dailies, and this is one of my opportunities to shamelessly plug them. All three editions were spectacular, by the way.

Monday's Opening Session, which was held in the Fairmont's International Ballroom, focused on "Extended Producer Responsibility." The central focus of the session addressed the increased interest in the responsibility producers of consumer goods do or do not have in the cost of disposal of products at the end of their useful life. Tom Kadien, Senior Vice President Consumer Packaging and IP Asia, International Paper was moderator over the lively session.

On Monday afternoon, a new twist was introduced to Paper2011 – speed networking. It worked like this: Any Paper2011 suite holder or sponsor (Bronze level or higher), in advance of the convention, had the opportunity to reserve and host a speed networking table in the Fairmont's Gold Room. About 16 or 17 companies did so. Also in advance of the convention, any registered Paper2011 attendee could make appointments to meet a host company during the speed networking event. To keep things moving, appointments had



**A team from Poyry had a display set up in the Fairmont's Moulin Rouge room (Paper2011 registration area). From the left: David Jesseau, Director, Business Development; Sanna Kallioranta, Senior Consultant; and Soile Kilpi, Principal.**



The speed networking session was a popular event. Tina Henke from U.S. Paper Converters met with Paul Charapata, Nekoosa Coated Products.

10-minute time limits. Although most of the time slots were booked in advance, many of the host companies did a great job of accommodating “walk-ins”.

I’ve been to a lot of the former Paper Week conventions and the most challenging aspect for new attendees and sometimes the smaller brokers, exporters, converters, etc. is a lack of access to the some of the bigger guns. The great thing about the speed networking is that it met that challenge and opened the door for any Paper2011 registrant to make an appointment and meet with a host company. And from talking to a few of the table hosts after the event, all felt that without the speed networking they would have never had the chance to meet the people who sat down with them, and more importantly, that those people presented them with the potential to expand their business.

Good job by AF&PA and NPPTA on the speed networking deal. Everyone I talked to got a lot out of it.

The final day of the convention, Tuesday, featured two seminars in the morning – one, a regulatory seminar about the Lacey Act and its implications for the paper industry; and the other, RISI’s seminar on the world markets for printing-writing paper and paperboard.

Adam Grant of World Resources Institute was the speaker for the Lacey Act seminar, and he took the audience through possible changes in their business practices regarding supply chain and other compliance-related issues the Lacey Act may present for pulp and paper producers in their fiber sourcing.

The second seminar was conducted by John Maine, Vice President, World Graphic Paper and Ken Waghorne, Vice President, Packaging Products, from RISI. These two guys, as always, put on a great presentation. They both have the ability to take mountains of raw data and turn it into a story that even I can understand, and that’s nothing short of miraculous. They also offered to send their Power Point slide presentation to attendees.

At mid-day, Jim Hanaan, Georgia-Pacific’s CEO and President delivered the keynote address at the Luncheon Session. Jim is also serving this year as Chairman of the Board for AF&PA. The keynote address was followed by NPPTA’s



Julie Ramirez, Sales Manager, Japan Pulp & Paper USA and Sanna Kallioranta, Senior Consultant at Poyry take a moment for a picture during the new speed networking meetings on Monday afternoon.

presentation of its Stanley O. Styles Award for Excellence, the Association’s highest honor. James W. Barrett, executive vice president of Central National-Gottesman was the 2011 recipient and he got a well-deserved standing ovation from the crowd for the exemplary leadership roles he played during his distinguished career.

◀ A group of millennials were the panelists for Paper2011’s thought-provoking Luncheon Session, *Generation Shift: Meet the Millennials*. Michael Wood, Senior Vice President, TRU, was moderator for the session. TRU is youth research firm focusing on tweens, teens and twenty-somethings.





Udom Motayasiri manned cieTrade’s display in the Moulin Rouge room. cieTrade offers software for order processing, inventory management, and reporting systems that is specifically designed for pulp & paper brokers, merchants, converters, and recycling plants.



Tim Nordin, Verso Paper and Steve Mills, Fibercore Onsite Paper Services, at the speed networking session Monday afternoon.



From the left: Paul Meyer, Simon Davies, Michael Koplik, and Scott Griffin got together outside the Fairmont’s Moulin Rouge Room before heading off to a meeting.

The session portion of the Luncheon was Generation Shift: Meet the Millennials. It was an interesting panel to say the least. I covered this part of the Luncheon in my editorial on page 4, so please take a look at that for all the details.

Last, but certainly not least, there were many, many companies who purchased hospitality suites for client meetings at the three hotels.

A number of other meetings that took place during Paper2011, which were exclusively for AF&PA and NPTA committee members.

All in all, Paper2011 was, again, an invaluable gathering of people from all walks of the life in the paper industry. Chicago was a great place for the event and contributed to its success. But the long-standing success of Paper2011 can be attributed mostly to the strength of the event itself and the people who attend year after year. ■



Ken Waghorne, Vice President, Packaging Products and John Maine, Vice President, World Graphic Paper, from RISI, are all smiles prior to their presentation about the world markets for printing-writing paper and paperboard.



Malcolm Williamson and Terry Schmidt from Eka Chemicals get ready to head into the Monday’s Opening Session in the Fairmont’s International Ballroom.