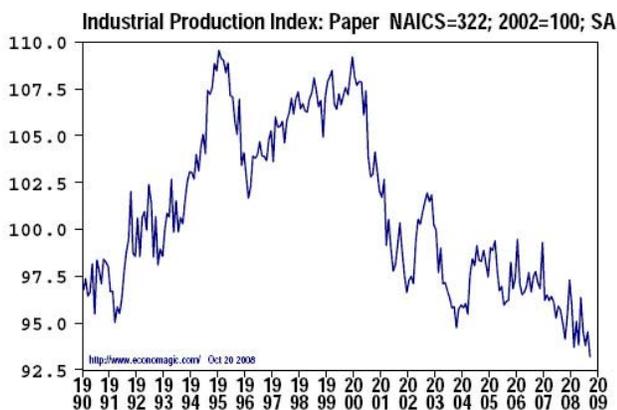


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**A New Resource for CPBIS  
Sponsors and Georgia Tech  
Researchers**

Recent visitors to the CPBIS Web site (<http://cpbis.gatech.edu>) will have noticed a new icon on the home page. Clicking on the icon, labeled “Data Center,” brings up a host of links to valuable databases, arranged under fourteen headings ranging from “Advertising: Newspapers” through “Industrial Production” all the way to “Real Personal Consumption Expenditures.” Under each heading are as many as ten links, each of which will take the user to an extensive, up-to-date historical database. Authorized users (Georgia Tech researchers and CPBIS sponsoring organizations) have the ability to download the data as spreadsheets or charts. Downloading the paper production index, for example, yields the following chart:



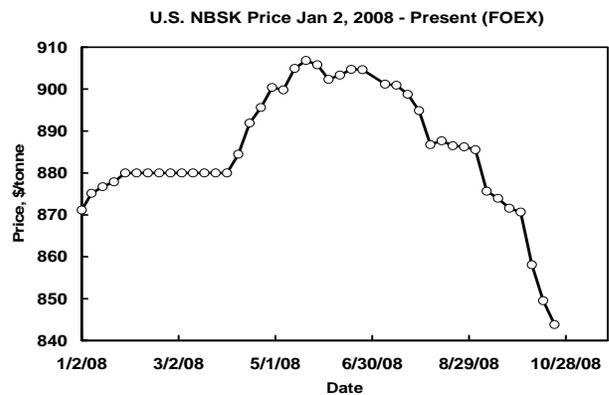
Users can also generate forecasts by pasting downloaded data into the Live Forecasting tool found under the Price Charts icon on the CPBIS home page.

This new resource, made available through a partnership with Economagic (<http://www.economagic.com/>) will provide grist for the researcher’s mill and will be of considerable value to sponsoring organizations in their

efforts to identify profitable strategies in a changing environment.

**Statistics Corner: Softwood  
Pulp Prices**

As many who read this newsletter are already aware, recent trends in pulp prices may best be characterized in terms of a downward spiral. Here, courtesy of FOEX (<http://www.foex.fi/>), are up-to-date 2008 list price data for northern bleached softwood kraft:



Quoting Forestweb (<http://www.forestweb.com/>): “...the swift decline in demand for printing and writing papers coupled with weak demand overseas has increased the spot volumes offered and caused a sharp drop in paper-pulp prices, FOEX reported.”

**Sloan Foundation to Fund  
Studies of Financial Crisis**

On Monday of this week the Alfred P. Sloan Foundation announced a major new initiative to study the ongoing financial market crisis and to improve public understanding of economics and finance. This new effort will analyze the causes and consequences of the economic turmoil as well as explore alternative institutional and regulatory reforms for improving market performance. Four initial grants, totaling \$2.7 million, signal a recommitment to the Foundation’s historical role in developing economic understanding that can help institutions and individuals make wise decisions.

“As the world works through the current crisis, we need careful analyses of recent financial market performance, institutions, and regulation,” said Dr. Paul L. Joskow, the distinguished economist and former head of the MIT Economics Department who was appointed President of the Alfred P. Sloan Foundation in January 2008. “In funding research and outreach activities by many of the nation’s leading economists,” Joskow continued, “our goal is to provide theoretical, empirical, and practical foundations for the improvement of financial decision making.”

The new initiative launches with three grants totaling \$1.7 million to the Brookings Institution, the National Bureau of Economic Research (NBER), and the Wharton Financial Institutions Center. Sloan trustees also approved a \$1 million grant to PBS’s The News Hour with Jim Lehrer for a new biweekly series to improve public understanding and literacy in economics and finance. The Foundation anticipates soliciting further grant proposals on topics such as international financial market institutions and regulation, rating agencies, financial risk management processes, future U.S. regulatory frameworks, consumer decision-making, and financial literacy.

### ***Eight Reasons to Join Us***

Here’s why companies in the pulp and paper and allied industries should seriously consider joining forces with CPBIS:

1. We continue to develop programs for the creation and dissemination of business-related knowledge that industry leaders can use.
2. Researchers associated with the Center combine specialized knowledge of pulp and paper with broad, comparative perspectives on management and business practices.
3. Informed but independent, Center research offers objective, authoritative analyses of the industry's best practices and most pressing problems.
4. Center-sponsored projects attract and educate graduate students from a variety of disciplines, funneling new talent and expertise into the paper industry.
5. CPBIS sponsors have access to research reports as soon as they are available, without having to wait for formal journal publication of research findings, a process that can take 12-18 months.

6. Sponsors can influence the choice of research topics, for example by collaborating with CPBIS faculty to identify topics for student research that are relevant to industry problems.
7. Sponsorship of CPBIS, an Alfred P. Sloan Foundation Industry Center, facilitates access to knowledge generated at other Sloan Foundation Industry Centers, members of a powerful network of 26 industry studies centers at 19 top-ranked universities across the country.
8. Sponsors enjoy access to an array of Web-based resources, such as MillsOnline and now the trove of paper industry data just made available by the new partnership with Economagic described in the article above.

One example of scholarly CPBIS research with practical applicability is Professor Marilyn Brown’s study of energy and climate policy impacts on the pulp and paper industry. To learn more about her work, click on the news link on the CPBIS home page or, to see the complete report, use the following link:

[http://www.cpbis.gatech.edu/research/findings/080601\\_Energy\\_Policy\\_MB-CPBIS.pdf](http://www.cpbis.gatech.edu/research/findings/080601_Energy_Policy_MB-CPBIS.pdf)

For other examples, use the following links:

[http://www.cpbis.gatech.edu/research/final\\_reports/index.htm](http://www.cpbis.gatech.edu/research/final_reports/index.htm) and

[http://www.cpbis.gatech.edu/research/working\\_paper/index.htm](http://www.cpbis.gatech.edu/research/working_paper/index.htm)

For more information on how to become a sponsor e-mail CPBIS director Patrick McCarthy, at [patrick.mccarthy@econ.gatech.edu](mailto:patrick.mccarthy@econ.gatech.edu), or executive director Jacquie McNutt, at the following address: [Jacquelyn.McNutt@cpbis.gatech.edu](mailto:Jacquelyn.McNutt@cpbis.gatech.edu).

### ***Call for Papers***

Authors are invited to submit abstracts of pulp and paper business-related papers for presentation in CPBIS-sponsored sessions at next year’s TAPPI Engineering, Pulping and Environmental (EPE) Conference, October 11-14, 2009 in Memphis, TN. Authors interested in presenting a paper should submit an abstract by e-mail to [techpapers@tappi.org](mailto:techpapers@tappi.org) noting the EPE Conference as the intended venue. Please also send a copy of the e-mail to [tom.mcdonough@cpbis.gatech.edu](mailto:tom.mcdonough@cpbis.gatech.edu). Requests for further information can also be sent to the latter address. Abstracts are due by January 15, 2009. ■