



CPBIS

Center for Paper Business and Industry Studies
a Sloan Foundation Industry Center

CPBIS Industry Advisory Board [IAB] Meeting Agenda

Date & Time: Thursday, May 19, 2005 – From 10:00 AM to – 3:30 PM

Place: Atlanta -- IPST Board Room – Fifth Floor

Meeting Purpose: Primarily To:

- 1) Review the CPBIS Education Program
- 2) Provide a Brief Update on the State of CPBIS Operations
- 3) Provide an Update on the CPBIS Research Program

Meeting Schedule:

7:30 – 8:00 Welcome & Informal Coffee & Refreshments

Forest Products Industry Education and Training Roundtable Discussion

8:00 – 9:30 Follow-up Discussions from Wednesday evening meeting

9:30 – 09:45 Wrap-up/Next Steps/Adjourn

CPBIS Industry Advisory Board Meeting

10:00 – 10:15 Introductions, Meeting Agenda/Purpose & Antitrust Notice (Ray Heuchling)

10:15 – 11:00 Overview of CPBIS Education Program (Vinod Singhal & Bob Patterson)

- CPBIS/PIMA Management Course
- CPBIS/PIMA Webcast Courses
- CPBIS/PIMA Partnership for developing offerings - PIMA Education Subcommittee

11:00 – 12:30 Open Forum Discussion (Led by Ray Heuchling)

- Continuing Education Program Needs/Issues/Directions

12:30 – 13:00 Lunch

13:00 – 13:30 State of CPBIS Update (Jim McNutt)

- Board of Executives (BoE) – Formation/June Meeting/Directions/IAB Relationship
- September CPBIS/IPST TechnoBusiness Forum
- Research Overview - New projects, Agenda 2020, RFP Status, Other Collaborations
- December Sloan Industry Studies Annual Meeting

13:30 – 15:00 Research Program Connectivity Update (Led by Ray Heuchling, Phil Jones)

- Visibility of CPBIS Research Outputs – web postings, industry meetings, journal and trade press publications
- Industry Engagement – industry research needs & guidance
- AF&PA Agenda 2020

15:00 – 15:15 Wrap-up/Next Meeting (Ray Heuchling)

- Friday, September 23, 2005 – Focus Area: *Research*



IAB Workplan
CPBIS Industry Advisory Board [IAB] Meeting
Updated January 20, 2005
High priority items in red italics

1. **Develop industry consensus** on needs as a first step in developing a strategy for the research program. This will be accomplished by having IAB members approach business leaders within their organization to obtain their input. To do this, IAB members will need a short (2-5 pages) overview of the Center.
 - a. **Complete CPBIS Overview** -- Jim McNutt and David Bell are working on a modular communication tool that describes Center history, status, focus, governance structures, available research and education products, and path forward. This will be used in communicating with the Board of Executives members and sponsoring organizations in addressing center sustainability. These documents will provide the basis for the required summary.
Completed **Responsibility:** McNutt/Bell
 - b. **Prepare Summary** -- A short summary of this overview document will be prepared for use by IAB members to share with their CEOs and CFOs.
Target Completion: Feb. 15 **Responsibility:** Heuchling/Jones
 - c. **Collection and Summarization of Industry Needs** – This information will be collected and summarized by the next IAB meeting in preparation for developing the overall goals of the research program as well as a strategy for implementation.
Target Completion: April 1 **Responsibility:** IAB
 - d. ***Determining Topics for Research** – The initial 2000 survey used in establishing need for the Center will be reviewed and updates noted. An approach will be formulated in which Steve and Jim will reconnect with CEO's to determine topics of interest.*
Target Completion: March 1 **Responsibility:** McNutt/Usselman
2. **Concept for Managing Research Input** - develop a concept for getting contact with the industry, access to people and data, and picking the right topics. This would enable research projects to be objective and observation-based with fieldwork as is desired by Sloan. As a first step, the Center needs to build and identity a clear strategy. A basic concept will be prepared for the May IAB meeting.
Target Completion: May 1 **Responsibility:** Heuchling/Jones/McNutt/Kocurek
3. **Managing Research Outputs** - getting information on research products (papers, reports, presentations, etc.) and tools (databases, web-based tools) out to people to use, which will ultimately lead to testimonials on worth.
 - a. Compile a full list of research products (reports, papers, presentations)
Completed **Responsibility:** Usselman
 - b. *Collect and post on the CPBIS website all research outputs – papers, presentations – that can be posted.*
Target Completion: March 1 **Responsibility:** Walker/Usselman/Lafond



- c. *Compile key take-aways and headlines from the research work products.*
Target Completion: March 1 **Responsibility:** Usselman
- d. Determine the vehicles for distribution of these outputs to the industry and academic communities (journals, ads, newsletters, associations, Boards of Trustees, etc.). This will also include compilation of industry access sites as described in item 6 below.
Target Completion: March 1 **Responsibility:** Bell/Walker/Heuchling
- e. Update on the status of putting the CPBIS logo on company intranet sites as a linked icon to go directly to the CPBIS site.
Target Completion: March 31 **Responsibility:** Walker/Lafond
- f. Request from each IAB member a list of the 10-20 key people within their organization who would be interested in CPBIS and its work products. (Phil and Ray will request this list from each IAB member.)
Target Completion: March 15 **Responsibility:** Heuchling/Jones
- g. **Databases and Tools:** Update on development of a mechanism needs to be implemented to provide access to CPBIS sponsors so that they can readily use these products.
Target Completion: March 31 **Responsibility:** Bell/McNutt
4. **Generate a List of Center Experts**, with a subset of specialty areas identified. This list would include researchers, Vinod on Continuing Education, Dan Cenatempo on the State of the Industry, Jim McNutt and others.
Target Completion: March 1 **Responsibility:** Usselman/McCarthy
5. Update on possibility of joining the **Contact the Corporate Executive Board** and more details on what this group has to offer and what potential interactions are available.
Target Completion: March 1 **Responsibility:** Walker
6. **Compile an industry location access list**, which organizations (Maine Pulp and Paper Foundation, NCSU Pulp and Paper Foundation, etc.) to work with to gain more visibility with the industry and develop more interactions with the industry.
Target Completion: March 1 **Responsibility:** Kocurek/Heuchling
7. In order to help IAB members more fully support **Continuing Education activities**, CPBIS staff will prepare for each sponsoring organization:
- a. Past session attendees for the on-site course (including those who expressed interest and did not attend or cancelled) - **completed**
 - b. Webcast attendees and sites - **completed**
 - c. Individuals currently on the CPBIS mailing list for CE material - **completed**
 - d. CE plans for 2005 and out
- Target Completion:** March 1 **Responsibility:** Bell/Patterson/Walker

**CPBIS Industry Advisory Board (IAB) -- 2005-2006 Meeting Schedule**

YEAR	MEETING	FOCUS AREA	MONTH	DATE	TIME [EST]
2005	IAB Meeting/Atlanta	State of the Center & Connectivity	January	20	9 AM to 3 PM
2005	IAB Meeting/Atlanta	Education	May	19	9 AM to 3 PM
2005	IAB Meeting/Atlanta	Research	September	23	9 AM to 3 PM
2006	IAB Meeting/Atlanta	State of the Center & Connectivity	January	19	9 AM to 3 PM
2006	IAB Meeting/Atlanta	Education	May	18	9 AM to 3 PM
2006	IAB Meeting/Atlanta	Research	September	21	9 AM to 3 PM

CPBIS Board of Executives (BoE) -- 2005-2006 Meeting Schedules

YEAR	MEETING	FOCUS AREA	MONTH	DATE	TIME [EST]
2005	BoE Meeting/Nashville, TN	2005 Directions	June	26	2 PM to 6 PM
2005	BoE Meeting/Atlanta	2006 Directions	September	22	9 PM to 3 PM
2006	BoE Conference Call	Update & Directions	January	19	1 AM to 3 PM
2006	BoE Meeting/TBD	2006 Directions	April	13	9 PM to 3 PM
2006	BoE Meeting/Atlanta	2007 Directions	September	20	9 AM to 3 PM

Current Status of the Formation of the CPBIS BoE**Voting Members To-Date:**

1. George Weyerhaeuser -- Weyerhaeuser Senior Vice President (BoE Chair)
2. Kathy Buckman Gibson -- Buckman Laboratories Chairman (BoE Vice Chair)
3. Tom Brown -- Carastar President & CEO
4. Jukka Tiitinen -- Metso Paper President
5. Pete Correll -- Georgia Pacific President & CEO
6. Jim Shepherd -- Canfor President & CEO
7. Avrim Lazar -- Forest Products Association of Canada (FPAC) President & CEO
8. Ladd Hall -- Nucor Steel Executive Vice President
9. Don Roberts -- CIBC World Markets Managing Director
10. Ken Hines -- John Hancock Financial Services Managing Director
11. Erica Groshen -- Federal Reserve Board of New York Vice President
12. Chip White -- Sloan Industry Trucking Center Director
13. Larry Nielsen -- North Carolina State University Provost
14. Sue Rosser -- Georgia Tech, Ivan Allen College Dean
15. Jim Frederick -- IPST Director
16. Charlie Liotta -- Georgia Tech

Non-Voting Members:

1. Ray Heuchling -- Irving Forest Products Vice President (CPBIS IAB Chair)
2. Phil Jones -- Imerys Vice President (IAB Vice Chair)
3. Pat McCarthy -- CPBIS Director
4. Colleen Walker -- CPBIS Associate Director, Industry Liaison
5. Jim McNutt -- CPBIS Executive Director



CPBIS

Center for Paper Business and Industry Studies
a Sloan Foundation Industry Center

ATTACHMENT

Other Invitees -- In Discussions

1. John Faraci -- International Paper
2. Frank Schmeler -- Albany International
3. Penn Siegel -- Potlatch
4. George Mead -- Mead Witter Foundation
5. Scott Jones -- Forest Capital Partners
6. Frank Dottori -- Tembec
7. End Users -- To be decided and then invited