



CPBIS

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



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**Center for Paper Business and Industry Studies
to Offer First Continuing Education Course in Partnership with PIMA**

Management Development for Enhanced Performance

ATLANTA, GA.-- October 17, 2002—When the Center for Paper Business and Industry Studies was formed nearly two years ago industry leaders were consulted about the viability of such a Center. Most constituents were pleased with the idea of a Center that focused on business issues specific to the paper industry. However, they all agreed that to provide significant value to the industry the Center must have an active continuing education program.

Today, CPBIS is pleased to announce its first course offering ***Management Development for Enhanced Performance***. The course will be co-sponsored by the Paper Industry Management Association (PIMA) and will be offered during the first quarter of 2003. This course is designed to provide a meaningful growth opportunity for managers and leaders at all levels and in all functions from the mill floor to the mill manager's office at pulp and paper mills and across suppliers operations from fabricating facilities to the business offices with the cutting-edge knowledge, skills, techniques, and approaches needed to successfully manage the financial, human, and physical resources to enhance the overall performance of their operations. Taught by faculty of Georgia Institute of Technology and experienced practitioners from the pulp and paper and supplier industries, using a variety of teaching methods including lectures, class discussions, case studies, and individual /group interactive exercises.

Jim McNutt, Executive Director for CPBIS says, "We are very excited to offer this, our first Continuing Education course in association with PIMA. The course will develop knowledge and skill base on issues such as financial analysis techniques; managing high performance teams; leveraging human resources for competitive advantage; the art of leadership; designing, managing, and improving processes; and bargaining and negotiation techniques. These are all highly relevant issues for people who work in our industry."

Ray Heuchling, Vice President of Pulp and Paper Sales for Irving Forest Products, and President of PIMA explains "With the challenges the paper industry faces today, employees need to be armed with the proper skill set to turn these challenges into opportunities. PIMA is eager to partner with CPBIS to bring effective programs to help leaders develop these opportunities."



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This Four and a half-day course is to be offered at the Institute of Paper Science and Technology (IPST) at the Georgia Institute of Technology, Atlanta, GA. Base price of the course is \$2,500 (excluding lodging and boarding) with CPBIS and PIMA members eligible for a 15% discount off the base price.

More information about this course offering is available at:

<http://www.paperstudies.org/conted/management.htm>

To be fully informed about the CE Course, please contact Vinod Singhal at vinod.singhal@paperstudies.org, or Diane Murdock at ldmurdock@erols.com. For more information about CPBIS and PIMA and updates on developments related to the CE Course, please visit our web sites at <http://www.paperstudies.org> and <http://www.pimaweb.org>.

About: PIMA: The Paper Industry Management Association (PIMA) is the premier association for management professionals in the paper and pulp industry. Our purpose is to contribute to the strength of the international pulp and paper community by providing the means for our members to address relevant industry issues and to develop their management and leadership skills.

About CPBIS: The Center for Paper Business and Industry Studies (CPBIS) is a globally recognized and industry-valued academic center, creating knowledge and tools that support paper industry decision-makers, and producing interdisciplinary graduates who contribute to the long-term success of the paper industry. The CPBIS is co-sponsored by the Alfred P. Sloan Foundation, the Institute of Paper Science and Technology (IPST), the Georgia Institute of Technology (Georgia Tech), and the Paper Industry.
