

2008 TechnoBusiness Enterprise Transformation Forum

Atlanta, Georgia ~ May 22, 2008

Dear Colleagues:

On behalf of all of us at the Center for Paper Business and Industry Studies (CPBIS), our program co-collaborators ~ Dr. Michael Oliff from Enterprise 2020 at the University of Texas at Dallas and Dr. Terry Blum, Director, Institute for Leadership and Entrepreneurship, Georgia Tech, and our Co-hosts and Sponsors, for the May 20-21, 2008 TechnoBusiness Forum (TBF) on [Market Dominance Through Enterprise Transformation](#), I would like to welcome you to review posted materials from this most unique and interesting Forum.

With out industry facing a sustained aurora of turbulence that is in turn stimulating a driving need for true and in-depth organizational change, we sought to craft an innovative and value-added program that will help us all better understand the essentials of serious Enterprise Transformation and its attendant risks, needs and potentials. In this context, we are very trustful that you found the Forum's posted materials of sound value.

Should you have any questions regarding the 2008 TBF or the Forum's postings, please do not hesitate to contact me directly or Ms. Charley Burney, our CPBIS Administrative Assistant. I can be reached best via my mobile phone at 203-733-1096 or via e-mail at Jacquelyn.mcnutt@cpbis.gatech.edu and Charley's direct line is 404-894-1488, and her e-mail is charley.burney@cpbis.gatech.edu.

With warmest regards,



Dr. Jacquelyn-Danielle McNutt
Executive Director, CPBIS and
2008 TBF Hostess

TBF Hosts ~ *The Center for Paper Industry Business Studies (CPBIS) at the Georgia Institute of Technology and Enterprise 2020, University of Texas, Dallas*

TBF Co-Hosts ~ *North Carolina State University College of Natural Resources, Ecole Polytechnique University Pulp & Paper Chair, State University of New York Environmental Sciences and Forestry, and University of Maine Pulp & Paper Foundation*

TBF Sponsors ~ *Buckman Laboratories, The Sinclair Group, Hercules, Nalco, Jacobs Engineering, Institute for Leadership and Entrepreneurship, Georgia Institute of Technology, the Technical Association of the Pulp and Paper Industry (TAPPI), and the Paper Industry Management Association (PIMA)*

[2008 TechnoBusiness Forum Postings](#)

[TBF Schedule with Links to 15 Presentation Packages](#)
[TBF Oversight Group Biographical Summaries](#)
[TBF Presenters' Biographical Summaries](#)
[TBF Presenters' Organizations' Profiles](#)
[TBF Attendees List](#)
[CEOs' and Executive Leaders' & Attendees' ET Survey Results](#)