

ASPI NEWS

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Sanders and Duncan Receive ASPI Awards

ASPI is pleased to announce that **M. Jack Sanders**, CEO, Sonoco, has been awarded the ASPI 2014 Customer Executive of the Year Award. This annual award is presented to an industry executive who has demonstrated extraordinary effectiveness in working with a range of suppliers to enhance productivity, efficiency and effectiveness of his or her company using a wide spectrum of supplied products and services.

Sanders became Sonoco's eighth CEO on April 1, 2013. He serves on the Board of Directors, executive committee and leads the company's management committee. During his 25-year career with Sonoco, Sanders has played an integral role in growing the company by leading all Consumer, Industrial and Protective packaging businesses at various points. Prior to assuming his current position, he was president and chief operating officer with global leadership, sales and operating responsibility for all of Sonoco's diversified packaging businesses.



M. Jack Sanders

ASPI is also pleased to announce that Paul Duncan, Mill Manager of KapStone Paper and Packaging Corp.'s Longview, WA mill, is the recipient of the ASPI 2014 Excellence in Leadership Award. This award honors leaders in the pulp and paper industry that have demonstrated exceptional and inspiring leadership.



Paul Duncan

Most recently, Mr. Duncan played a key role in the transformation that took place at the Longview mill, which resulted in a 39% increase in tons produced over the period of 2007 through 2012. Mr. Duncan also played a key role in transforming the Longview mill safety culture, and was named "Safety Manager

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Sanders and Duncan Receive ASPI Awards

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of the Year” at the Western Pulp and Paper Workers Conference in 2012.

Mr. Duncan received a Bachelor of Science degree in chemical engineering at the University of Oklahoma, and began his career in the paper industry in 1986 as a process engineer. He now holds the position of mill manager at

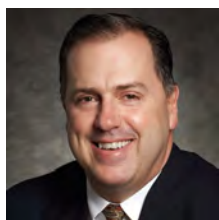
the KapStone Longview Mill, where he is responsible for managing all of the manufacturing, maintenance and engineering support operations for one of the largest paper mills in North America.

Nominations for both awards were made by ASPI members, and

voted on by the ASPI Board of Directors. Sanders and Duncan will be presented with their awards at the ASPI 2014 Spring Meeting, February 26-28, 2014 in Sarasota, Florida. Join your supplier executive peers in honoring the accomplishments of these executives. ♦

CEOs Martin, Papa, and Sanders to Speak at ASPI 2014 Spring Meeting

ASPI’s 2014 Spring Meeting features CEOs from three leading companies: Newark Recycled Paperboard Solutions, NewPage, and Sonoco. Hear **M. Jack Sanders**, CEO of Sonoco, **George F. Martin**, President and CEO of NewPage and **Frank Papa**, President and CEO of Newark Recycled Paperboard Solutions, as they share how suppliers can support their company’s strategic objectives.



George F. Martin

Sanders will be awarded the ASPI 2014 Customer Executive of the Year Award during this meeting.

Also joining the program will be **Paul Duncan**, Mill Manager of KapStone Paper and Packaging Corp.’s Longview, WA mill. Duncan will be receiving the ASPI 2014 Excellence in Leadership Award.



Frank Papa

Scheduled for **February 26-28, 2014** at the Ritz Carlton in Sarasota, Florida, the event includes ample networking time and a well-attended spouse program. Registration is now open. Visit www.aspinet.org for more details.

Join your supplier executive peers this February to meet these industry CEOs and hear how your company can support the strategic growth of NewPage, Newark, and Sonoco. In addition to the formal program, there will

ASPI 2014 Spring Meeting Preliminary Program

Wednesday, February 26, 2014

3:30 – 5:30 PM ASPI Board Meeting
6:30 – 9:30 PM Welcome Dinner and Reception

Thursday, February 27, 2014

7:00 – 8:00 AM Continental Breakfast
8:00 – 12:00 AM Morning Presentations
12:00 – 1:30 PM Lunch
1:30 – 5:00 PM Afternoon Activities
6:30 – 9:30 PM Dinner and Reception

Friday, February 28, 2014

7:00 – 8:00 AM Continental Breakfast
8:00 – 11:00 AM Morning Presentations,
ASPI Business Meeting
11:00 AM Meeting Adjourns
11:00 – 12:00 PM ASPI Board Meeting

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CEOs Martin, Papa, and Sanders to Speak at ASPI 2014 Spring Meeting

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be ample time to network during the two receptions and dinners, plus Thursday afternoon activities.

The Spring Venue – Sarasota, Florida

Located on the shores of Florida's Gulf of Mexico, Sarasota is a city renowned for its sugar-sand beaches, casual elegance, culture, and stunning Spanish-style architecture. The Ritz-Carlton, Sarasota, the venue for the ASPI Spring Meeting, is the perfect place to soak it all in. Attendees and their guests will be treated to luxurious accommodations and unrivalled service.



The Spouse Program

The ASPI Spring Meeting includes a well-attended Spouse Program. For the ASPI 2014 Spring Meeting at the Ritz Sarasota, this year's program will be a sophisticated blend of casual beach lifestyle and cosmopolitan excitement.

Join the other guests for a day of relaxation – a continental breakfast followed by the morning at the

Ritz Carlton Spa, featuring treatment rooms, saunas, steam rooms, whirlpools and relaxation lounges to ensure the ultimate experience. Beginning with a champagne toast, each guest will be treated to two 25 minute treatments, including facial, massage, pedicure, or manicure.

Following the spa morning, enjoy the vibrancy of Sarasota with lunch at one of the many charming restaurants in downtown area, just a short walking distance from the hotel. Or relax by the pool at the hotel or the beach at the exclusive Ritz Carlton Beach Club on Lido Key. The hotel provides a free

shuttle service on the half hour to the Beach, or St. Armands Circle, a great shopping area full of interesting shops and restaurants.

Registration for the spouse program is \$335. It includes all receptions, dinners, lunches, and breakfasts plus the special spa treatments mentioned above. If you have any questions about the Spouse Program, please contact ASPI Meeting

Planner Marilyn Jeans at 770-209-7296 or mjeans@aspinet.org.

ASPI Golf Tournament

Plan to be a part of the ASPI Golf Tournament at the Legacy Golf Course located approximately 12 miles from the hotel. The golf course was awarded by Golf Digest as being one of the "best places to play."

A tradition at the Spring Meeting, the ASPI Golf Tournament will be held on Thursday afternoon, February 27th following morning presentations. Golfers will depart the hotel by carpools for the ride to the golf course. The format will be a scramble tournament with tee times beginning at 1:00pm.

Join your colleagues and the Spring Meeting speakers in this golf scramble for additional networking. Don't forget to bring logo items from your company for golf prizes – and prizes for a variety of reasons – at our Thursday night dinner at the Beach Club.

Registration

ASPI Members can register at the Member Rate of \$885 rate (nonmembers rate is \$1250). Visit www.aspinet.org to confirm your attendance and reserve your hotel room. Register by **February 3rd** to ensure a discounted rate at the hotel. If you need to cancel your meeting registration, the cutoff date is February 17th. See the ASPI website for details on ASPI's Meeting Cancellation policy. ♦

Boise Execs Take the Field at the ASPI 2013 Fall Customer Alignment Meeting

It was a bittersweet Fall Customer Alignment meeting in Boise, Idaho, as over 70 attendees listened to Boise Inc. president and CEO Alexander Toeldte and his senior staff explain the many successes the company had enjoyed since its inception, and how they ultimately led to the October 25, 2013, acquisition of the company by Packaging Corporation of America (PCA).

Today Boise is a wholly-owned subsidiary of PCA. The combined company, headquartered in Lake Forest, IL, is the fourth largest producer of containerboard and corrugated packaging products in the U.S. operating eight mills and 97 corrugated product plants and related facilities. PCA is the third largest producer of uncoated freesheet paper in North America. Paper products include imaging papers for the office and home, printing and converting papers, and papers used in packaging, such as pressure sensitive papers.

The Scouts Report

Following the Boise presentations, Mark Connelly from CLSA Asia-Pacific Markets took the stage with the statement that unlike in the past he was “cautiously optimistic” about the industry, despite the fact that most of his presentation described negative aspects. Some of his facts included:

- Uncoated freesheet consumption down 39% per capita since peak. So it isn't wise to spend money to try to convince people to stop buying electronic. Need to find what white paper is good for. White paper industry is thinking wrong. When fighting over a shrinking pie, competition is most important.
- U.S. Coated freesheet consumption is down 47% per

capita since peak in 1999-2000. The Europeans built large capacity about two years before the industry went down.

- U.S. Paperboard Consumption is down 35% per capita decline since peak in 1999. Family companies have managed capital better than larger companies.
- Container board is down 21%. There are 31 containerboard producers with only 4 or 5 large ones.
- OCC and Virgin are at equilibrium again. Big U.S. containerboard producers are affecting the price. China can't as they have to buy recycled. Moving their products away from recycled fiber...can go both ways.
- There are twice as many tissue manufacturers in North America than there were just a few years ago.

The industry shortcomings that Connelly sees include:

- Failure to accept reality. Better examples have arrived.
- Failure to invest wisely. Industry has thrown money at growth for far too long.
- Failure to consolidate intelligently.
- Failure to manage capital aggressively.

Following Connelly was Robert Tracey, Principal with CliftonLarsonAllen, speaking on the topic of Creating Sustainable Health. “Business health drives business value,” said Tracey who described a system of profiling suppliers using a Value Triangle and a chart plotting importance versus volume.

Tracey also spoke about the importance of using LEAN saying that its implementation takes time, but it is worth it, and that people typically give up because of: lack of linkage to strategy; text book application of Lean (not every tool is applicable); over emphasis of the tools; under emphasis of the under-lying concepts; unintentional executive undermining; bad consultants; and not enough focus on the people. “Culture is a big deal,” concluded Tracey. “It starts with the leadership level.”

Attendees also enjoyed a tour of the Boise State Bronco stadium and the famous “blue field,” followed by dinner in the Boise State, Stueckle Sky Center. ♦

Bronco blue



Working Safer and Saving Time with TAPPISAFE

The representation of mills, manufacturers, suppliers, contractors and others has brought TAPPISAFE to the next level. TAPPISAFE could not exist without support from our community. Since launching in 2011, TAPPISAFE has 13 mills throughout North America participating in the program, 5 mills currently in development and a number of mills in the pipeline. Our owners include, Domtar, Graphic Packaging, International Paper, RockTenn, Weyerhaeuser, Burrows Paper, Finch and Resolute Forest.

Over 10,000 individual students have taken the TAPPISAFE Basic Orientation. TAPPISAFE has seen over 25,000 total records as more mills are taking advantage of the reciprocal training. Companies servicing the pulp and paper industry are inquiring about TAPPISAFE on a daily bases. These companies understand that having a standardized orientation will help the workforce. Our industry has a mobile workforce, it is important that the orientation can be instantly accessed and verified. This is why TAPPISAFE training stays with the student and is an added value for the companies utilizing the system.

TAPPISAFE now offers its Basic Orientation in Spanish. In addition, TAPPISAFE has requests from international locations in Asia, Europe, and South America. Our goal is to help the global industry to cultivate a strong foundation in safety. To help meet this goal we've added 20 new courses to help train the industry on safety. Some of our courses include: Radiation, Fall Protection, First Responder Awareness.

Industry leaders have been an essential part in spreading the word and are the best supporters of the TAPPISAFE program. They promote TAPPISAFE

within their companies and the industry. The TAPPISAFE Supporter helps bring the program to industry. TAPPISAFE Supporters initiative include: Andritz, Albany International, AkzoNobel, AMEC, AstenJohnson, B&D Industrial, Buckman, Chemstone, Coldwater Group, Inc., EgelBurgmann, Fluor, Kadant, Lorentzen & Wettre, Metso, Michael Best & Friedrich LLP, Oasis Alignment, Paperchine, Process Baron, Voith and Yates Construction. TAPPISAFE is also supported by three industry associations: the Pulp and Paper Safety Association (PPSA), the Association of Suppliers in the Paper Industry (ASPI), and the Pulp and Paper Management Association (PPMA).

To find out how your company can support TAPPISAFE, visit www.tappisafe.org. If you would like more information about TAPPISAFE, contact Tess Ventress, TAPPISAFE Program Director, by phone at +1-770-209-7213 or email: tventress@tappi.org. ♦



Mills Participating in TAPPISAFE:

- | | |
|--|--|
| Domtar – Ashdown, AR | RockTenn – Battle Creek, MI |
| Finch Paper – Glen Falls, NY | RockTenn – Florence, SC |
| Graphic Packaging – Pine Bluff, AR | RockTenn – Hot Work Management, Florence SC |
| Graphic Packaging – West Monroe, LA | RockTenn – Stroudsburg, Delaware Water Gap, PA |
| International Paper – Bogalusa, LA | RockTenn – West Point, VA |
| International Paper – Riverdale, Selma, AL | Weyerhaeuser – Columbus, MS |
| International Paper – Rome, GA | |

The Making of a Trusted Advisor

Six golden relationship rules to guide the transformation

by Mark Hordes, SVP, Organizational Excellence Practice Leader, Sinclair Group

Any person whose thoughts and actions are grounded in the principles of client respect and mutual collaboration is a trusted advisor. To the trusted advisor, the relationship experience is paramount and is based on caring about the client's long-term business interests.

How can you make the transition to trusted advisor in all your interactions with clients? For any company staffed with technical specialists (service professionals, consultants, engineers and other technical experts), follow six relationship rules to make this transition work.

Golden rule #1: Transparency

Have you ever been in a conversation with someone and you just sensed that he or she wasn't telling the truth? We all have. In business situations, when you wish to develop a trust-based relationship with a client, never lie, stretch the truth or state facts and circumstances you cannot substantiate. The way to develop transparency is through honest dialogue and being open at all times with people. Start every conversation with the philosophy that honesty is the best policy, and observe how positively the other person responds. Being open and honest is highly contagious! Here are examples:

"I've been thinking about what you said you need, but a less costly model might work best for your company at this time."

"This assignment we've been working on is very difficult. May I share what has been challenging?"

Golden rule #2: Commonality

Sharing business or personal interests, experiences or views of the world is the fuel that starts a positive discussion. In business, people like to work with individuals they like and with something in common.

Discuss hobbies, children, sports interests, educational endeavors or world events to create the type of interaction that brings you closer together and fosters a common bond. Everyone can find something in common because we've all lived interesting lives. Look for ways to share commonality because the more similarities we share with people, the easier it is for us to trust them.

As soon as you seek commonality, you become more engaging. Your words and body language communicate interest and curiosity:

"Nice to see you."

"I really enjoy fly fishing, too. Want to see a picture of the monster trout I just caught in Oregon?"

"How can I be of help?"

Golden rule #3: Respect

When you understand and value the uniqueness of another individual with different opinions and ideas, you share one of the highest orders of respect with that person. In a business environment, especially when you are communicating with clients, it's critical to see the other person as an individual worthy of your neutral and objective point of view.

You can probably recall many times when you strongly disagreed with a client's view of the world on a certain issue. In those circumstances, a respectful way to respond is saying, "That's an interesting point of view, tell me more about that."

Even though you have definite points of views on many topics, born out of a lifetime of experiences and relationships, remember to value the uniqueness of the individual who is sitting across from you, and give him or her the respect that person deserves.

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Transparency
Commonality
Respect
Caring
Credibility
Reliability

The Making of a Trusted Advisor

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Golden rule #4: Caring

Have the client's best interests at heart, and demonstrate the purposeful act of caring by communicating a willingness to learn about what success means to the other person, on a professional and personal level. You can also demonstrate caring through non-verbal behavior: how you listen, use your facial expressions, nod your head, lean forward to show interest and look directly at the other person. Caring is a rich emotional presence that when combined with respect, commonality and transparency adds an emotional context to the trust-building process. For example:

"Our security group has recently completed several projects for a large company, and it was able to eliminate several serious roadblocks that stopped fraud cold! I would be pleased to have our lead consultant come in and share the case study with you. Would that be helpful to you?"

Golden rule #5: Credibility

Demonstrate credibility by competence, fairness and integrity. Trusted advisors always follow a set of internal integrity beliefs that guide behavior. They also demonstrate credibility by sharing lessons learned and best practices gleaned from other engagements, and relating skills and experiences to the situation in front of them.

"This project feels just like the one we did at TechnoTech. May I share a few lessons we learned and best practices we discovered?"

Trusted advisors speak freely, and they're not afraid of giving important information that will benefit the client's decision-making process and thinking. Always try to be fair: fair in your negotiations, level setting, mutual expectations, as well as basing fees on value-creating actions and activities.

Golden rule #6: Reliability

Consistently do what you say you will do promotes reliability. Never make promises you have no

intention of keeping. Follow up and communicate regularly. Trusted advisors build a track record of coming through for someone. We all know that actions speak louder than words. When others see you as a reliable person, people trust you to do the right thing.

An old Chinese saying goes something like this, "May you live in interesting times." It would be an understatement to say that the world is getting more complicated, technology-driven and impersonal. By developing skills, behaviors and actions, akin to being a trusted advisor, the world gets more personal and real, and less complicated. Follow these six rules to build trusted advisors in your organization, and you will soon capture "the best of times" with all your client and customer relationships.

For more information, contact Mark Hordes at 1.281.296.7975 or OrgExcellence@sinclairgroup.com. To find out more about the Sinclair Group, visit www.sinclairgroup.com. ♦

New Markets for Forestry – An Automotive Perspective

by Craig Crawford, President and CEO, Ontario BioAuto Council

The North American shale gas revolution could provide important new opportunities for bio-product and bio-chemical production using forest biomass, and help improve the long-term competitive position of the domestic chemical, automotive and other advanced manufacturing sectors.¹

North American chemical crackers, which are located mainly along the US gulf coast, typically use oil-based naphtha as a feedstock. Because of the shale gas revolu-

tion, they are now converting their operations to low cost natural gas liquids like ethane and propane, which are used to make major commodity plastics like polyethylene,

polypropylene and polyvinylchloride. These three plastics account for about 75% of the plastics used in the automotive sector.

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New Markets for Forestry

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However, the shift to natural gas liquids will also result in a shortage of key co-products traditionally derived from naphtha cracking, one of the most significant being butadiene, a C4 platform chemical used to make rubber, nylon and ABS plastics that the automotive sector relies on to make tires, carpeting and interior car door panels.

The biotechnology industry is now moving quickly to address the shortage of C4 chemicals by using biotechnology to convert bio-based sugars into butadiene and other C4 chemicals like succinic acid. Many of these new biotechnology companies have formed partnerships with existing global rubber and nylon producers.

The Ontario BioAuto Council has been partnering with various forest sector organizations to research and develop a range of new technologies that can both assist the shale gas industry increase the yield of natural gas liquids in a safe, sustainable manner and link C5 sugars from the hemicellulose stream in pulp and paper mills to emerging biotechnology firms focused on creating bio-based routes to C4 chemical production. In addition, the Council is also partnering with the forest sector to develop new technologies to replace ABS plastics with a plastic composite material made using polypropylene and cellulose fibers sourced from pulp mills.

The automotive sector hopes to achieve a strategic, low-cost, competitive advantage while at the same time helping the forest sector transform into new markets by emphasizing a “hybrid” approach that

combines the best of traditional hydrocarbon chemical production with new biotechnology routes to the production of C4 chemicals like butadiene and succinic acid.

Previous concepts pitting biotechnology against the traditional hydro carbon industry are giving way to a more nuanced “hybrid” position that seeks to find synergies between the two sectors.

The North American Shale Gas Revolution

Shale gas formations are widespread throughout the US and Canada. Natural gas production from these plays is expected to increase from 11 trillion cubic feet (Tcf) in 2012 to 29 Tcf in 2035. About 30% of the incremental growth is expected to come from the Marcellus shale play with other major contributions coming from Western Canada (e.g. Montney, Horn River, Cordova and Liard).ⁱⁱ

Shale gas is expected to account for 50% of the total natural gas production in North America by 2017, and nearly two-thirds of all production by 2035. Conventional onshore production is expected to continue to decline, while offshore production is expected to remain flat.ⁱⁱⁱ

This revolution in North American natural gas production will make North America one of the worlds’ lowest cost producers – with natural gas prices roughly one-quarter those paid in Europe, Asia and Brazil.^{iv} For energy intensive North American resource and chemical industries, this is very good news.

The Switch to Natural Gas Liquid Plays

But the good news story does not end there. Many of the most economically productive shale gas plays, like the Eagle Ford in Texas, the Marcellus in Appalachia, and the shale gas plays in Western Canada, also produce natural gas liquids like ethane, propane, butane and pentane. These liquids provide additional revenues, and when natural gas prices are low, they greatly improve the economic returns. In fact, the returns are so attractive that many of the new wells are being drilled in “wet” shale plays that are rich in both natural gas and natural gas liquids.^v Most of the incremental growth in shale gas plays between 2010 and 2014 is expected to take place in wet plays.^{vi}

This shift to wet plays will create vast new supplies of natural gas liquids. Production is expected to increase from 2.1 million barrels per day in 2011 to 3.2 million in 2016.^{vii} On average, ethane and propane account for around 40% and 27% respectively in total natural gas liquids production and both are priced significantly lower than oil-based naphtha.

The Renewal of the North American Chemical Industry

Low cost natural gas, used as chemical process energy, combined with low cost ethane and propane chemical feedstocks, is expected to renew the North American chemical industry, which has not seen a major investment in over 20 years.

According to the American

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New Markets for Forestry

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Chemistry Council, the industry is projecting \$72-82 billion in new capital investment between 2010 and 2020, with investment peaking in 2015, as existing and new crackers switch from naphtha to natural gas liquids.^{viii}

Opportunities for Biotechnology

The shift from naphtha to natural gas liquids is expected to result in trade-offs – specifically in the form of a sharp drop off in the production of several co-product streams associated with naphtha cracking. The most serious co-product shortage is expected to be butadiene, a C₄ carbon monomer which is used primarily to make rubber, nylon and ABS. Rubber is used in the automotive sector to make tires, nylon is used for carpets and in various under the hood applications including hoses and strong, high temperature parts to replace metals. ABS is a plastic frequently used in the automotive sector to make interior door panels.

According to Booz & Company, butadiene shortages are expected to reach 9% in 2015 and 28% by 2025 as a result of the switch from naphtha to natural gas

liquids.^{ix} These shortages, and the accompanying price increases and instabilities, provide potentially attractive business opportunities for biotechnology firms producing C₄ chemicals like butadiene and succinic acid. In fact, at least eight biotechnology companies have partnered up with rubber and tire manufacturers to try and bring these new technologies to market.

Potential New Markets for Forestry

The growth of shale gas, the impact of butadiene shortages, and advances in new biotechnology routes to C₄ production is opening potential markets for pulp and paper companies. Forest-based nano cellulose materials are being field trialed by major oil and gas companies as green, non-toxic drilling muds and fracking fluids that have the potential to reduce fluid loss and improve yields. Research is also being conducted to convert the hemi-cellulose stream into C₅ sugars that can be sold to biotechnology companies who are producing bio-based C₄ alternatives like butadiene and succinic acid. And a number of pulp and paper companies like UPM and Mondi, and organizations

like the Ontario BioAuto Council, are developing polypropylene and cellulose fibre composite pellets that can be used to replace ABS plastics in a broad range of applications, including the automotive sector.

The future of the pulp and paper industry could be very bright, if these new technologies are commercially successful. ♦

- i. See, for example, Dr. T.K. Swift, "Shale Gas, Competitiveness and New US Chemical Investment", American Chemistry Council, National Academy of Engineering Conference on Shale Gas: Promises and Challenges" June 18, 2013; Martha Gilchrist Moore, "Shale-Advantaged Chemical Industry Investment", American Chemistry Council, April 9, 2013; John Larson, HIS Global Insight, "The Economic and Employment Contributions of Shale Gas in the United States"; HIS Inc., "The Economic and Employment Contributions of Unconventional Gas Development in State Economies", June 2012
- ii. Bruce B. Henning, "Natural Gas in 2013: And The beat Goes On", ICF International, Union Gas Meeting, London, Ontario, June 4, 2012
- iii. Ibid.
- iv. Martha Gilchrist Moore, "Shale-Advantaged Chemical Industry Investment", American Chemistry Council, April 9, 2013
- v. Anne B. Keller, Midstream, "NGL 101 – The Basics", June 6, 2012
- vi. Chris Foster, Bentek Energy, "Northwest Supply Dynamics", NGA 2013 Regional Market Trends Forum, April, 2013
- vii. Al Troner, Asia Pacific Energy Consulting (APEC), "Natural Gas Liquids in the Shale Revolution", James A. Baker III Institute for Public Policy, Rice University, April 29, 2013
- viii. Dr. T.K. Swift, "Shale Gas, Competitiveness and New US Chemical Investment", American Chemistry Council, National Academy of Engineering Conference on Shale Gas: Promises and Challenges" June 18, 2013
- ix. Booz & Company, "Global Petrochemical Feedstock Developments – Implications and Opportunities" Dhahran, November 2012. Prepared for SAE

ASPI Welcomes New Members

ASPI is pleased to announce that **Airmaster Aerator**, **BASF**, and **Viridity Energy** have received Board of Director approval to join ASPI.

Dean Caldwell, President will be the primary contact for Airmaster Aerator. For BASF, **Ted Kelly**, VP Business Management, Paper Chemicals will be the pri-

mary contact. **Shane Porzio**, Vice President Global Business Management Kaolin and **Joy Bryant**, Marketing Communications Manager will be alternate contacts

for BASF. For Viridity Energy, **Janeen Lawlor**, Vice President, Marketing will be the primary contact.

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ASPI Welcomes New Members

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John McGee, Chief Technology Officer, and **Eric Alam**, Executive Vice President, Sales will be alternate contacts for Viridity Energy.



About Airmaster Aerator

The Airmaster Aerator is one of the most advanced and efficient aerator technologies available. The unique design of the Airmaster Aerator is very efficient in raising the dissolved oxygen level, high capacity water movement, sludge reduction, foam suppression, substantial electric energy savings, and maintenance cost savings.



About BASF

BASF is the world's largest chemical company – The Chemical Company. With more than 110,000 employees, six verbund sites and approximately 380 additional production sites worldwide, BASF serves customer and partners in almost all countries of the world.



About Viridity

Viridity Energy empowers industrial facilities to lower their total energy spend without compromising processing time or operations. We understand that to be effective, an industrial energy management strategy must be flexible, voluntary, and above all, respect production priorities. Through our approach, you have the ability to access the right programs to enable the full value or your load flexibility while respecting your operational constraints. If you're interested in lowering your energy spend by up to 15% without impact to your operations, Viridity has a suite of solutions for you. For more information, please visit www.viridityenergy.com. ♦

ASPI Distinguished Service Awards

Peter Collins and **Laurie Wicks** were honored at the ASPI 2013 Fall Customer Alignment Meeting with the **ASPI Distinguished Service Award**. The awards were presented at the ASPI Business Meeting.

Laurie Wicks, President with Paperchine, served on the ASPI Board of Directors from 2007-2012. With 50 years of experience in the industry, Laurie brought great knowledge to the Board. Laurie was an active Director, supporting the association through recruiting new members and developing ASPI Meeting programs by securing key industry leaders.

Peter Collins, Vice President with Andritz, served on the ASPI Board of Directors from 2009-2013. With over 20 years at An-

dritz, Peter also brought great knowledge and experience to the Board. Peter was also an active Director, playing a key role in securing speakers and recruiting new members. ASPI gratefully acknowledges both Peter and Laurie for their support and dedication to ASPI, and on behalf of the current Board of Directors, sincerely thanks them for their years of service.

ASPI also wishes to thank Diane Collins, Peter's wife and Patricia Wicks, Laurie's wife for their support of ASPI and their spouse's

engagement. Both Diane and Pat regularly attended the spouse programs, and were a vital part of the ASPI organization. Thank you! ♦

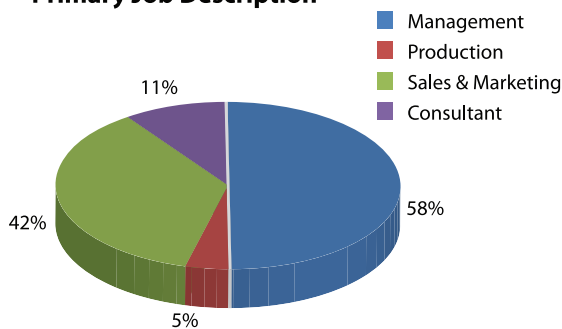


Peter Collins receives the ASPI Distinguished Service award from ASPI President Carl Howe.

ASPI Benchmarking Survey

One of the benefits of ASPI membership is to participate and receive the results from the bi-annual ASPI Performance Benchmarking Survey. This survey assesses trends in bookings and Net Contribution Margin (NCM), a general term to indicate the profitability of a product line. Data is included for both North America and global businesses, for six different sectors: Capital Equipment, Chemicals, Consulting and Field Services, Consumables, Engineering and Construction Services, and Spare Parts.

Primary Job Description



The primary job function area of ASPI member respondents are Management and Sales & Marketing.

This survey is conducted every six months by supplier executives. Respondents are primarily in Management (58%) and Sales and Marketing (42%), providing a very high level assessment of industry trends.

All survey responses are strictly confidential. Individ-

ual surveys are not shared, and only aggregate data is available to members. Survey results for the January – June 2013 period are available, but only to ASPI Member companies. Please contact Colleen Walker at cwalker@aspinet.org if your company is a member and you would like a copy. ♦

ASPI Welcomes New Director

ASPI welcomes **Carl Luhrmann**, Senior Vice President with Andritz Inc. to the Board of Directors Class of 2015. Carl has been with Andritz for over 18 years, originally starting with Kamyr and then Ahlstrom. Carl is responsible for pulp and paper mill services for the North American region. ASPI greatly appreciates Carl's support and dedication to the association.



Carl Luhrmann

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ASPI Board of Directors

Class of 2016

Mike Gray, ASPI Vice President

Vice President, Sales
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Lynn Townsend-White

President and CEO
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Carl Howe, ASPI President

Vice President, Sales
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Keith Kemp

Vice President – Regional Business Leader
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Class of 2015

Bob Gallo, ASPI Past President

President
Voith Paper – North America
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Ray Edmondson

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Carl Luhrmann

Senior Vice President
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David Withers

President
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Class of 2014

Tony Fandetti

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