Remaining Competitive in an Evolving Industry:
Seizing Emerging Forest Industry Opportunities in Operations, Process, and Product Innovation

Welcoming Remarks
Gopal Goyal, International Paper Company Chair, Research Advisory Committee, IPST
March 9-10, 2011
Welcome

- A warm welcome to members and guests
- Conference Purposes:
  - Deliver value—education, information, news you can use
  - Networking
  - Re-introduce the evolving IPST
- Engage—Energize—Enjoy
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Rev. 2/2011
Future of IPST

- I have represented three different companies at IPST for last 20 years as a PAC member, PAC chair, and now as RAC Chair.

- I and my companies have gotten a lot out of the IPST membership. It has been a very satisfying experience personally and professionally.

- IPST must change its focus to meet the demand of our changing industry.
Conference Overview

First Day

- New directions at IPST—enabling transformation
- Energy policy & options, recent energy management technologies
- Competing with what we have—technologies and company strategies
- When is it time to evolve to something else?
Conference Overview

Second day

- Product line extensions
- How to Balance the Company We Have With the Company We Are Creating?
- New products
- Conference reflections: Seizing the Opportunities
Introductions

- Ron Brown, Agenda 2020 Technology Alliance
- Harry Cullinan, Auburn University
- Robert Farris, Georgia Forestry Commission
- Larry Montague, TAPPI
- Bhima Sastri, U.S. Department of Energy
- Ken Stewart, Georgia Tech Research Institute
- Ted Wegner, National Forest Products Lab, USFS
- Marko Hakovirta, IPST
IPST Director

Norman Marsolan, Ph.D.

- Director since November 2009
- B.S. Chemical Engineering, Louisiana State University
  Ph.D. Chemical Engineering 1976, LSU
- Research interests in smart manufacturing technologies, operational excellence processes, and pulp & paper process optimization
- 20-year career at IP – director, technology manufacturing solutions; director, R&D
- Earlier, Louisiana Tech University (1976-1988), professor and director of engineering research and graduate studies
- Incoming chair of TAPPI