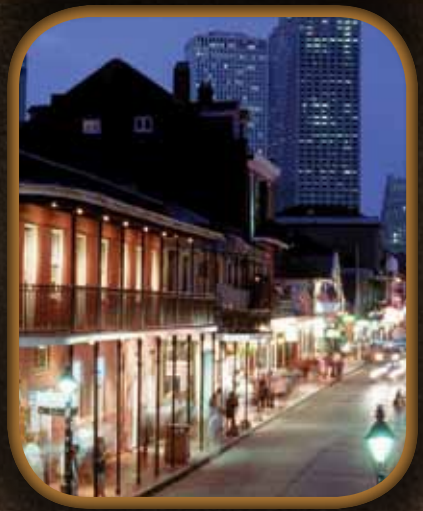


Special discount for
pulp and paper mills -
see WWW.PAPERCON.ORG
for details!

Growing the Future

April 22-25 • New Orleans
PaperCon 2012
Growing the Future



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WHY ATTEND?

Designed by industry professionals, PaperCon brings together CEOs, mill managers, superintendents, scientists, process engineers and suppliers for the largest pulp and paper technical program in the world. No other event provides such a comprehensive program, networking opportunities and exhibit among such a distinguished group of industry leaders.

For 2012, PaperCon is about "Growing the Future", leveraging renewable, recyclable raw materials and developing human capital to ensure value for customers, long-term sustainability for shareholders, and a future for our peers. Located in the heart of the Southern USA pulp and papermaking region, New Orleans, PaperCon sessions will highlight today's dynamic packaging grades.

WHAT'S NEW AND DIFFERENT?

Control Systems 2012

New Orleans, Louisiana • April 22-25

Sunday-Wednesday, April 22-25

Joining PaperCon this year is the Control Systems Conference, the world's preeminent meeting for pulp and paper process measurement, control and systems engineering. The program will emphasize both practical implementation and leading research in the emerging process control technologies of interest to the paper industry. Learn more at controlsystems2012.org.

Inside and Outside the Box – Optimizing Paperboard Grades

Monday-Wednesday, April 23-25

This papermaking program emphasizes strategies, technical solutions and case histories from paperboard mills. This is an excellent compliment to the RPTA program for recycled board producers.

Procurement Forum

Monday, April 23, 1:30 – 5:00pm

A new program at PaperCon designed for sourcing and procurement professionals. Two sessions address best practices in the procurement of materials and services in the manufacturer of paper and packaging materials. Don't miss this opportunity to hear a dynamic program and network in an antitrust protected environment.

Sustainability Forum

@PaperCon 2012

Tuesday, April 24, 8:00am – 5:00pm

The third annual Sustainability Forum will address the three major issues of sustainability most commonly voiced by users of paper: Sustainable Forestry, Energy and Emissions, and Recycled Fiber. The forum will begin with an overarching keynote presentation, followed by an end-users panel to discuss the value of paper. Learn before you go: visit papercon.org for sustainability webinars leading up to the forum.

PROGRAM HIGHLIGHTS:

Executive Panel Discussion

Learn directly from these industry leaders as they share their perspectives on the paper industry's situation.



James Rubright, Chairman and CEO, RockTenn, and 2012 PIMA Executive of the Year



Dan Cappell, President and CEO, AstenJohnson



Jean Moreau, President and CEO-Celluforce



Recycled Paperboard Technical Association

RPTA Production-Technical Seminar

For the second year in a row, the Recycled Paperboard Technical Association (RPTA) holds their annual Production-Technical (P-T) Seminar at PaperCon. The seminar tackles the critical market issues affecting these unique grades as well as production tips and tools. RPTA registrants can attend the full program listed here or any PaperCon sessions occurring during these times.

Keynote Speakers

Monday, April 23, 2012

8:30 – 10:00 am



Jeffrey Hayzlett
Bestselling Author, Global Business
Celebrity & Sometime Cowboy

Sunday, April 22, 2012

4:30 - 6:00 pm



Lisa Bauer Lotto, M.S.
Director, Environmental
& Sustainability Programs
Green Bay Packaging Inc.

PROGRAM HIGHLIGHTS: (CONT'D)

Largest PaperCon Exhibit Ever

Encompassing two ballrooms at the Sheraton New Orleans, 2012 is the largest exhibit in the event's history. Don't miss this opportunity to see and learn about the latest products and services available.

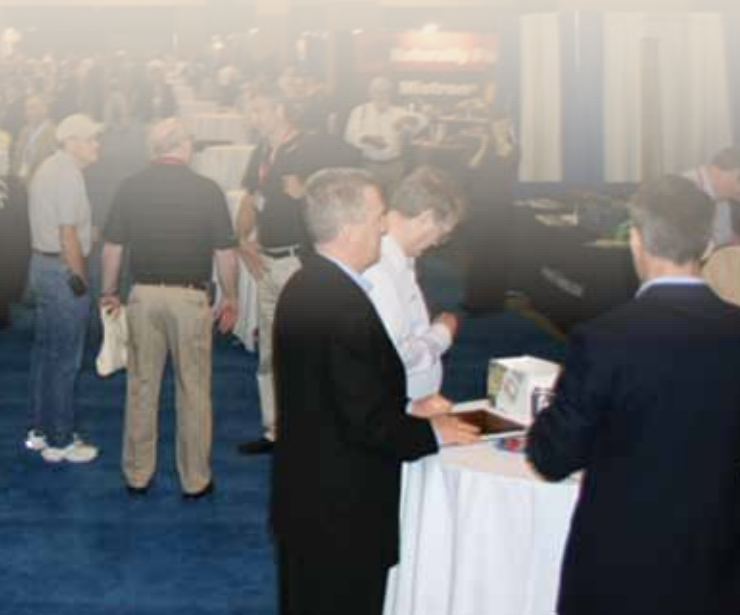
Young Professionals Program

Organized with the help of PIMA, these sessions are designed for pending paper science graduates and professionals new to the industry. The sessions provide up-to-date, pertinent information and opportunities for making face-to-face connections with industry leaders. Topics include: Safety, Growing Your People, and Mill Manager's Roundtable.

OpEx Reliability Seminar: Creating Operating Excellence for Today's Pulp and Paper Mills

Monday and Tuesday, April 23-24

Maintenance and reliability continue to be critical to the efficient operation of pulp and paper mills worldwide, just behind fiber and labor as top cost components. This two-day seminar explores the latest reliability strategies today's mills are implementing to stay in-tune and competitive under progressively lean operating conditions.



SCHEDULE AT A GLANCE

SATURDAY, APRIL 21

- 8:00 am – 4:00 pm Couch Pit University (invitation only)
- 8:30 am – 10:00 am Couch Pit Spouse/Guest Welcome to New Orleans Orientation
- 8:30 am – 6:00 pm Coating 101 Course*
- 6:00 pm – 10:00 pm Couch Pit University Reception and Dinner (invitation only)

SUNDAY, APRIL 22

- 9:00 am – 4:00 pm Eliminating Cost While Enhancing Customer Value*
- 8:30 am – 3:30 pm Coating 101 Course* (continued)
- 12:00 pm – 2:00 pm TAPPI Fellows Lunch*
- 1:00 pm – 4:00 pm Stickies Workshop*
- 2:30 pm – 4:00 pm Couch Pit/Young Professionals Mixer
- 3:00 pm – 5:00 pm PaperCon Spouse/Guest Welcome
- 4:30 pm – 6:00 pm Coating Keynote and Opening Session
- 6:00 pm – 8:00 pm Hospitality Reception in Exhibit Halls

MONDAY, APRIL 23

- 6:30 am – 8:00 am Metso TechQuest (invitation only)
- 7:30 am – 8:30 am Opening Session Breakfast
- 8:00 am – 11:00 am PaperCon Spouse/Guest Hospitality
- 8:30 am – 5:00 pm OpEx Reliability Seminar*
- 8:30 am – 10:00 am Opening Session and Keynote Address
- 10:00 am – 11:30 am Executive Panel
- 11:30 pm – 1:30 pm Lunch and New Technology Showcase in Mardi Gras Exhibit Hall
- 1:30 pm – 5:00 pm Sessions
- 5:00 pm – 7:30 pm Hospitality Reception in Exhibit Hall
- 7:00 pm – 9:00 pm Young Professionals Mixer – Sponsored by Metso

TUESDAY, APRIL 24

- 6:45 am – 8:00 am Hot Topics Breakfast
- 8:00 am – 5:00 pm Sustainability Forum
- 8:00 am – 10:00 am PaperCon Spouse/Guest Hospitality
- 8:00 am – 12:00 pm Sessions
- 8:30 am – 5:00 pm OpEx Reliability Seminar*
- 10:00 am – 10:30 am Poster Session
- 12:00 pm – 1:30 pm Lunch and New Technology Showcase in Mardi Gras Exhibit Hall
- 12:00pm – 12:30 pm Coating Common Interest Group (CIG) business meetings
- 12:30 pm – 1:30 pm Coating CIG Lunch & Learn
- 1:30 pm – 5:00 pm Sessions
- 3:00 pm – 5:00 pm Hagemeyer Happy Hour
- 3:00 pm – 3:30 pm Poster Session
- 5:00 pm – 7:00 pm Hospitality Reception in the Exhibit Halls
- 7:00 pm – 9:30 pm PaperCon Awards Gala Dinner and Dance*

WEDNESDAY, APRIL 25

- 6:00 am – 8:00 am 8th Annual Runnability Fun Run/Walk *
- 7:30 am – 11:00 pm PaperCon Spouse/Guest Hospitality
- 8:00 am – 10:00 pm State of the Industry
- 8:00 am – 12:00 pm Sessions
- 9:00 am – 4:30 pm Essentials of Market Pulp Course*
- 10:30 am – 1:00 pm Spouse/Guest Cajun-Creole Style Cooking Class*
- 1:00 pm – 5:00 pm Sessions
- 6:00 pm – 9:00 pm Control Systems 2012 Dinner at Arnaud's*

*Additional registration fee required

PIMA MANAGEMENT PROGRAM

Program Chair: **John Fullenwider**, Buckman

Organized by TAPPI's PIMA Division, these sessions are filled with roundtables and panel discussions with industry leaders who are influencing the future of our industry. The program offers an operations management focus with an emphasis on growing "Growing Future Leaders" at your mill. Several sessions are designed for Young Professionals as indicated with (YP).

Monday, April 23

Executive Panel Discussion

Learn directly from Industry CEOs as they share their perspectives on the paper industry's outlook. See page 2 for more information.

Future Products for the Pulp and Paper Industry

Speakers:

Dan Burciaga - President and CEO of ThermoChem Recovery International, TRI

Michael Lake - PhD, Co-founder of Liquid Lignin Company

Harry Cullinan - Director of Technology Deployment at the Alabama Center for Pulp and Bioresource Engineering at Auburn University

Tuesday, April 24

It's Never Too Early (or Late) to Become a Safety Leader – Roundtable (YP)

Session Moderators: **Matthew Kanneberg**, RockTenn; **Selina Hall**, Domtar and **Vince Somody**, Domtar, Hawesville

Growing Your People (YP)

Session Chair: **Keith Kemp**, AstenJohnson

Mill Managers and Superintendent's Roundtables (YP)

Moderators: **Jeff Reese**, International Paper; **Jeff Levensailor**, Domtar; **Paul Fredrickson**, AstenJohnson; **Bill Edwards**, Domtar

Wednesday, April 25

State of the Industry

Two respected industry experts will share their perspective on domestic and global pulp and paper market and financial trends, with an emphasis on the burgeoning Chinese paper industry.



Peter Frandina –
Accenture

Jimmy Lu –
PacificNet Holding



PRACTICAL WORKSHOPS AND SEMINARS

Make the most out of your time at PaperCon by attending one or more of these workshops or seminars. **Additional registration is required for each.** Go to papercon.org for more details on each.

Essentials of Market Pulp Course

Wednesday, April 25

Instructor: **Alan F. Button**, PhD, *World of Market Pulp*
Gain a broad understanding of current pulp trends in the global marketplace, understand the unique nature of pulps through the study of a large cross-section of samples from all over the world, and initiate a simple, efficient evaluation process for smart pulp selection.

Coating 101 Course

Saturday and Sunday, April 21-22

Taught by TAPPI coating experts from both the supplier and manufacturing backgrounds. Designed for commercial professionals needing a technical knowledge base, professionals new to the paper industry, young professionals that are recent graduates or new to coating, or professionals new to coating who've spent their career in other parts of the paper industry.

Eliminating Cost while Enhancing Customer Value

Sunday, April 21

Instructor: **Christopher W. Miller**, PhD, NPDP, President Innovation Focus, Inc.
A customer-centered and creative approach to value analysis (the Unilever approach), this one-day workshop will help you unleash the power of your organization. Learn to design a customer-centered cost reduction project; facilitate an effective cost reduction effort; and how to select tools and techniques that will help you and your team be more customer-centered.

Stickies Workshop

Sunday, April 21

Instructor: **Dr. Mahendra Doshi**, Editor, TAPPI Journal and Progress in Paper Recycling
Designed for engineers, scientists and technicians who want a better understanding of stickies and related issues, anyone working in recycling mills, using recycled pulp or supplying equipment, chemicals or recovered paper to recycled mills will greatly benefit from attending.

NETWORK WITH WORLD CLASS EXPERTS IN PAPER COATING.

Coating Lunch & Learn

Tuesday, April 24, 12:00 to 1:30 pm

Feed your mind and body in these common interest group discussions meant to explain some of the latest calendering, coating materials, and printing fundamentals available to businesses today. 2012 topics will be announced on papercon.org.

Hagemeyer Happy Hour

Tuesday, April 24, 3:00 to 5:00pm:

Robert "Bob" Hagemeyer inspired this annual event where casual conversation and cocktails connect industry friends. Coating technology is just one of the many topics covered in this fun networking opportunity.

WHAT'S NEW ON THE MARKET?

PaperCon's New Technology Showcase highlights the newest products and services available on the market. You'll learn through a series of quick, eight-minute presentations over lunch. Both papermaking and coating products will be featured in two sessions.

Monday, April 23, 11:30 – 1:30pm
New Technology Showcase – Coating

Tuesday, April 24, 12:00 – 1:30pm
Technology Showcase – Papermaking

COATING & GRAPHIC ARTS PROGRAM

The Coating program for 2012 will address the hottest trends in the coating of paper and board grades, including the emergence of curtain coating.

Monday, April 23

Coating Best Papers I & II – Strength Properties, Curtain Coating and Synthetic Binders

Session Chairs: **Femi O. Kotoye**, Styron LLC, **Steven Bloembergen**, Ecosynthetix Inc. Today's best science in coating will be presented in two interesting sessions. The papers will focus on the influence of the coating process on strength properties of coated materials as well as application methods for packaging grades. Attendees will also learn about advances in synthetic binder technology for coated paperboard, fundamental and practical new developments in curtain coating and wet & dry strength properties of paper coatings. Implementation of a commercial curtain coater for double coated wood-free fine paper in Asia is also featured.

Tuesday, April 24

Fundamentals of Coating Strength and New Test Methods

Session Chair: **Greg Welsch**, Styron LLC
Fundamentals of paper coating strength will be investigated by looking at a predictive model for strength development in model paper coating structures. This is followed by a separate work investigating the critical parameters of synthetic latexes than can affect particle adhesion within the coating structure. In the second part of this session, creative thinking has led to the development of two new tests to tackle the challenges found in measuring coating brightness due to the changes in observer angle and the use of optical brightening agents as well as a separate test method for predicting tail edge picking on offset printing presses.

Advances in Coating and Drying Technology

Session Chair: **Prakash Malla**, Thiele Kaolin
Non-impact coating technology such as curtain coating is finding its way from specialty to mainstream coated grades. In this session, new advances will be discussed which allow use of curtain coating for board and packaging grades with improved productivity and quality. Earlier limitations of the curtain coater can be overcome by making appropriate changes in coating color chemistry. Improvements in the coating color circulation loop which can improve runnability and paper quality will also be presented. Energy saving practices in coating drying will also be explored.

Wednesday, April 25

Growing Trends in Calendering

Session Chair: **Bill Frawley**
In this session you will learn why pre and post calendering enhance curtain coated grades, how real-time sensors can harvest profits from your multi nipped in calender rolls, and how metal belt calendering of uncoated wood-free paper can improve bulk with less fiber and higher filler content.





PAPERMAKING PROGRAM

The 2012 program is all new with an emphasis on paperboard grades, an excellent complement to the RPTA session. TAPPI has provided two outstanding program tracks to help you improve your operation.

TRACK 1

Inside and Outside the Box - Optimizing Packaging Grades

Track Manager - **Jeffrey R. Reese**, International Paper

Monday, April 23

PB1 - Keynote: "The Turnaround at Longview",
Brian Peterson, Containerboard Team
Leader, and **Paul Duncan**, Mill Manager,
Longview Fibre



Brian Peterson

**PB2 - Keys to Success - Panel Discussion of
Paperboard Papermakers**
Session Chair: **Jeffrey R. Reese**,
International Paper



Paul Duncan

Papermakers Committee (open to all)

Tuesday, April 24

PB3 - Optimizing Containerboard Pressing-Panel Discussion
Session Chair: **Richard A. Reese**, Dick Reese and Associates Inc.

PB4 - Strength Additives: Lighter, Stronger, Faster
Session Chair: **Darren K. Swales**, Kemira Chemicals

**PB5 - Mineral Oil Migration From Food Packaging Grades -
Panel Discussion**
Session Chair: **Frank J. Sutman**, Ashland Water Technologies

P6 - Papermakers, PIMA and Papermaking Additives Roundtable
Session Chair: **John A. Neun**, Albany International,
Paul Fredrickson, AstenJohnson

Wednesday, April 25

PB7 - Forming Innovations
Session Chair: **Scott B. Pantaleo**, International Paper,
Jimmy H. Jong, FPIInnovations (Paprican)

PB8 - Papermaking Success Stories
Session Chair: **Philip H. Wells**, Wells Enterprises Inc.

PB9 - Packaging Paper Machine Innovations
Session Chair: **Pekka Kormano**, Deublin Steam Systems

P10 - Papermaking Track Summary and Wrap-up
Session Chair: **Darren K. Swales**, Kemira Chemicals,
Jeffrey R. Reese, International Paper

TRACK 1

Maintaining Quality While Achieving Flexibility

Track Manager - **Darren Swales**, Kemira Chemicals

Monday, April 23

PQ1 - Advancements in Stock System Additives I
Session Chair: **Lawrence S. Anker**, Ashland Hercules
Water Technologies

PQ2 - Advancements in Stock System Additives II
Session Chair: **Michael Von Grumbkow**, Voith Paper
Papermaking Additives Committee Meeting and
Session Kickoff (open to all)

Additives Committee (open to all)

Tuesday, April 24

PQ3 - Fluid Mechanics of Fibrous and Nano-fibrous Suspensions
Session Chair: **Bandaru V. Ramarao**, State University of New York

PQ4 - Fundamental Analysis of Fluid Mechanics for Forming
Session Chair: **Claes Holmqvist**, JohnsonFoil
Fluid Mechanics Committee (open to all)

PQ5 - Optimizing Your Fiber Through Effective Refiner Control
Session Chair: **Jonathan C. Kerr**, Miami University

P6 - Papermakers, PIMA and Papermaking Additives Roundtable
Session Chair: **John A. Neun**, Albany International,
Paul Fredrickson, AstenJohnson

Fluid Mechanics Committee (open to all)

Wednesday, April 25

PQ7 - Enhancing Fiber Quality and Control
Session Chair: **Leslie McClain**, Imerys

PQ8 - Deposit Control
Session Chair: **Rosy M. Covarrubias**, Buckman

Water Removal Committee (open to all)

**Microbiology and Microbial Technology Committee
(open to all)**

PQ9 - Advances in Microbiological Control
Session Chair: **Linda R. Robertson**, International Microbial
Associates Inc.

HOTEL INFORMATION

PaperCon 2012 and Control Systems 2012 will be held at Sheraton New Orleans, 500 Canal Street, New Orleans, Louisiana 70130. **PLEASE NOTE:** We are sorry, due to overwhelming demand the Sheraton New Orleans is sold out.

TAPPI has arranged room blocks at the following nearby hotels, or you search on own through Orbitz or Travelocity or any of the other hotel sites on the web.

The Whitney (A Wyndham Hotel) - 610 Poydras St, New Orleans 70130 (4 blocks from Sheraton)

Rooms available only beginning Sun., April 22 to departure Thurs., April 26

Rate = \$169 single/double occupancy; Call 504.581.4222

New Orleans Marriott - 555 Canal St., New Orleans 70130 (across Canal St. from the Sheraton)

Rooms available Fri., April 20 to departure Wed., April 25

Rate = \$229 single/double occupancy; Call 1.800.654.3990 between 8am and 5pm CST

Holiday Inn New Orleans French Quarter (3 blocks from the Sheraton) -

124 Royal Street, New Orleans, LA 70130

Rooms available Sun., April 22 to departure Thurs., April 26. Cutoff date is March 30.

Rate = \$169 single/double. Call 800-447-2830 between 8am and 5pm CST and refer to code "TAP"

MORE LEARNING AND NETWORKING OPPORTUNITIES AT PAPERCON

Hot Topics Breakfast

Tuesday, April 24, 6:45am to 8:00am

This highly popular session includes a complimentary hot breakfast buffet and peer-led discussions of the industry's latest technical developments and operating problems. Open to all conference attendees, the discussions provide an opportunity for people with similar interests to get together and talk about them. Space is limited, so you are encouraged to sign up in advance on site. Topics will be announced about one month prior to the conference.

Metso TechQuest

Monday, April 23, 6:30-8:30am

Stay current with the highly-regarded Metso TechQuest breakfast seminar, available by invitation only. For more information or to request an invitation, visit metso.com/techquest.



8th Annual Runnability 5K Fun Run/Walk

Wednesday, April 25, 5:45am to 7:30am

Over the past seven years, the Runnability Fun Run/Walk has raised nearly \$60,000 to provide scholarships for deserving students in pulp and paper science and technology programs. In 2012, the event will benefit the TAPPI Process Control Division and Coating Division Scholarship Funds. A history of the event can be seen on the TAPPI website. The run is tentatively planned in New Orleans' beautiful Audubon Park. You may register as part of your PaperCon Registration for only \$25 per person (\$10 for students). Stay in shape and support a good cause!

PaperCon Spouse/Guest Program

During the conference, spouses and guests can enjoy a Cajun-Creole Style cooking class, see sights in the New Orleans and surrounding area, renew acquaintances and make new friends (additional fee required). Go to papercon.org for a full schedule.

PaperCon Golf Outing

Sunday, April 22, 8:00am - 4:30pm

Lakewood Golf Club, New Orleans

Enjoy spring in New Orleans and network with colleagues at the beautiful Lakewood Golf Club, just minutes from the French Quarter. The TAPPI-PIMA Supplier Advisory Committee has organized a great event including carts, lunch, event holes for only \$150 per person. We have reserved only nine foursomes so register early to join in the fun. For more information or sponsorship options, contact Bill Frawley at wfrawley@new.rr.com. Transportation from the hotel is on your own and club rentals are not included.

PAPERCON BOOKSTORE

These industry-related publications are available to PaperCon 2012 attendees at a "conference only" discount. You can purchase these books when registering and pick them up at PaperCon.

Cost Saving Strategies in Papermaking Chemistry

Special Conference-Only Price: \$135

Paper Machine Quality Control Systems (QCS)

Volume 1: Measurement Systems and

Product Variability

Special Conference-Only Price: \$125

PaperCon 2011 Proceedings CDRom

Special Conference-Only Price: \$69

Monograph on Microbiology of Papermaking Systems

Special Conference-Only Price: \$100

The Coating Process

Special Conference-Only Price: \$80

Starch and Starch Products in Surface Sizing and Paper Coatings

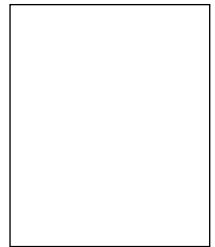
Special Conference-Only Price: \$85

To view a complete list of PRESS products, visit tappi.org/bookstore.

PaperCon Registration Value

Your PaperCon Conference registration provides access to all PaperCon, RPTA, Control Systems, OpEx and Sustainability Forum sessions. You have the flexibility to customize your own learning experience.

Go to papercon.org to register



GET INVOLVED!

These committees are meeting during PaperCon:

Calendering Common Interest Group
Coating & Graphic Arts Technical
Program Committee
Coating Fundamentals Common Interest Group
Coating Materials Common Interest Group
Coating Operations Common Interest Group
Fluid Mechanics Committee
International Research Management Committee
Local Section Officers Team
Microbiology & Microbial Technology Committee
Optical Properties Committee
Papermakers Additives Committee
Papermakers Committee
Papermakers Technical Program Committee
Physical Properties Committee

PIMA Executive Council
Printing and Converting Common Interest Group
Process Control Division
Pulp and Chemical Properties Committee
Standards Advisory Review Group (SARG)
TAPPI/PIMA Supplier Advisory Committee
Technologically Advanced Workforce
Tissue Properties Subcommittee
U.S. Technical Advisory Group (TAG) to ISO TC 6
Water Removal Committee
(includes Forming & Pressing & Drying Sub)
Young Professionals Committee

Go to papercon.org
for Registration
Hotel and Travel
Information
or call +1.770.209.1400

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to PaperCon!**

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For one flat fee of \$2550, a paper
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