



HONOR ROLL

NEWS FROM THE PAPER INDUSTRY INTERNATIONAL HALL OF FAME

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www.paperhall.org

Call for Nominations

Nominations are being accepted for induction into the Paper Industry International Hall of Fame. The deadline is **March 31, 2008**. Please note, as this is earlier than in the past.

Nomination forms are available online at www.paperhall.org. They may also be obtained from the office at 425 W. Water Street, Appleton, WI 54911 or by calling 920-380-7491. Only hardcopies postmarked by March 31, 2008 will be accepted. Nominations need to have two sponsors, and those signatures must be on the cover sheet. The balance of the document could be emailed.

The inductee will be an individual(s), **who has pioneered and/or helped the world's paper and allied industries to flourish**. Recognition is based on contributions in these categories:

Academic, Economics,
Entrepreneur, Founder,
Leadership, Marketing/Sales,
Research & Development,
Service and Technology .

The 2008 Induction Ceremony will be held in Appleton, Wisconsin, on October 23, 2008.

Left to right seated:
Inductees and
Representatives George
Mueller, Éva Vámos, Curt
Joa III, Otto
Heissenberger, Jim
Steffen, Harry Cullinan.
Standing: Tobin Mueller, Dr. Spiegelberg, Board Chairman and board member



Keynote Speaker 2007

The thirteenth annual Induction Ceremony speaker was Eugene van As, nonexecutive Chairman, SAPPI, Inc. He spoke on the challenges of globalization to the paper industry in developed countries, particularly in North America.



Eugene van As,
Non-Executive Chairman,
SAPPI, Inc.

Paper demand globally has doubled in the last 20 years, and our industry continues to be relevant. From information dissemination to packaging to hygiene and personal cleanliness, paper provides solutions. We make a product which is in great demand, is recyclable, made relatively energy efficiently, and is comparatively environmentally friendly.

However, the market value of paper companies as a proportion of the overall market value has steadily declined. The reason is not just growth but relative profitability. Part of the answer is that we are not as consolidated globally as automobiles and computers, and others. A bigger reason is that as our profitably

declined, we have reduced our focus on science and technology, research and development. This has been outsourced to suppliers. We have too often given away technology because it was cheaper to have the supplier build it (and sell it to all our competitors worldwide). As a result, we make our basic products in much the same way as a hundred years ago, only faster, but with a lot more steel and capital cost in the manufacturing process. New entrants can do manufacturing better by using our technology and acquiring bigger, more efficient equipment.

In the bulk paper industry, there has been a massive lack of innovation, in process and in product. There are of course, some remarkable exceptions, as an example, what the development of through-dried tissue has done for the tissue industry. Other examples are in specialty products such as medical care.

The challenge for the paper industry therefore is to husband and expand its technology, use it to improve the competitiveness of individual companies, spend capital carefully and invest in the things that make a difference in our customers' lives, not necessarily in what they say they want, which is usually lower prices. There is a lot of good science and we have to use that to bring new developments to the market, using them to differentiate our products and to obtain increased margins. Then we will

Jim Steffen
leading a
cheer for
Kari Ebeling



Paper Industry International Hall of Fame Inductees

13th Annual Induction Class

The Paper Industry International Hall of Fame increased its membership to 82 members with the induction on Thursday, October 18, 2007 of six more exceptional paper and allied industry innovators. The 2007 inductees and their categories of recognition are:



Dr. Cullinan gives his acceptance speech.

Dr. Harry T. Cullinan
Academic/R&D/Leadership

*Director, Alabama Center for Paper and Bioresource Engineering
Professor, Chemical Engineering Department, Auburn University
Auburn, Alabama U.S.A.*

Dr. Kari Ebeling (retired)
Academic/R&D/Leadership

*Professor, Helsinki University of Technology
Director, Research & Development UPM-Kymmene Corporation
Espoo, Finland*



Board member Gareth Jones with Jim Steffen, representing Dr. Kari Ebeling.



Otto Heissenberger accepts the award on behalf of Dr. Lothar Götsching from Heuchling.

Dr. Lothar Götsching (retired)
Academic/R&D

*Professor, Technische Universität Darmstadt
Darmstadt, Germany*

Curt G. Joa (deceased)
Founder/Inventor/Entrepreneur

*Founder and President, Curt G. Joa, Inc.
Sheboygan Falls, Wisconsin U.S.A.*



Curt Joa III accepting the award for his grandfather, Curt Joa, from Heuchling.



George P. Mueller and son, Tobin, watch the presentation for Mueller's award.

George P. Mueller (retired)
Leadership/R&D/Service

*President, Wisconsin Tissue Mills
Chairman, Integrated Paper Services
Appleton, Wisconsin U.S.A.*

Dr. György Vámos (deceased)
Founder/Academic/R&D

*Founder and Director,
Hungarian Paper & Cellulose Research Institute
Budapest, Hungary*

Éva Vámos, accepted the award on behalf of her father, Dr. György Vámos. She is pictured with board member Doug Dugal, Mona Dugal and Sally Berben.



Each inductee or his representative accepted the coveted award, made of polished jade glass, after enjoying a video tribute of his life and work. As a permanent tribute of their accomplishments, a Class of 2007 plaque and copies of their individual videos are now contained within the Paper Discovery Center in Appleton, Wisconsin, U.S.A. Following the Induction Ceremony, inductees, their families and guests joined other dinner guests at the Paper Discovery Center for dessert and the unveiling of the latest Hall of Fame members' plaques and videos in their permanent home.

Celebrating All Things Paper – The Wonder and the Legacy

2007 began our third year of operations and with it new permanent exhibits such as *Health & Hygiene*, sponsored by Kimberly-Clark Corporation, that greets visitors with a giant sneeze, encouraging them to learn how paper products help minimize the spread of germs and diseases. *Lake States TAPPI's People in Papermaking* encourages visitors to learn about several careers in papermaking and discover how they spend a typical day. *A Child's View of Papermaking*, developed and donated by the Robert C. Williams Papermaking Museum, reaches out to our youngest visitors and invites them to crawl through a paper machine and “become” a sheet of paper. *Windows onto the World: an Exploration of Papermaking's Roots*, sponsored by Pat and John Streur, presents ten key events in the development of papermaking in a unique timeline incorporating the expansive arched windows overlooking the Fox River.

Due to its success, the traveling exhibit *Fiberscapes: Experiencing Paper in 3-D* was held over for five months into 2007. Based out of the School of Life Sciences at Arizona State University in Tempe, Arizona, the exhibit allowed visitors to venture inside a piece of paper through the use of 3-D glasses.

The second annual Inductee Breakfast was held at the Paper Discovery Center on Friday, October 19, 2007.



Dr. Cullinan, Val Wylie, and Harry Spiegelberg at the annual breakfast



Enjoying a laugh at breakfast – Eugene van As and board members Alan Button and Ray Heuchling.



Chairman Spiegelberg

In November the Board of Directors elected Harry Spiegelberg, Retired Kimberly-Clark Corporation, to a third term as Chairman. Alan Button, Buttonwood Consulting and Keith Morgan, Thilmany Papers, were elected as Vice-chairmen. Doug Dugal, Retired, Integrated Paper Services was again elected as Secretary, William Geenen, Retired Air Wisconsin, was elected as Treasurer, and Harold Miller, Retired, Marathon Engineering, was elected as Chief Operating Officer. Joining these officers are Thomas E. Frawley, Jr., Retired, Appleton International, Inc; Ray Heuchling, President, Huechling Group, Inc.; Dennis Hultgren, Principal Consultant, Environ International; Gareth Jones, Executive Consultant, Baisch Engineering; Jacqueline Klimaszewski, Humanities Director, Appleton Area School District; Kari Nettamo, President, vR Systems, Switzerland; Arthur D. Rankin, Retired, Appleton Coated, Inc; Thomas (Tom) Schmidt, Retired, Wisconsin Paper Council; and Robert Torgerson, President, Torgerson Law Offices.

The Center's library and archival collections grew in size thanks to the donations of individuals and corporations. A set of 11 original watercolor paintings by Tom Dietrich of papermaking inside Fox River Paper was donated by Neenah Paper, Inc. and is showcased in an exhibit *Working: Man, Woman, and Machine* on display at the Paper Discovery Center through the end of February.

School field trip and adult group visit numbers continue to grow. Since opening in 2005, the center has hosted a total of 291 group visits; these groups have included 156 school groups and 135 adult groups. Over 17,493 visitors have toured the Center and almost all of them have experienced making their own sheet of paper in this historic paper mill.

To Celebrate All Things Paper – The Wonder and the Legacy is the new mission statement officially adopted by the Board of Directors this fall. As evidenced by the events and successes of the year, we are fulfilling our goal and will continue this mission for the benefit of our paper community.



The Harry Cullinan family, viewing his inductee video



From her father's collection, Dr. Éva Vámos presenting Chairman Spiegelberg a 1896 water-marked sheet from the Hungarian millennium celebration.

Board of Directors Re-Elect Harry Spiegelberg



Paper Industry
International
Hall of Fame, Inc.

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The Paper Industry International Hall of Fame is very grateful to those who purchased a table. This year, in addition to table purchases, there were several tables that were sponsored for students and teachers. Special thanks to Doug & Mona Dugal, Harold & Doris Miller, and North Central PIMA for these sponsorships.

Thanks also go to the following businesses & organizations for their sponsorship of tables at the dinner:



Appleton
Appleton Coated
Atlas Mill LLC
Baisch Engineering
Buckman Laboratories
C.R. Meyer
Curt G. Joa, Inc.
Elof Hansson Fiber
Green Bay Packaging
Jacobs Engineering
JJ Plank
Kimberly-Clark Corporation

Lake States TAPPI
Metso
Neenah Paper, Inc.
Northern Wisconsin Regional
Council of Carpenters
Pöyry (Appleton) LLC
SCA Tissue North America
Strategic Paper Group
The Boldt Company
Thilmany Paper
Voith
Wisconsin Paper Council

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