

AGENDA

MARKET DOMINANCE THROUGH ENTERPRISE TRANSFORMATION

Tuesday,
May 20, 2008

Georgia Tech
Hotel and
Conference
Center

TIME	SESSION DESCRIPTION / DISCUSSION LEADER
7:30-5:00	Registration
8:00 AM	Welcome ~ Tom Brown, Former CEO of Carastar Industries
8:15 AM	LEADERSHIP CHALLENGES IN ACHIEVING MARKET DOMINANCE Professor Michael D. Oliff, Director, Enterprise 2020, The School of Management, University of Texas, Dallas Why do failing firms focus on short term revenues, profits or customer satisfaction... not on Customer Value? Why do failing firms develop and rely on strategic imperatives, functional initiatives and short term improvement programs...not on Distinctive Competencies? Why do failing firms focus on corporate values, recruiting and performance...not on "Stretch Culture", development and potential?
9:30 AM	Break
10:00 AM	A MANAGEMENT PERSPECTIVE OF ENTERPRISE TRANSFORMATION Professor Michael D. Oliff, Director, Enterprise 2020, University of Texas, Dallas What are the key leadership dimensions involved in transforming the enterprise? These will be discussed and the Enterprise Transformation Maturity Model (eTMM) will be applied by each participant to their own organization. Results from this self assessment along with those from CEOs within the Paper Industry will be provided.
11:30 AM	Networking Lunch
12:45 PM	WORK PLACE CULTURE ~ A CRITICAL ELEMENT OF ENTERPRISE TRANSFORMATION Dr. Michael Herbert, Principal and Senior Vice President, The Sinclair Group Business transformations are typically driven by technical factors such as value stream mapping or information technology implementation. These efforts are expensive, risky and often fail to deliver the anticipated value to the business. Dr. Herbert will explore the value of cultural intervention to accelerate, optimize and sustain the value realized by business transformation. Specific reference will be made to effective actions required to produce success.
3:00 PM	SENIOR EXECUTIVE LEADERS' PANEL <i>Creating New Ways to Thrive Inside the Paper Industry</i> Paper Industry Suppliers' Executive Leaders ~ Including ~ Paul Raymond, President, Hercules Paper Technologies & Ventures Group; John Yimoyines, President Nalco Paper Services Group, and Kathy Buckman Gibson, Chairman, Buckman Laboratories.
4:30 PM	Wrap-up and Closing Remarks ~ Tom Brown
5:30 PM	Welcome Reception
6:30-8:00 PM	CPBIS Hosted Dinner By Invitation for Forum Co-Hosts and Sponsors and CPBIS Sponsors

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8:00 AM	Opening Remarks ~ Tom Brown
8:15 AM	EVOLVING DRIVING FORCES' PANEL Moderator ~ Dr. Terry Blum ~ Director, Institute for Leadership and Entrepreneurship, Georgia Tech Leadership and Entrepreneurship, Georgia Tech How firms should think about implications of Sustainability, Energy Policy, and Entrepreneurial Strategy on Enterprise Transformation will be explored. Panel Members ~ George Weyerhaeuser, Senior Fellow, World Business Council for Sustainable Development.; Dr. Marilyn Brown, School of Public Policy, Georgia Tech and Oak Ridge National Laboratory Visiting Scientist; and Dr. Beril Toktay, College of Management, Georgia Tech.
10:30 AM	Break
11:00 AM	SENIOR EXECUTIVE LEADERS' PANEL ~ <i>Creating New Markets and Products Outside the Paper Industry</i> Executive Leaders from firms outside the Paper Industry ~ Including ~ Anthony J. (Tony) Dimaso, Vice President Corporate Strategy & Development, Verizon Communications and Ed Cantwell, CEO, InnerWireless
12:30 PM	Networking Lunch
1:30 PM	SENIOR EXECUTIVE LEADERS' PANEL ~ <i>Transforming Paper and Forest Products Firms</i> Executive Leaders from firms inside the Paper Industry ~ Including ~ Mike Jackson, President & CEO, Verso Paper and Avrim Lazar, President & CEO, Forest Products Association of Canada
3:30 PM	FORUM WRAP-UP AND CLOSING REMARKS ~ Tom Brown



- Co-Hosted By:
- North Carolina State University College of Natural Resources
 - Ecole Polytechnique University Pulp & Paper Chair
 - State University of New York Environmental Sciences and Forestry
 - University of Maine Pulp & Paper Foundation