REGISTER NOW ONLINE!

MARKET DOMINANCE THROUGH ENTERPRISE TRANSFORMATION
May 20-21, 2008, Atlanta, Georgia

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
The 2008 TechnoBusiness Forum will explore the importance of establishing new business cultures that are based on creating customer and employee value. Leaders from the forest products and other industries will analyze the business strategies, competencies and management structures that guide successful Enterprise Transformation.

You will hear from senior leadership from the nation’s premier Enterprise Transformation Center ~ Enterprise 2020 at the University of Texas, Dallas, senior executives with the Sinclair Group, highly respected global thought leaders from Georgia Tech, as well as senior executives from firms inside and outside the paper industry. These subject matter experts will address the influences and impacts of Enterprise Transformation within and beyond the Paper and Forest Products Industries:

- What is Enterprise Transformation and why is it so relevant today?
- What is the role of crucial key driving forces that impact Enterprise Transformation?
- What are the key drivers for Enterprise Transformation?
- What are the potential benefits from a successful Enterprise Transformation?

Also plan to be with us as panels of executive leaders gather to discuss critical knowledge, valuable insights and new perspectives for successful corporate-wide transformations.

FORUM LEARNING GOALS
Learn how to evaluate your current state of readiness for Enterprise Transformation:

- Compare transformational capabilities with industry peers;
- Understand the importance of seven key leadership dimensions of Enterprise Transformation;
- Learn how to anticipate and lever key emerging driving forces; and
- Develop skills to monitor and measure transformation progress.

FORUM GUEST LEADERS
- Professor Michael D. Oliff, Director, Enterprise 2020, The School of Management, University of Texas, Dallas
- Dr. Terry Blum, Director, Institute for Leadership and Entrepreneurship, Georgia Institute of Technology, Atlanta, Georgia
- Dr. Michael Herbert, Principal and Senior Vice President, The Sinclair Group, The Woodlands, Texas

PERSPECTIVES AND SUCCESSFUL APPLICATIONS
Three discussion sessions and three senior industry executives panels will offer an enhanced understanding of the management perspective, driving forces, and directions for successful applications for effective Enterprise Transformation.

An Overarching Management Perspective
There are key differences between failing and dominant companies. Dominant ones are sustained by corporate strategies that create value with (for) customers, by business structures that are built on distinctive competencies and by management systems that rest on stretch cultures.

Emerging Driving Forces
Both Enterprise Transformation and the transformed enterprise itself will be shaped by core emerging driving forces — including those associated with evolving energy policies, organizational response to sustainability issues, and the evolving role of entrepreneurial strategy for a transforming enterprise.

Crucial Directions for Successful Applications
Successful transformation requires knowing when your enterprise is prepared for transformation and which transformation options have worked and why. Knowing the potential risks and required business conditions for success is critical.

Executive Leaders’ Panels
The three separate panel sessions will be composed of executive leaders from the Paper Industry Manufacturers and Suppliers, as well as from other firms from outside the paper industry wherein these three core panel sessions will provide practical insights regarding Market Dominance and Enterprise Transformation today — and discuss obstacles, opportunities and breakthroughs faced by these firms.
REGISTRATION FAX: 404-894-8925 • PHONE: 404-385-3501 • WWW.PE.GATECH.EDU

Date: _________________________
To: _________________________________________________________________
Fax #: _______________________________________________________________
Number of pages (including cover sheet): ______________

FORUM INFORMATION
Forum Title: 2008 Forest Products TechnoBusiness Forum
Forum Date(s): May 20, 21, 2008
Forum Location: Georgia Tech Hotel and Conference Center
Forum Fee: ___________ Program ID #: __________  CRN/Session 80207/C8003

REGISTRATION INFORMATION
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TAPPI or PIMA Member #:________________________  ❑ Forum Sponsor  ❑ CPBIS Sponsor  ❑ Forum Co-host
❑ Academic Student, Faculty or Staff

PAYMENT INFORMATION
Payment Total $________________________
❑ Check made payable to Georgia Tech (Please include attendee's name, forum number, and forum name on all checks.) Mail to: Georgia Institute of Technology, Professional Education—R, P.O. Box 93686, Atlanta, GA 30377–0686
❑ Credit Card (Please call 404-385-3501 to provide credit card information.)
❑ Georgia PeopleSoft Number ______________________________
(If applicable to Georgia Tech faculty, staff and students)

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I heard about this forum by:
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other_______________________________________________________________
ABOUT CPBIS
Established in 2000 as a joint venture of Industry, Academe, and the Sloan Foundation, the Center for Paper Business and Industry Studies at the Georgia Institute of Technology is a globally recognized academic research center dedicated to the creation and dissemination of business oriented research and knowledge that is vital to the future prosperity of the Paper and Forest Products Industries. For more information, visit www.cpbis.gatech.edu

ABOUT ENTERPRISE 2020
Enterprise 2020 in the School of Management at The University of Texas, Dallas, is a five-year global consortium of cross industry firms and executive teams working in collaboration with a multidisciplinary faculty. The Consortium serves as a catalyst and conduit for innovative solutions to guide, accelerate and sustain enterprise and individual transformation. For more information, visit www.som.utdallas.edu/et2020.

ABOUT THE INSTITUTE FOR LEADERSHIP AND ENTREPRENEURSHIP
Established in 2006, The Institute for Leadership and Entrepreneurship (ILE) is an interdisciplinary unit of Georgia Tech that enhances leadership and entrepreneurship for socially responsible and sustainable value creation. The ILE bridges units on and off campus to increase and enhance the opportunities available to those who want to be effective leaders in a complex, global arena. Bringing together students, researchers, business leaders, social entrepreneurs, and other members of the global community, the ILE’s activities generate a unique and powerful synergy that stimulates awareness and change for a just, caring and sustainable world. For more information, visit www.ile.atech.edu and www.mgt.gatech.edu.

ABOUT THE SINCLAIR GROUP
Established in 1997 and serving clients globally, The Sinclair Group is an independent, privately held operations management consulting company that delivers profit improvement services to manufacturing clients across a wide spectrum of industries. The Sinclair Group headquarters are in The Woodlands, Texas. For more information, visit www.sinclairgroup.com.