

REGISTER NOW ONLINE!



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

Georgia Tech | **The Center for Paper Business and Industry Studies**

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

2008 FOREST PRODUCTS TECHNOBUSINESS FORUM

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May 20-21, 2008 • Georgia Tech Hotel and Conference Center • Atlanta, Georgia

PLAN TO JOIN US

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.



2008 TECHNOBUSINESS FORUM DETAILS

MEETING DATES

The Forum will begin at 8:00 a.m. in the Georgia Tech Hotel and Conference Center Ballroom on Tuesday, May 20, 2008. We will conclude the Forum on Wednesday, May 21, 2008 at 4:00 p.m.

COSTS

The registration fee for the Forum is \$490. CPBIS Sponsors and TAPPI and PIMA members receive a discounted price of \$390. Forum sponsors' employees receive a discounted price of \$290. And faculty, students and staff from academic institutions receive a discounted price of \$190. All registration fees will receive an early bird discount of \$50 prior to April 19, 2008.

ACCOMMODATIONS

Your registration fee does not cover your hotel costs. We have reserved rooms at our Forum venue, The Georgia Tech Hotel and Conference Center. Our special rate is \$142.00 a night for a single. When registering, please ask for the TechnoBusiness Forum block which expires on April 19th.

Georgia Tech Hotel and Conference Center
800 Spring Street, NW
Atlanta, GA 30308
Phone: 404-347-9440
FAX: 404-838-2099

Check-in time is 4:00 p.m. Check out time is 12:00 noon. You are subject to additional charges if these times are not observed. Contact the front desk directly to request an earlier check in or a later check out.

We have a limited number of rooms available at the Forum venue. Alternative accommodations are available at the special rate of \$109 per night at the Courtyard by Marriott, Atlanta Midtown location, 1132 Techwood Drive, Atlanta, GA 30318
Phone: 404-607-1112 or 1-800-321-2211
FAX: 404-607-1020 - Ask for the TechnoBusiness Forum block. which expires on April 28th.

MEALS

Meals are included as part of the meeting registration package. Your registration fee covers continuous breaks at the hotel from 7:00 a.m. until 4:00 p.m. and lunches both days; and, also included is the reception at the hotel on Tuesday evening.

REGISTRATION

To register for the Forum or to learn more please visit www.cpbis.gatech.edu

You will need to use your email address and make up a password to continue with the registration process (please remember this information in case you need it again to make changes). If you need help or have questions, feel free to contact:

Ms. Charley Burney charley.burney@cpbis.gatech.edu
Phone: 404-894-1488, FAX: 404-385-2414
or Dr. Jacquelyn-Danielle McNutt,
jacquelyn.mcnutt@cpbis.gatech.edu,
Phone: 910-253-1208, FAX: 910-253-1209

REGISTRATION

FAX:404-894-8925 • PHONE: 404-385-3501 • WWW.PE.GATECH.EDU

Date: _____

To: DLPE Registration

Fax #: 404 894-8925

Number of pages (including cover sheet): _____

REGISTRATION FORM - Please Print Clearly

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 #: PAPR 9001P CRN/Session 80207/C8003

REGISTRATION INFORMATION

Name: _____

Position: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Daytime Phone #: _____

Email: _____

(Confirmation information will be emailed to this address)

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)

SURVEY

I heard about this forum by:

- brochure web email fax magazine co-worker

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.

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