

# GAA

## Environmental Workshop

### Sustainability in Printing: A Lifecycle Approach



June 15-17, 2010  
Hilton Milwaukee City Center  
Milwaukee, WI



2010

# GAA Environmental Workshop

Preliminary Program as of May 27, 2010

## TUESDAY JUNE 15, 2010

- 3:00pm Registration Open  
6:00pm Welcome Reception

## Scheduled Presentations

## WEDNESDAY JUNE 16, 2010

**8:15am KEYNOTE ADDRESS:  
The Future Biopathways Project**

**Avrim Lazar, President & CEO, FPAC**

### 8:45am Forestry Certification and Small Landowners: How to Increase Certified Fiber Availability

- **Paul Pingrey**, former Wisconsin Department of Natural Resources Representative, will discuss how the department developed the innovative Managed Forest Law Group, which has brought over 42,000 small landowners with 2.2 million acres into Forest Stewardship Council and Tree Farm certification. It's the largest group of small forest owners in the world and offers valuable lessons-learned. The presentation will also touch on family forestry certification efforts elsewhere in the U.S. including streamlined standards and other incentives.
- **Guy Gleysteen**, Time, Inc. ,will report on the Maine pilot project to increase certified fiber from small landowners for use in paper mills supplying the publishing industry. Project sponsors include Time Inc, Hearst Enterprises, NewPage Corporation, Verso Paper, SAPPi North America, SFI and ATFS.

### 9:45am Managing Forests for Multiple Use:

#### Balancing the New Drive for Alternative Energy Production with the Forest Products Industry

- **Rick Kuester**, WE Energies, will describe partnerships with forest products companies that expand energy from biomass while also still promoting value-added end uses for wood and pulp. The question of how the growing market for renewable sources of energy will affect wood and biomass supplies will be addressed.
- **Andrew Heald**, UPM, will report on a study called *The Biomass Carbon Balance* as well as the integration of biomass harvesting in sustainable forestry practice.

### 11:15am Climate Change Legislation: Current Status and Industry Implications

- **Elizabeth VanDersarl**, AF&PA, will discuss current legislative efforts and the potential effect on the forest products and publishing industries. Also, addressed will be how publishers and paper producers can succeed in a carbon constrained economy.

### 12:15am LUNCH

### 1:30pm Energy Strategies in the Supply Chain

- **Flambeau River Papers** will discuss the future of North American pulp mills as bio-refineries and the AF&PA Agenda 2020 Technology Alliance: *collaborative partnerships to create innovation in the forest products industry's processes, materials, and markets.*
- **Mark Daniel**, Verso Paper, will discuss how they are positioning their manufacturing business to succeed in the low carbon economy. Also covered will be the DOE "Save Energy Now" leader pledge.
- **Joe Muehlbach**, Quad/Graphics, will discuss energy efficiency projects in the print production supply chain.

### 3:30pm Print vs Digital:

#### Is New Media as Green as it Promises to be When Considering the Whole Lifecycle?

- **Don Carli**, Institute for Sustainable Communication, will discuss the environmental impacts of both printed media and digital media. Don will share real-world examples of sustainability-driven media planning.
- **Mark Hubert**, FPAC, will discuss the FPAC /AF&PA joint research project about the environmental impact of printed media versus digital media. The discussion will focus on the need for the research, the scope, the objectives and the methodology employed.

**6:00pm RECEPTION AND DINNER**  
*Hosted by NewPage at Windhover Hall,  
Milwaukee Art Museum*

**KEYNOTE ADDRESS:**  
**Business Opportunities with Green  
Trends, Avoiding Greenwashing, and the  
New FTC Green Guides**

*Scot Case, Vice President, TerraChoice  
Environmental Marketing & co-author of  
the 7 Sins of Greenwashing*

**THURSDAY JUNE 17, 2010**

**8:15am KEYNOTE ADDRESS:**  
**Sustainability at NewPage**

*Mark Suwyn, Executive Chairman,  
NewPage Corporation*

**8:45am Carbon Footprint and Life Cycle Assessment:  
The Latest Research and Applications**

- **Caroline Gaudreault**, Ph.D., NCASI. The latest information and techniques on developing carbon footprint and LCA for the forest industry will be presented. Also, the presentation will include an overview of the main carbon footprint standard initiatives.

**10:00am EPAT**  
**What is New with Version 2**

- **Tom Pollock**, Metafore, will bring an update from the working group developing improved protocols for version 2 of the environmental paper assessment tool. **David Schirmer**, Hearst Enterprises, will give the end-user's perspective on value and use of the tool and a brief overview of the Paper Life Cycle project.

**11:00am Forest Exploration Center**

- **Tom Gaertner**, board member of a new nonprofit in Wisconsin, will introduce the Forest Exploration Center they are planning in Milwaukee County.

**11:30am KEYNOTE ADDRESS:**  
**Great Lakes Forestry & Sustainability  
Initiatives**

*Wisconsin Governor Jim Doyle*

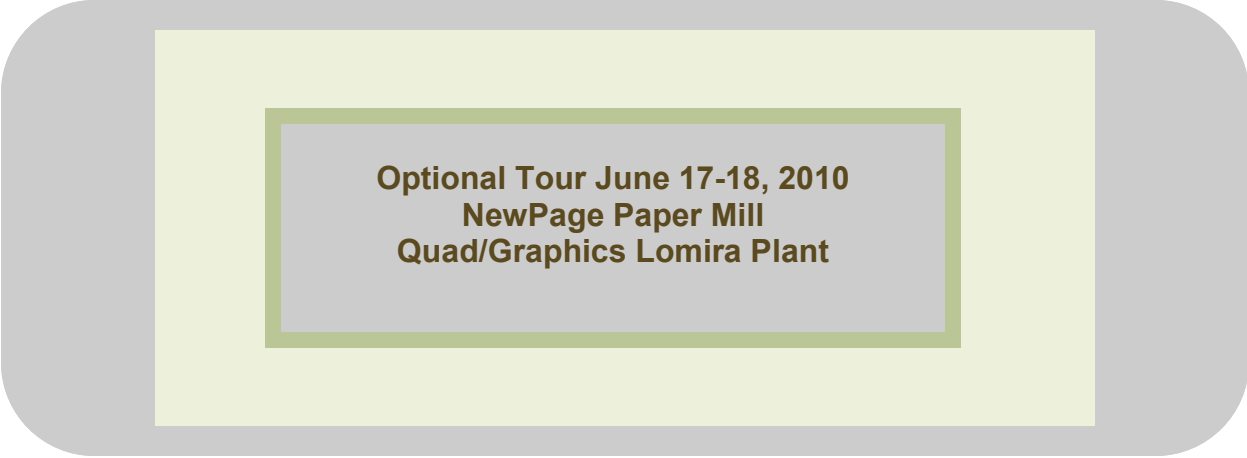
**12:15pm Wrap Up**



## Confirmed Presenters:

- **Don Carli**, Senior Research Fellow, Institute for Sustainable Communication
- **Scot Case, Vice President**, TerraChoice Environmental Marketing & co-author of the *7 Sins of Greenwashing*
- **Mark Daniel**, Director of Energy and Technology, Verso Paper
- **Jim Doyle**, Governor, State of Wisconsin
- **Tom Gaertner**, board member, Forest Exploration Center
- **Caroline Gaudreault**, Ph.D., Senior Research Scientist, National Council for Air & Stream Improvement (NCASI)
- **Guy Gleysteen**, Senior Vice President of Production, Time, Inc.
- **Andrew Heald**, Head of Assurance, UPM
- **Mark Hubert**, Vice President Climate Change Leadership, FPAC
- **Rick Kuester**, Executive Vice President Wisconsin Energy Corporation and CEO/President of WE-Generation
- **Avrim Lazar**, President & CEO, Forest Products Association of Canada (FPAC)
- **Joe Muehlbach**, Director of Facilities & Environmental Policy, Quad/Graphics
- **Paul E. Pingrey**, Pingrey Forestry Consulting, LLC; Former Wisconsin Dept. of Natural Resources Rep.
- **Tom Pollock**, Senior Program Manager, Metafore
- **Mark Suwyn**, Executive Chairman, NewPage Corporation
- **David Schirmer**, VP & General Manager, Hearst Enterprises
- **Elizabeth VanDersarl**, Vice President Government Affairs, American Forest & Paper Association (AF&PA)

*Conference topics/presenters  
subject to change due to events  
beyond our control.*



**Optional Tour June 17-18, 2010  
NewPage Paper Mill  
Quad/Graphics Lomira Plant**

## **Preliminary Information**

### **Thursday June 17, 2010**

There will be an optional tour of the NewPage paper mill and research facility in Biron, Wisconsin along with a tour of the Quad/Graphics Lomira plant.

The bus will depart from the hotel at approximately 1:00PM. Plans include a boat cruise and dinner sponsored by NewPage Corporation on Thursday evening. Overnight accommodations will be necessary on Thursday evening in Wisconsin Rapids at the Mead Inn and Conference Center. The tour of NewPage will take place on Friday morning and the bus will arrive back in Milwaukee at approximately 1:00PM on Friday afternoon.

#### **Dinner Information**

Three-Hour Dinner Cruise 5:00 – 8:00 p.m. on the Lady of the Lakes (Motor yacht with open air deck, plus enclosed seating weather permitting), Chain O'Lakes in Waupaca, Wisconsin

Beverages & Menu: "Great Grill Out" – Marinated Chicken Breast, Steak Sandwiches and Garden Burgers with sides and desserts

Tour registrations must be made with the Gravure Association of America, Inc. This tour is possible due to the generous support of NewPage. A nominal fee of \$50 was established to help defray costs. (Please register using the Environmental Workshop registration form).

Included w/the tour is your transportation To/From Biron, Wisconsin. Dinner and the boat cruise Thursday night will be provided as well. (Lodging is NOT included. Please see information below and make your reservations directly w/the hotel.)

Room reservations need to be made directly w/the Mead Inn and Conference Center in Wisconsin Rapids, Wisconsin for Thursday June 17, 2010 at the rate of \$89 plus tax. For reservations, call 715.423.1500. [www.hotelmead.com](http://www.hotelmead.com).

**Participation is limited to 30 registrants and guests/spouses may attend.**

**Gravure Association of America 75 West Century Road Paramus, NJ 07652  
Phone 201.523.6042 Fax...201.523.6048**

**REGISTRATION**FAX TO  
201.523.6048MAIL TO  
GRAVURE ASSOCIATION OF AMERICA  
75 WEST CENTURY ROAD  
PARAMUS, NJ 7652  
201.523.6042

Casual attire recommended

**Lodging & Location Information**

Please make your reservations directly with the hotel by May 16, 2010 and be sure to mention that you are attending the GAA Environmental Workshop to obtain the special room rate of **\$129+tax**, single/double occupancy. We appreciate your patronage of the **Hilton Milwaukee City Center** which makes it possible for GAA to secure the space needed at a greatly reduced cost.

**Hilton Milwaukee City Center**  
509 West Wisconsin Avenue  
Milwaukee, WI 53203

**Reservations:** 414.271.7250 or  
1-800-HILTONS  
www.hiltonmilwaukee.com

The hotel is located 15 minutes from General Mitchell International Airport (MKE). Special car rental pricing is available through Avis. Call 800.221.1600 and refer to code (AWD#) D130822.

**Register On-line at [www.gaa.org](http://www.gaa.org)....or fill out the form below and return to GAA**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Emergency Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Food Allergies/Special Needs: \_\_\_\_\_

**FEES**

Cataloger/Retailer/Publisher  
Printer/Supplier

**GAA Members**

\$225  
 \$595

**Non-Members**

\$345  
 \$895

**WEDNESDAY DINNER: CHOOSE ONE**

- Roasted tenderloin on garlic whipped potatoes served with green beans and a red wine demi glace  
 Halibut on a bed of black pepper cashew rice served with green beans and parsley jus  
 Trece del orto pasta with goat cheese stuffed artichokes, asparagus, tomatoes, wild mushroom sauce

I plan to attend the optional tour.  \$50    My spouse/guest will join me on the tour.  \$50

**Please refer to the separate optional tour page for complete tour information.**

Check enclosed (payable to Gravure Association of America, Inc.)

Credit card:             Visa             MasterCard             American Express

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Amount: \_\_\_\_\_

**GAA Event Cancellation Policy**

Event registration cancellations must be received by May 16, 2010 to qualify for a full refund, less 10% handling fee. No refunds will be given after that date. However, 90% of the registration fee can be applied to a future program, within the next twelve months, or a company substitute will be accepted. No-shows will be billed GAA assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.

Gravure Association of America 75 West Century Road Paramus, NJ 07652  
Phone... 201.523.6042 Fax...201.523.6048

**For security reasons, no badges will be issued on-site without proper identification & payment.**