

RETURN SERVICE REQUESTED

The deadline for 2015 Paper Industry International Hall of Fame nominations is March 31, 2015.

## Support the Hall of Fame and its home, the Paper Discovery Center

We ask for your help in sustaining the Paper Hall of Fame and its home, the Paper Discovery Center. These efforts help to provide recognition for those who have made extraordinary contributions in the field of paper and to share the stories of these people along with the many wonders of paper with the visiting public. You can help by donating cash, credit card (Visa, MasterCard), or stock securities. You can also help by adding us to your estate planning. If you are interested in helping, please call Kathleen at 920-380-7491. We also welcome gifts to our Endowment Fund, which is managed by the Community Foundation of the Fox Valley Region.

### Paper Industry International Hall of Fame Donor Pledge Card

Name (List individual & organization) \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_ Email \_\_\_\_\_

I would like to make a contribution –

Single:  \$5,000  \$2,500  \$1,000  \$500  \$250  \$100  Other \_\_\_\_\_

Multi-Year: I/We pledge a gift of \$ \_\_\_\_\_ over a period of \_\_\_\_\_ years in support of the Paper Industry Hall of Fame – and the many families and children it will serve through education and discovery.

Corporate Gift  Personal Gift  Foundation  Other

Amount enclosed: \$ \_\_\_\_\_ Balance Due: \$ \_\_\_\_\_ (Please make checks payable to: Paper Industry Hall of Fame).

I/We would like to donate a gift of securities\* to the Paper Industry International Hall of Fame.

I/We pledge \_\_\_\_\_ shares of \_\_\_\_\_ .

**Thank You For Your Support At This Important Time for Our Organization.**  
**Ask your employer about matching funds programs!**

Return a copy of this form along with payment to: Paper Industry International Hall of Fame, 425 W. Water Street, Appleton, WI 54911  
Gifts are tax deductible to the extent provided by law.

\*Contact Kathleen Lhost at 920-380-7491 for transfer instructions or with any questions • www.paperhall.org



# HONOR ROLL

NEWS FROM THE PAPER INDUSTRY INTERNATIONAL HALL OF FAME

No. 33 Spring 2015

www.paperhall.org

## Call for Nominations

Nominations are being accepted for induction into the Paper Industry International Hall of Fame. The deadline for submitting a nomination form is March 31, 2015.

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

Academic | Economics | Entrepreneur | Founder | Leadership | Marketing & Sales | Research & Development | Service | Technology

Nomination forms are available online at [www.paperhall.org/nomination-forms](http://www.paperhall.org/nomination-forms). They are also available at the Paper Discovery Center at 425 W. Water Street, Appleton, WI 54911 or by calling 920-380-7491. Nomination papers may be mailed, or submitted electronically. If submitted electronically, the cover sheet with the original signatures of the two nominating sponsors must be mailed to the office. Nominations will not be considered complete until original signatures from the nominators have been received.

Nominations that have been received within the past four years remain eligible for selection; however, it is essential that all information contained in the applications be updated. Names and addresses of the candidate and the sponsors need to be current. **Please review your copy if you have submitted a nomination and send us corrected addresses as necessary.**

**The 2015 Induction Ceremony will be held in Appleton, Wisconsin on October 15, 2015.**

## The Paper Industry is thriving because Paper is not just Paper!

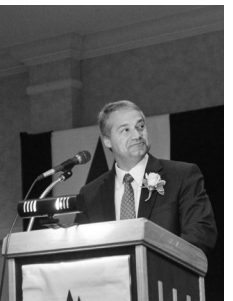


Russ Wanke, CEO  
Expera Specialty  
Solutions, LLC

“A large percentage of the paper industry is doing very well”, was the message Russ Wanke delivered as his keynote speech at the 20th Annual Paper Industry International Hall of Fame Induction Ceremony. Innovation is happening across all sectors of paper, and most areas are experiencing growth. Reminding the audience that “Paper is not paper”, Wanke elaborated by saying most people think of printing and writing paper when they think of paper, but paper is so much more. Seventy-six percent of the paper manufactured in Wisconsin is packaging, tissue or specialty papers which are all experiencing growth. Within the printing and writing paper sector, half is highly specialized and is experiencing growth. The paper industry in Wisconsin is solid and is thriving.

With 30 years of paper industry experience, Russ became CEO at the formation of Expera. Previously, he was Vice President and General Manager for Thilmany Papers since November 2008. Prior to joining Thilmany, Russ headed the publication division for NewPage as VP - Publication Paper Operations. In that role, Russ was responsible for operations of seven publication paper mills, with more than 4000 employees producing annually 2.8 million tons of paper and 2.0 million tons of pulp. Earlier, Russ led Stora Enso North America's fine paper business, a \$1 billion sales business with 1580 employees, and producing 1 million tons. He also had responsibility for the North American research, central maintenance and engineering units.

Expera is a leading North American manufacturer of specialty paper products for use in the pressure-sensitive release liner, industrial and food packaging segments. Headquartered in Wisconsin, Expera employs approximately 2,000 people across five manufacturing facilities located in Rhinelander, WI, Mosinee, WI, Kaukauna, WI, De Pere, WI, and Old Town, ME.



## Induction Class of 2014

**2014 PIIHF Inductee class: Front Row L-R: Irene Strohbeen, representing Marja-Sisko Ilvessalo-Pfäffli; Paul Anderson, representing Martin Keyes and Hardev S. (Doug) Dugal.**

**Back Row L-R: Bengt Asplund, representing his father, Arne Asplund; William Brehm, representing William Markley Gilbert and Dave Tomlinson, representing his grandfather, George H. Tomlinson.**

# Paper Industry International Hall of Fame 20th Annual Induction Class

Three Hundred Seventy-five people attended the 20th Annual Paper Industry International Hall of Fame Induction Ceremony on October 9, 2014. This was one of our largest groups ever joining in celebrating the achievements of Arne Asplund, Hardev S. (Doug) Dugal, William Markley Gilbert, Marja-Sisko Ilvessalo-Pfäffli, Martin Keyes and George Herbert Tomlinson. It was an evening of international mingling with Bengt Asplund and his son, Anders, traveling from Lidingö, Sweden to accept his father's award, and members of the Tomlinson and Gilbert families traveling from Canada. Other Inductees or their representatives came from Connecticut, Virginia, Maine, Maryland, Madison, Wisconsin and Appleton, Wisconsin. The Hall of Fame now includes 123 inductees from fifteen countries on four continents!



Bengt Asplund accepting on behalf of his father, Arne Asplund



Hardev S. (Doug) Dugal accepting his award



Bill Brehm accepting on behalf of William Gilbert



Irene Strohbeen accepting on behalf of Marja-Sisko Ilvessalo-Pfäffli



Paul Anderson accepting on behalf of Martin Keyes



Dave Tomlinson accepting on behalf of his grandfather, George H. Tomlinson

Each representative accepted the coveted award, made of polished jade glass, after enjoying a video tribute of the Inductee's life and work. As a permanent tribute to their accomplishments, a Class of 2014 plaque and copies of their individual videos are now contained within the Paper Discovery Center in Appleton, Wisconsin, USA.

All inductee videos can be viewed at the Paper Discovery Center, and on the Hall of Fame website: [www.PaperHall.org](http://www.PaperHall.org) The Paper Hall website was recently upgraded with enhanced search capability. You can now search all 123 inductees by Name, by Year of Induction, by Company and by Country. Videos can also be found on YouTube by searching by Inductee Name.

Following the Induction Ceremony, inductees and their families, representatives and guests came to the Paper Discovery Center for dessert and the unveiling of the latest Hall of Fame plaques and videos in their permanent home. Present and past inductees, their co-sponsors and directors convened the following morning for the annual Member's Breakfast in the River Level of the historic Atlas Mill.



# Celebrating the Wonder of Paper with STEM

This February we are celebrating the first ten years of operations at the Paper Discovery Center with Birthday Party themed crafts and activities. It has been a wonderful ten years, as we have become known throughout the community as a center of STEM (Science, Technology, Engineering and Math) learning that is hands-on and discovery based. 2014 was a busy year for staff and volunteers at the Paper Discovery Center. We had a slight decline in the number of school age children coming with school groups, in part due to decreases in school funding. We made up that difference with a 33% increase in attendance for our six-week Summer Science program, and a 37% increase in attendance for Boy Scout and Girl Scout workshops. Paid attendance for the Paper Discovery Center for fiscal year 2014 was our highest year. Kids have fun at the PDC, and leave hungry for more science, technology, engineering and math. Educators Linda Werner, Karla Berg and Sharon Clothier bring fresh new ideas to our educational program planning. They have worked hard to refresh our field trip offerings to accommodate larger groups of students per visit and more closely match the curriculum being taught in the classroom. Kids enjoy the interactive and memorable experience they have at the Paper Discovery Center; teachers like the quality of programming and customization we offer for

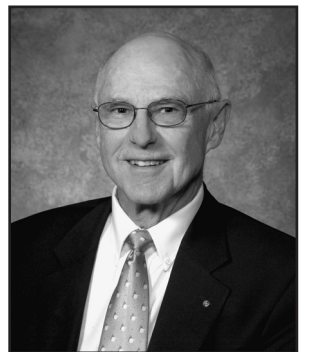
class visits. We have become a popular destination for informal learning for Fox Valley youth.

Since its opening, the PDC has become a tourist destination and annually hosts nearly 10,000 visitors from around the world. The PIIHF/PDC is also a key element in the city of Appleton's master plan for redevelopment of its scenic and historic riverfront. Several exhibits have been refreshed and expanded, including our On-Cell audio tour, which can be used as an enhancement to a visit to the PDC and as a way of previewing our exhibits. The audio tour can be accessed from any phone by calling: (920) 243-7014.

Please take a moment to look at the insert, "All Things Paper", which is included with this newsletter, or visit our new Paper Discovery Center website: [www.paperdiscoverycenter.org](http://www.paperdiscoverycenter.org) to see "what's happening" at the PDC. We thank the Frank Shattuck Community Fund, Kimberly Clark Foundation and The Boldt Company for their generous support of our school field trip programs; and SCA for support of our Summer Science Series.

# Board of Directors Elect Harry Spiegelberg to Tenth Term

The PIIHF Board of Directors have elected Dr. Harry Spiegelberg, retired Vice-President, Kimberly-Clark Corporation to another term as Chairman. Dennis Hultgren, Principal Consultant, Environ International Corp. was elected as Vice-Chairman. Kelly Helein, Senior Technical Sales Representative, Daikin-America was elected as Secretary. Roy Conrad, retired Director of Accounting for Clysar (Bemis), was elected Treasurer, and Harold Miller, retired President, Marathon Engineering, was elected COO. Joining these officers as members of the PIIHF Board of Directors are: Peter Allen, R & D Senior Technical Director, Family Care Research & Engineering, Kimberly Clark Corp; Thomas E. Frawley, Jr., retired Chairman, Appleton International, Inc.; Ray Heuchling, President, Heuchling Group, Inc.; Mike Hooymann, President, Poyry (Appleton), LLC; James Perry, UWFV Dean/CEO Emeritus; Arthur D. Rankin, Retired Technical Director, Appleton Coated, Inc.; Craig Timm, Manager of Public Affairs, Domtar; and Becky Walker, Director of Curriculum for Mathematics / Science / Health & Human Performance, Appleton Area School District.



Chairman Spiegelberg

# In Memoriam - PIIHF Inductees

We note the passing of one of our Paper Industry International Hall of Fame Inductees in 2014. Dr. Joseph E. Atchison, Induction Class of 1998, passed away in March 2014. Dr. Borje Steenberg, class of 2001, passed away on January 17, 2015. We offer our condolences to his family.

## SAVE THE DATE

21<sup>th</sup> Annual Induction Dinner  
Thursday – October 15, 2015



Paper Industry  
International Hall of Fame, Inc.