

Dr. Peterson

IPST Leadership Conference

5 p.m. Thursday, April 18, 2013, Georgia Tech Hotel and Conference Center

We at Georgia Tech are honored to have you on campus for the IPST Leadership Conference. Yesterday we celebrated the 20th anniversary of the Paper Tricentennial Building on campus, which honors what is now 320 years of papermaking. As you know, the forest bioproducts industry goes far beyond 20 years. IPST that is housed in the Paper Tricentennial Building has existed since 1929.

In addition to looking back, you've spent much of the day looking ahead. It is interesting that you have chosen 2035 for your perspective on the future. We did the same thing when we as the Georgia Tech community worked together to create and introduce our 25-year strategic plan, called Designing the Future. Like what you're doing, it required that we build on a successful track record and stretch our imaginations to plan for a future where we can maximize resources and develop innovative solutions to some of society's greatest challenges.

We have great respect for the forest bioproducts industry here at Georgia Tech. The industry is a leading sector of the Georgia economy, not to mention the national manufacturing GDP. Your energies go to using renewable, sustainable raw materials to create products society values and uses every day for personal care, health care, communications, food delivery, green energy, the shipping of nearly every imaginable product, and so much more. With that in mind, we see Georgia Tech as a center for transformational research to serve your industry, and as a source for your future leaders, based on the quality education we provide.

This model of a public-private partnership is very effective, and one that we at Georgia Tech strive to have in our research enterprise. It is interesting to note that the White House is promoting public-private partnerships in its manufacturing initiatives. Georgia Tech is engaged in multi-disciplinary research work with a number of large

organizations, including Kimberly-Clark, Dow, Exxon-Mobile, Coca-Cola, Children's Hospital, and many collaborative partnerships.

Innovation is required to re-invent the paper industry around new products using forest products. New strength in manufacturing, along with proximity to natural resources and supply chain expertise gives new hope to industry resurgence. Besides the traditional industry operations improvement, Georgia Tech is engaged in biofuels, renewable biochemicals, and materials science, including imaginative materials incorporating nanocellulose. And there are more examples of products such as printed electronics on cellulose substrates and novel paper coatings.

We have recognized your critical importance by designating IPST one of 12 Interdisciplinary Research Institutes on this campus. Through IPST, your industry has access to the full range of our research and expertise. More importantly: our experts across Georgia Tech have a portal into the industry that knows the most about cellulose and its practically unlimited potential.

IPST is helping Georgia Tech develop a significant educational initiative as well, as we explore the concept of a professional master's program in manufacturing leadership. The vision is to combine technical knowledge with leadership, financial, and managerial skills across many industries, beginning with forest bioproducts. If successful, this will open up new avenues of advanced professional education for Georgia Tech. And it will provide a new model for interaction with industry at a strategic level to prepare that most important natural resource—students—to lead us into an exciting future.

IPST leverages the strength and breadth of Georgia Tech. We also want to continue to listen to you, the experts in the field, as we move forward with new innovations and solutions for the industry. As a world-class educational and research institution, we can offer even more to progressive companies like yours, companies willing to look 20

years into the future to evaluate the implications, opportunities, and challenges that most certainly will be different from those we face today.

We congratulate IPST on 20 years here, thank you for being part of our Georgia Tech community, and look forward to deepening our strategic partnership with this very important industry as together we design new solutions for the future.