



FOR IMMEDIATE RELEASE
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NPTA Alliance Releases 2010 Strategic Plan

Chicago – NPTA Alliance is pleased to announce its 2010 comprehensive strategic plan, which supports the organization’s mission of actively supporting the success of its members in the paper, packaging and supplies industries through the delivery of networking, education, advocacy and research that focuses on the health of the distribution channel.

NPTA will focus on these primary objectives this year:

- Provide educational programming focused on developing industry talent, continuous improvement and application of industry strategies and best practices
- Coordinate stimulating events, which attract the leaders within the paper and industrial distribution channels
- Serve as the pre-eminent resource for industry data and analysis
- Advance advocacy efforts on behalf of the paper and packaging distribution channels
- Offer stimulating communication vehicles that deliver industry news, association updates and member news
- Offer scholarships and industry awards

Founded in 1903, NPTA has consistently provided value to its members by delivering products and services that are cost-efficient, timely, solutions-focused and designed to provide a competitive advantage over non-participating firms.

Some new initiatives for 2010 that support this year’s objectives include:

- **Providing educational programming** – NPTA will provide cost-effective education, including NPTA’s Supply Chain Academy, a Webinar series and more.
- **Coordinating events** – NPTA will offer new events, including Paper2010, a joint event with the American Forest & Paper Association (AF&PA), which recently took place this past March, replacing NPTA’s Annual Convention, as well as DistriPak Pavillions at PACK EXPO International

2010, October 31-November 3 in Chicago, IL, and ISSA/INTERCLEAN®, November 9-12 in Orlando, FL.

- **Providing industry data and analysis** – NPTA will provide members with quarterly economic outlook reports, financial benchmarking and analysis reports, a distributor inventory report data and a distributor compensation report, just to name a few.
- **Advancing advocacy efforts** – NPTA will provide members with timely information on current legislative issues impacting the paper industry through its Take Action Advocacy Pool and support the Print Council, Mail Moves America and Coalition for the 21st Century Postal Service and National Association of Wholesaler-Distributors (NAW).
- **Offering stimulating communication** – NPTA will provide a printed communication vehicle designed to provide members with industry articles, member profiles, NPTA news and research reports, as well as a monthly e-newsletter designed to provide timely updates on industry issues, member news and advocacy initiatives.
- **Providing scholarships and industry awards** – NPTA will continue to recognize members through its awards, including the Stanley O. Styles Award and Golden Eagle Certificates, and collect donations for scholarships via the Paper and Plastics Education Research (PAPER) Foundation.

For more information on the NPTA Alliance, visit www.goNPTA.com.

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About NPTA Alliance: NPTA Alliance (formerly the National Paper Trade Association, Inc.), founded in 1903, is the association for the \$60+ billion paper, packaging, and supplies distribution industry. The mission of NPTA is to actively support the success of its members through the delivery OF networking, advocacy, education, and research that focuses on the health of the distribution channel.