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## **NPTA Alliance streamlines strategic focus**

Association to concentrate on value proposition for paper merchants and mills

CHICAGO – The NPTA Board of Directors approved the recommendation of its volunteer-led Strategic Planning Task Force to focus solely on the printing paper segment and concentrate its resources on enhancing the value proposition for this core audience. As a result of this streamlined focus, members will see a greater emphasis on events, products and services that support the continued growth of the paper distribution channel.

In 2012, NPTA will fully dedicate its time, focus and resources on driving greater value for printing paper merchants and mills. Delivering high-quality networking opportunities such as the Paper Distribution Council (PDC) Annual Meeting, Paper2012 and GRAPH EXPO will continue to be an essential component of NPTA's offerings in order to unify the channel and facilitate strengthened partnerships between trading partners.

Providing industry-specific data and news that empowers member firms to make better strategic business decisions and maximize profitability will also remain a top priority to NPTA. Additionally, NPTA will work to ensure that the Two Sides advocacy initiative delivers value to members in 2012, and will continue to support similar organizations that are working to improve the productivity and profitability of wholesale distributors and forest product suppliers. Finally, new and enhanced training opportunities will be offered to members through partnerships with the leading training organizations in the distribution and paper/printing marketplace.

NPTA's Board of Directors and committee structure is under reorganization and a fresh team of volunteers will be working closely with staff to continue the work of re-inventing the NPTA in alignment with the many changes taking place in the industry.

If you have questions about NPTA's strategic direction in 2012 or have ideas and feedback that you want to share with the NPTA Board of Directors, please contact NPTA CEO [Kevin Gammonley](#). For more information or to read our Frequently Asked Questions, please visit [www.goNPTA.com/strategicfocus](http://www.goNPTA.com/strategicfocus).

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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 plus billion paper distribution industry. The mission of NPTA is to actively support the success of its members through the delivery networking, education, industry data and research, and advocacy, which focuses on the health of the distribution channel.