



For Immediate Release
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NPTA Alliance Develops Comprehensive Strategic Plan

Paper and Packaging Organization Focuses on Networking, Advocacy, Education and Research in 2009

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

NPTA will focus on five key objectives this year:

- Serving as the pre-eminent resource for industry data and analysis
- Providing educational programming focused on developing industry talent, continuous improvement and application of industry strategies and best practices
- Coordinating stimulating events, which attract the leaders within the paper and industrial distribution channels
- Advancing advocacy efforts on behalf of the paper and industrial distribution channels
- Ensuring the visibility and financial health of the association by growing membership within the paper and industrial segments

“NPTA has, and always will be, the primary source of cost-effective networking opportunities, industry-specific information and education for the paper and packaging industry,” said Newell Holt, CEO, NPTA Alliance. “Our strategic plan is built around this premise, thus, enabling us to ensure that resources and value are continually being brought to our members.”

Some new initiatives for 2009, which support this year’s objectives, include:

Industry Data and Analysis:

- Monthly Financial Benchmarking Program
- Quarterly Economic Outlook Report
- Quarterly Business Conditions Report

Education:

- New sponsor of the University of Industrial Distribution, March 8-11, in Indianapolis, IN, which provides cost-effective training for distribution professionals
- Partnership with Accenture and its Supply Chain Academy to provide members with a dynamic, on-line educational portal covering supply chain topics
- Quarterly webinars that cover economic trends, distribution management topics and human resource management

Networking:

- Sponsor of NPTA Pavilions and a Networking Reception at PACK EXPO 2009, October 5-7 in Las Vegas, NV, and ISSA/INTERCLEAN®, October 6-9 in Chicago, IL, to unite current and prospective members and provide greater exposure for NPTA packaging suppliers
- Continued enhancements to the NPTA Annual Convention, September 29 – October 2 in Chicago, IL, to draw the leading paper merchants and suppliers for education and business contacts

Advocacy:

- A monitoring and reporting program that will keep members up-to-date on the legislative and public policy issues and opportunities that are most relevant to paper and industrial distributors

NPTA will also continue to expand upon existing programs and resources to ensure its objectives and members' needs are met. Some examples include: increasing the quality of information found on the members-only section of its Web site, www.goNPTA.com, enhancing the content of *Paper & Packaging* magazine and continuing the 100-year tradition of hosting its Annual Convention for suppliers and distributors to conduct business in the privacy of a suite environment.

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.