Brief Summary of the Second Project Meeting

I. Time: 10/22/01, 10:15-11:45, Habersham building room #123

Industry participants via conference call:
Bob Guide, Gary Helik, Ron Slinn, Dan Temple.

III. Briefing on the progress:
   a. Industry review is underway
   b. Data collection is going well. Still need price data on containerboard.
   c. Preliminary comparison of published price forecasts and actual price is making progress.
   d. The preparation of the industry survey is under way.
   e. The company-level case study on forecasting sales has begun.
   f. Preliminary version of project web site has been put up.

IV. IRB rules and confidentiality issues
   Shomu and JC will take care of the IRB rule issues and will file for certification of exempt status for the IRB rules. In particular, our survey instruments have to be fleshed out in considerable detail before we can put in our application.

V. Comments from our industry panelists
   The industry panel offered very helpful comments and insights for the project. These comments are briefly summarized below:
   a. different price behavior between 70s/80s and 90s;
   b. importance of global aspects in the model (exchange rate, exports, and imports);
   c. competition of imported testliner into the Kraft linerboard markets;
   d. inventory issues (integrated and un-integrated mills);
   e. the role of marginal plants;
   f. industry survey issues (direct to CEO level; two sets of survey questionnaires, a short one for the CEOs and a longer one for lower level company personnel; multiple choices type questions; pretest survey questions)

VI. What is next?
1. The next meeting is scheduled on 12/03/01, 10:15-11:45am. We will discuss industry survey questions with our industry panel.
2. The pre-tested survey questionnaires will be sent to our industry panelists one week before the next meeting.
3. We will also have a detailed proposal on incorporating real-time forecasting tool for sales into a company's production/inventory planning process. Clearly, this depends on the interest and support of the company. Pat will work with Jim to identify such a company. In the meantime, we will work with Art's industry connections to get some initial understanding of production/downtime/inventory planning process at company level.