

AROUND THE

ROCK

WINTER 2011

Waste Warriors

Conquer Growing Demand
with Expanded Capabilities

THIS ISSUE:

PANAMA CITY MILL:

Celebrating 80 Years

INVESTMENTS:

New Technology
New Business

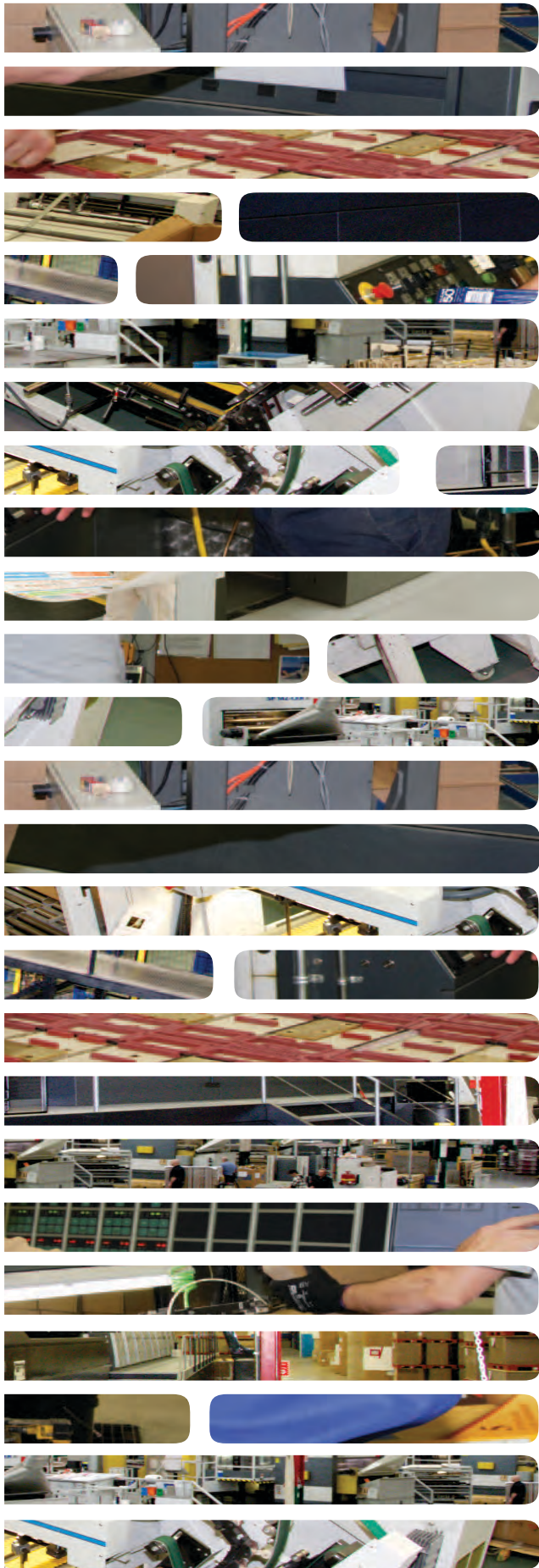
PROFILE:

Jennifer Graham-Johnson

SAFETY:

Continuous Improvement

PUBLISHED FOR EMPLOYEES AND FRIENDS
OF ROCKTENN AND ITS SUBSIDIARIES



A LETTER FROM OUR CHAIRMAN AND CEO

In this issue of *Around the Rock*, you'll read a variety of articles about RockTenn facilities and employees leading the way in safety, customer satisfaction and community relations.

We recently completed our \$93 million acquisition of GMI Group and are pleased to welcome the former GMI employees to RockTenn. GMI operates six corrugated packaging plants laser focused on the take-out pizza market. GMI has an excellent cost structure for this market, great customers and a strong reputation for serving them. This makes it a great fit for our Company and expands our presence in this key product category. Watch for more information about the former GMI facilities in upcoming issues of the magazine.

RockTenn is a much larger company than it was a year ago with greatly expanded capabilities – and opportunities. If all of our 26,000 employees in more than 240 facilities throughout North America, South America and Asia work together to exceed our customers' expectations every time they do business with us, there is no limit to what we can achieve and our Company can become. So as we head into the new year, I ask each of you to continue to find new ways to work safely, more efficiently and more effectively, so that we can continue to build on our success at RockTenn and best secure our future working together.

On behalf of the entire RockTenn leadership team, I would like to wish you and your loved ones a safe and joyful holiday season and may it continue through the new year.

With best regards,


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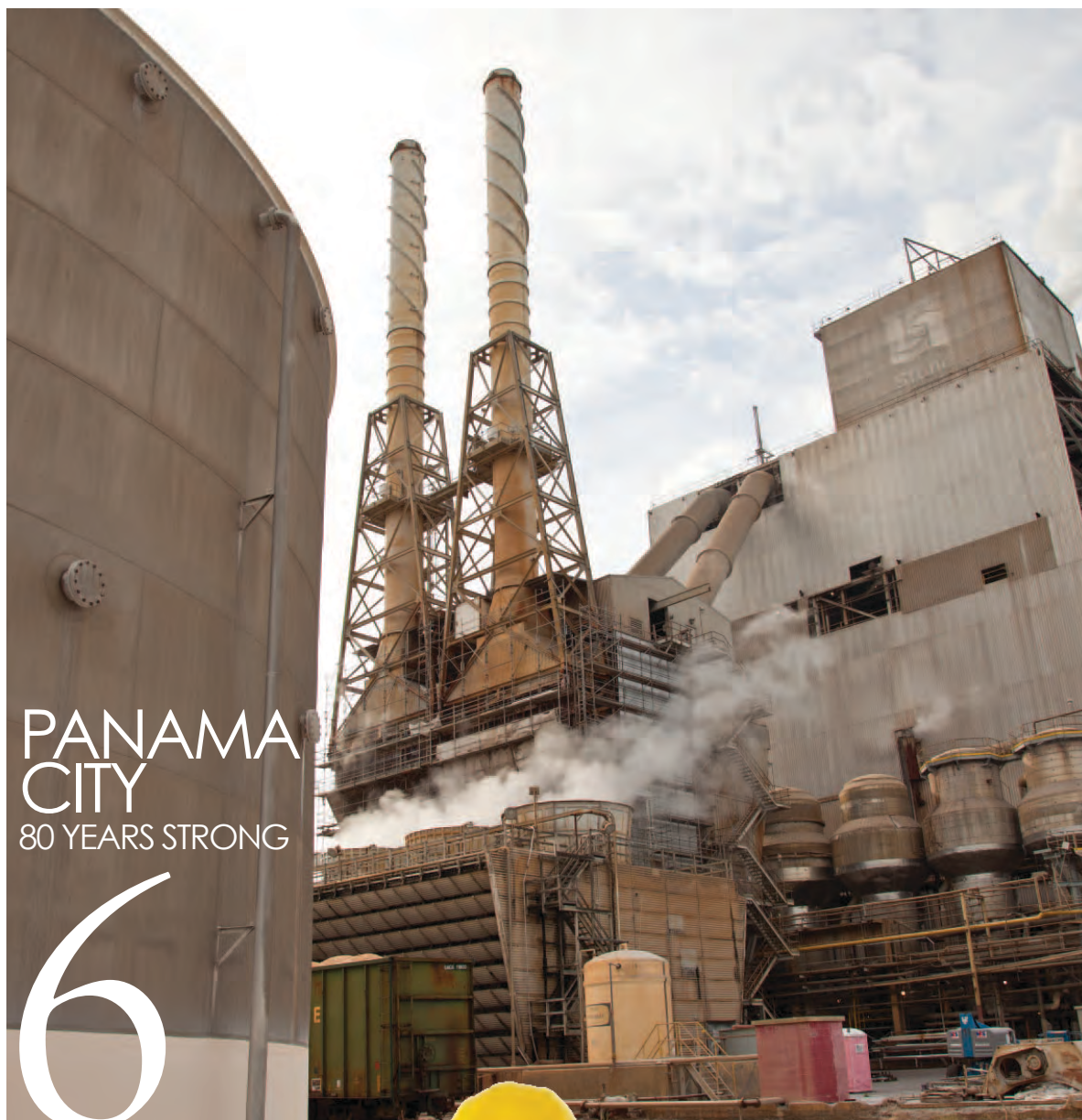
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Home Office Expands

The **Home Office** has added a satellite location not far from its campus in downtown historic Norcross, GA. The new building, also situated in northeast metro Atlanta, will house Shared Services and Procurement.

The Hampton Green office building at 3950 Shackleford Road in Duluth, GA, is the former headquarters for Duke Realty, one of the largest commercial real estate companies in the U.S. A 15-minute drive north on I-85 from the Norcross Home Office campus, the new office space is a 125,280 square-foot, five-story structure of architectural precast concrete and tinted glass.

RockTenn has leased 90,000 square feet on four floors at Hampton Green, enough to accommodate approximately 400 employees. The additional space addresses a significant portion of our space needs flowing from the Smurfit-Stone acquisition.

Our \$5 million investment will be used to develop an attractive and efficient environment for our co-workers. We will also continue to reconfigure our current workspace to make the best use of our Norcross campus for Home Office complex co-workers.



Hampton Green

3950 SHACKELFORD RD, DULUTH, GA

400+ 90,000 \$5M

EMPLOYEES	SQUARE FEET	INVESTMENT
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Norcross Corrugated Wins Vendor of the Year

with another
innovative
RockTenn product



What is it?

Packaging Analysis reviewed the entire corrugated packaging program for several Fruit of the Loom distribution facilities and proposed, tested and implemented packaging re-designs. This resulted in substantial labor savings to Fruit of the Loom in addition to material savings of approximately \$50,000/year. This effort helped RockTenn earn Fruit of the Loom's Vendor of the Year Award this past year. RockTenn has received the award two out of the last three years, and was the first corrugated packaging supplier to earn the award at Fruit of the Loom.

How did we win this business?

We were first named Vendor of the Year for Fruit of the Loom in our second year as a supplier in 2008. RockTenn's innovative designs, on-time delivery, customer service and competitive pricing were all factors considered in the decision for the first award. Because of this, we were able to earn the packaging business for the six Fruit of the Loom distribution centers. Vendor selection is based on several criteria including cost savings, initiatives, service and communication, quality and on-time delivery.

Where do we make this packaging?

Our **Norcross, GA**, container plant produces this packaging.

What are the benefits to the customer?

"We are continuously developing cost-saving ideas for Fruit of the Loom packaging," said Deanie Brantley, Senior Account Manager, Norcross. "As a result, we were able to give the customer improved packaging structure as well as reduced costs. This extended not only to the piece pricing but also to labor savings at their distribution centers."

How long have we made this packaging?

Merchandising Displays: 4 years
Corrugated: 2.5 years



Doing Well While Doing Good

Earlier this year, Carl Wright, Vice President and General Manager of the **Demopolis, AL**, mill was honored as Citizen of the Year by the Demopolis Chamber of Commerce. This honor reflects Carl's attitude in everything he does, whether it is attending a football game, participating in industrial development activities or supporting local education. As a result of his efforts, RockTenn is recognized as one of the vital companies in the Demopolis area.

In 2011, the Demopolis Mill presented the Demopolis Police Department a mobile command post and truck, which Demopolis Chief of Police Tommie Reese immediately sent to Tuscaloosa to assist the tornado-ravaged city following an April tornado outbreak. Reese said the unit was like "a police station on wheels," complete with radio communication, Internet access and satellite television.

In the event of severe weather, the command post can maneuver to the area in need and monitor the weather as well as communicate with units on the scene, which takes the load off of 911. Reese said the unit would also be used at football games and city events where officers need a temporary base.

"RockTenn has been an awesome partner for Demopolis," Reese said. "I can't thank Carl Wright, Chuck Smith and everyone at RockTenn enough, and that's a thank you on behalf of the entire Demopolis Police Department."



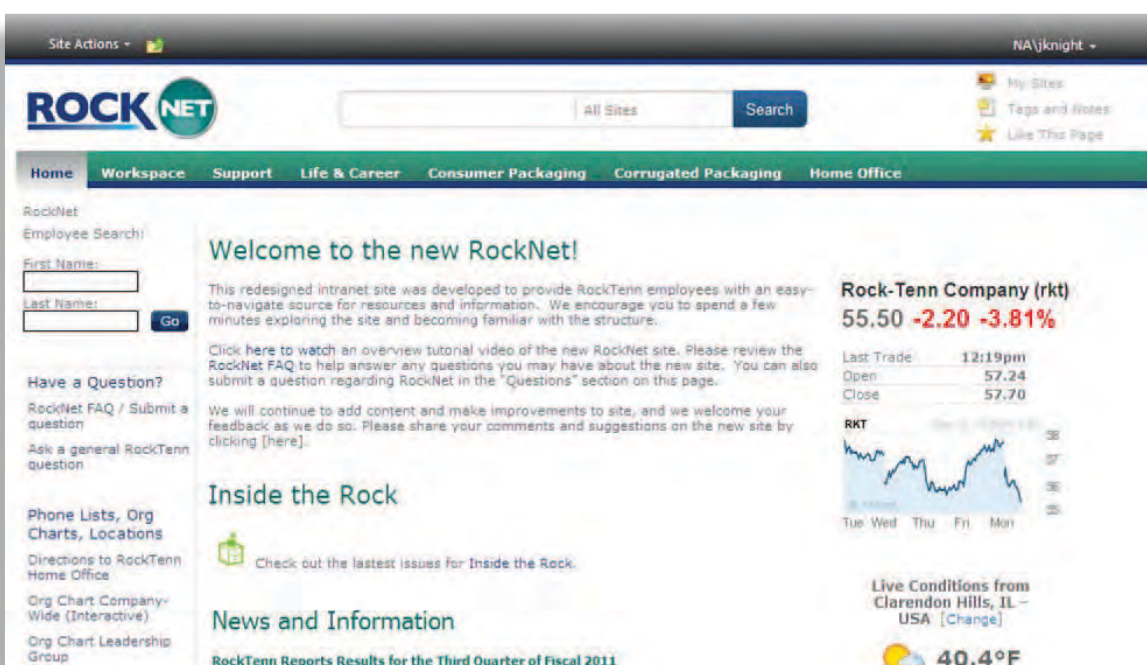
RockNet Revitalized

After the successful re-launch of our external website, www.rocktenn.com, in 2009, we focused on a long needed major renovation of our intranet, RockNet. An internal team of IT and Communications experts met to take the first step, upgrading the site's software to Sharepoint 2010. Later, as the Smurfit-Stone integration began to

take place, the team reconvened and expanded to plan the cleanup of both legacy internal sites as well as the design and transition of all data.

The revamped home page will showcase a new RockNet logo, the news of the day, our stock ticker, local weather and other information that will be regularly updated. The site also keeps user favorites on the home page such as employee search, phone lists

and an interactive organization chart. Top navigation tabs will house key universal information including employee services and talent management links under "Workspace," and tabs for each operating business. Under "Home Office," users will find links to all corporate departments. The current plan is to launch the new RockNet in early 2012.





PANAMA CITY

80 years strong

Panama City mill celebrates eight decades of progress and prosperity.

Eighty

years ago, Florida's first kraft paper mill began operating in the state's northern Gulf Coast area. Throughout its existence, that facility, RockTenn's Panama City mill, has endured numerous changes – from ownership, to technology and operational transformations – always emerging stronger and better prepared to take on future challenges.

The mill, which joined RockTenn with the Smurfit-Stone acquisition, is the area's largest manufacturing facility. In its early

years, the mill's mainstay was linerboard production, which is used to manufacture corrugated packaging. In 1931, during the midst of the Great Depression, the mill helped bring progress and prosperity to the Bay County community, and today remains a significant industrial presence in Northwest Florida.

While Paper Machine #1 churns out linerboard, Paper Machine #2 produces bleached pulp, as it has since 1964. The pulp is used to manufacture absorbent products such as diapers, personal care products and pet pads as well as printing and writing paper, non-paper cellulose and chemical cellulose.

As one of the area's largest industrial manufacturing employers, the mill provides jobs for approximately 475 men and women. It also supports employment for thousands of others in related operations such as growing, harvesting and transporting timber, and transporting finished products to both domestic and foreign locations.

The mill continues to make a significant impact on the local economy. According to Economic Modeling Specialists, Inc., a provider of employment data and economic analysis, the Panama City mill's annual financial impact to the local community is more

than \$200 million.

Our employees' history with the mill is just as impressive: half of Panama City's current employees average 28 years of service. Including recent new hires, the average length of employment for all employees is 17 years.

"I grew up in Panama City and started working at the mill as a summer student in 1974," said Tem Fontaine, the mill's Technical Manager. "The summer work that year and in 1976 paid for finishing my education as a chemical engineer, and I began my 34-year career with the mill in 1977. Between my wife's family and mine, the mill has provided careers to



support four generations."

The Panama City team is no stranger to change, especially in the name of continuous improvement. Throughout the years, employees transformed the mill from a largely manual hand-controlled operation into a digitally

progress, including air and water pollution abatement. Highly efficient electrostatic precipitators and scrubbers are used on boilers and the kiln to remove particulate emissions. Other environmental system improvements have positively affected processes throughout

management, timber harvesting methods, the efficient use of renewable biomass energy and many modernizations to the paper manufacturing process.

"Year after year, Panama City mill employees demonstrate a willingness and capability to make

United Way campaign: For 2012, employee and company matching contributions will exceed \$170,000. Our employees' participation represent the largest single employee contribution in Bay County. It's our vision that as a team, we will significantly contribute to helping

As one of the area's largest industrial manufacturing employers, the mill provides jobs for approximately 475 men and women. It also supports employment for thousands of others in related operations.

controlled industrial complex with some of the latest technology and highest quality products.

In addition to technology improvements, the mill remains committed to environmental

the facility, including collecting and destroying the compounds that comprise the familiar odors of the kraft pulping process.

The Panama City team is also focused on progress in forest

the necessary changes that have made our mill successful in a very competitive environment," said General Manager Pedro Fuster. "The spirit of our people is evident in their generosity during the

RockTenn achieve its goal of being the most respected company in the industry."

R

Recycling & Waste Solutions

HERE WE GROW AGAIN!

Seattle, Memphis, Knoxville and Chattanooga, recycling plants expand collection capabilities

Recycling and Waste Solutions has expanded with three new recycling facilities in Seattle, WA, Memphis, TN, and Chattanooga, TN, boosting our presence in these key market areas. The Company has also expanded its single-stream recycling operation in Knoxville, TN.

R

RockTenn opened **Chattanooga's** first single-stream plant in March. The addition of Chattanooga's system

vastly improves our capabilities of supporting municipal curbside programs, and expands our coverage to central Tennessee and northern Georgia.

In East Ridge, TN, near Chattanooga, the city initiated a free curbside program in September. Mayor Brent Lambert described the purpose of the program as "a wonderful opportunity for the city to be proactive in creating a more sustainable environment."

Residents and business owners were required to sign-up for the service to receive delivery of a 96-gallon blue recycle cart. The city carts were designed to be picked up by automated sanitation trucks.

RockTenn exclusively purchases the city's curbside recycling materials and, with enough participation, the city anticipates the recycling program will generate enough revenue from the sale of recyclable materials to make the program self sustainable and not add costs to the city's overall solid waste disposal program. The city also sold the program by explaining

that participation would decrease city sanitation transfer fees.

The new **Seattle** plant, located approximately 12 miles from our existing recycling plant in Renton, WA, will help to accommodate growth in the Seattle market. It also reinforces our commitment to growing our presence in the Northwest. The plant opened July 18.

The **Memphis** plant, opened in September, as the first single-stream facility in the city's metropolitan area. The plant will increase RockTenn's presence and service capabilities in the region by covering the west Tennessee, north Mississippi and East Arkansas market areas, and by partnering with area haulers to collect residential and commercial recyclable material within a radius of 150 miles.

In **Knoxville**, RockTenn has expanded its single-stream facility with new capabilities of servicing

the east Tennessee region, and the ability to assist municipalities with developing and improving their recycling and waste diversion efforts. New sorting technology has enabled the plant to process a whopping 70 tons of recyclables per day. The plant has already partnered with the City of Knoxville in its first city-wide curbside collection program.

Bearden, TN, near Knoxville, is publicizing their city's contract with RockTenn by selling the community on the hard facts. "At least 75% of the city's household trash could be recycled and used to create new products – meaning less trash in landfills and lower manufacturing costs for local and regional companies who buy recycled materials," the

Bearden Shopper News quoted. About 16,000 residents have signed up for the free program; the goal is 20,000.

All four plants feature automated, single-stream systems, which means that recyclable materials can be fully commingled during collection instead of separated into different bins, a process that offers significant benefits to municipalities.

"Using one container instead of multiple bins during the collection process is a real convenience for both residential and commercial customers," said Scott Wells, Seattle Plant Manager. "Many municipalities see an overall increase in recycling of more than 30 percent during the first year alone."

With the acquisition of Smurfit-Stone in May, RockTenn is now North America's largest paper recycler. We operate 39 recycling plants throughout the United States.

"Increasing our single-stream capabilities in these markets will help us accommodate the growing demand for increased recyclables and waste solutions," said Mike Oswald, Senior Vice President and General Manager, Recycling and Waste Solutions. "These facilities are great examples of our ongoing commitment to promoting sound recycling programs while aligning with our growth goals."



"At least 75% of the city's household trash could be recycled and used to create new products – meaning less trash in landfills and lower manufacturing costs for local and regional companies who buy recycled materials," the Bearden Shopper News quoted.



16,000

Resident sign up
for recycling programs
in Bearden, TN.

+Memphis +Seattle +Chattanooga +Knoxville

4

Plant
Expansions

Seattle, Memphis, Knoxville and
Chattanooga recycling plants
expand collection capabilities

150

Miles
Collection
Radius

The new Memphis plant will be
partnering with area haulers
in northern Mississippi, eastern
Arkansas and western Tennessee,
expanding our collection radius.

70

Tons of
Recyclables
Per Day

New sorting technology has
enabled the Knoxville plant to
process a new record amount
in one day.

75%

Could Create
New Products

This means less trash in landfills
and lower manufacturing costs
for local and regional compa-
nies who buy recycled materials.

39

Total
Recycling
Plants

With the acquisition of Smurfit-
Stone, RockTenn is now North
America's largest paper recycler.

30%

Increase
In Recycling
Interest

Single-stream processing capa-
bilities provide a real convenience,
resulting in a larger participation
rate.



Single-Stream Facilities:

Chattanooga	San Jose
Knoxville	St. Louis
Memphis	Seattle
Oakland	Torrance
Renton	

Production Manager Development Program: PMDP

LEADING THE WAY

The Corrugated Container group's Production Manager Development Program (PMDP) is designed to prepare new managers and potential future managers to be successful in the role of production manager.

The program plays a critical role in helping to:

- sustain the group's vision, values and principles
- reinforce an execution culture
- promote the succession planning process

"PMDP helps to build a pool of highly qualified candidates to develop our next generation of leaders," said Steve Strickland, Senior Vice President and General Manager, Corrugated Containers.

The program features two week-long sessions with presentations, interactive discussions with leaders and key plant tours that reinforce key concepts. After the classroom training, PMDP participants work one-on-one with a mentor throughout the remainder of the process.



What People are Saying

"The training focused on many daily aspects of real-life plant management," said Scott Keck, Plant Superintendent, Murfreesboro, TN, box plant. "The class was comprised of leaders from throughout the company, so we were able to gain a broad perspective on what it takes to run the business."

"Kathi Boss, quality manager, Fresno, CA, box plant, appreciated the opportunity to meet colleagues with similar career goals. "I was able to network and learn all aspects of the business," she said. "We visited a local RockTenn box plant and recycling facility, as well as one of our litho label vendors - a great way to gain firsthand knowledge from industry experts."

"Jay Kaplan and team have created a wonderful learning environment and the participants' excitement & contagious," said Don Sparaco, Vice President of Manufacturing. "We look forward to celebrating their achievements and success for many years to come."



Pre-print Wins at the 2011 Flexographic Technical Association (FTA) Print Awards

RockTenn's **Mississauga** (formerly SCI-Canada) and **Hebron** Pre-print facilities were recognized at the Flexographic Technical Association (FTA) Print Awards at the 2011 Foundation of Flexographic Technical Association Annual Forum in Indianapolis, IN. Every year the FTA honors companies who produce exceptional flexographic packaging. RockTenn Pre-print won eight out of 10 preprint awards presented by the FTA including the prestigious Best of Show!

The winning facilities and entries include:

Mississauga, Ontario

PREPRINTED LINER BOARD	Crisco® Pure Peanut Oil	BEST OF SHOW
PROCESS PRINT	Crisco® Pure Peanut Oil	GOLD
SCREEN PRINT	Lakeport Ice 24 Pk.	GOLD
PROCESS PRINT	Moosehead® Lager 24 Pk.	SILVER

Hebron, Kentucky

LINE PRINT	Market Side 16" Supreme Pizza	GOLD
SCREEN PRINT	Pom® Bath Tissue	SILVER
LINE PRINT	Tide® Original	SILVER
LINE PRINT	Castle Stone® 12x12 Box	BRONZE

2011 European Flexographic Technical Association (EFTA)

The recognition spread across the globe to the European Flexographic Technical Association - (EFTA), which held their annual banquet in March 2011. RockTenn was recognized with four International Awards competing against the world's best flexographic printers.

Crisco® Pure Peanut Oil	HIGHLY RECOMMENDED
Pepperidge Farms® Gold Fish Grahams	GOLD
Costco Kirkland® Fruit & NUT SNACK	SILVER
P&G Pampers® Soft Care Baby Wipes	BRONZE

"Everyone at RockTenn is delighted at the acknowledgements shown by their print industry peers in recognition of some highly demanding graphic challenges" comments Alistair McLean, Vice President, Pre-print & Pre-press Operations. "We are very proud of our national and international success and recognition."



Fellowes: Vendor of the Year

Hanover Park, IL, sheet feeder employees earned the Vendor of Year Award from Fellowes Manufacturing, a business machines, records storage solutions and technology accessories manufacturer. Fellowes Senior Management presented the award to Dino Abbott, Account Manager; Dan Bulich, Hanover Park Plant Manager; and Colleen Kass, Customer Service Representative. The award recognizes superior performance on a monthly KPI scorecard that ranks on-time delivery, quality, cost savings and innovation/design.

Hanover Park runs the vast majority of the Fellowes volume, with production support from the Milwaukee (IPC) and Bedford Park plants. In 2010, RockTenn ran just under 1 BSF for Fellowes, with 85% of the orders manufactured and shipped within a 16-hour window.



General Mills: Spirit of the Summit Champion

RockTenn received the General Mills "Spirit of the Summit Champion" award for "doing it right" and working to deliver results-driven collaboration. The theme of the summit, "Connect – Create – Elevate," focused on finding ways to connect and create opportunities across the entire supply chain, including materials, equipment, people, geographies and processes. The award demonstrated a new level of partnership to deliver value and innovation, and highlighted how the spirit of partnership can result in new opportunities for both companies.



Domino's Pizza: Supplier Teamwork

The following RockTenn plants earned the Domino's "Supplier Teamwork Award" for 2010:

- **Wakefield, MA** • **New Lenox, IL**
- **Liberty, MO** • **Ft. Worth, TX**
- **Denver, CO** • **Glendale, AZ**
- **Cerritos, CA** • **Richmond, VA**

Of the hundreds of companies that serve as Domino's suppliers, RockTenn was one of only three to receive this award! Presented as part of Domino's appreciation meetings, this award recognizes success in:

- **Design** – ability to understand customer needs; quickly and creatively solve problems; and offer a wide range of workable solutions. Domino's marketing team frequently relies on the East Longmeadow design group

for creative solutions for both new and existing packaging requirements.

- **Quality** – Corporate and local quality managers work directly with Domino's quality department to correct issues and implement procedures to guarantee continuous improvement.
- **Production** – Domino's noted RockTenn's responsiveness in doing whatever it takes to meet the requirements of frequent demand changes, plus an ability to quickly get new products to market.
- **Partner** – RockTenn was credited with being a true partner that made significant contributions to Domino's success in 2010.





is for Modern: Marion

Expansion offers folding carton plant room to grow and better serve customers

BIG NEWS

\$5.7M
Incentives

There's big news at our **Marion, NC**, folding carton plant – including a new home, updated equipment and a larger work force.

\$3.2M
Tax Credits

“One of RockTenn’s goals is to strategically invest in facilities that offer significant growth potential, and the Marion plant is a perfect example of that commitment in action,” said **Mike Kiepora**, President of our Consumer Packaging group.

\$2M
Renovations

The Company plans to invest \$25 million as part of the multi-year expansion project. The first phase, which includes a move to a larger building and new equipment, is slated to be completed by the end of the year.

\$175K
Energy Efficiency

Funding for the project will be aided by a grants and incentives package totaling approximately \$5.7 million. The package was negotiated with the State of North Carolina, McDowell County and City of Marion and includes more than \$3.25 million in tax credits and abatements; nearly \$2 million in grants earmarked for building renovations, new equipment and other infrastructure improvements; \$175,000 for investments in energy efficiency and close to \$300,000 in training grants.

\$300K
Training Grants

Growing the Business

The Marion plant has operated at its current

location since 1929. But its tremendous growth in recent years, coupled with the building’s eight decades of existence, has put constraints on the facility and caused the plant to outgrow the space.

The new building, located just three miles from the current plant, is more than twice the size of the existing facility and will feature three new printing presses, a new scrap removal system and a completely refurbished interior. Most of the existing equipment will also be moved to the new location.

The plant is also planning to hire an additional 124 new employees to help keep up with further growth.

“Our goal is to continue to be the low-cost provider in selected markets, and this expansion will allow us to focus on achieving that goal while better serving our customers,” said **Steve Harrell**, General Manager.

The Marion plant is planning to host an open house later in the year to showcase the new facility within the community.



L to r: Dale Carroll, Deputy Secretary Chief Operating Officer NC Dept. of Commerce; David Walker, Commission Chairman; Butch Justice, Chairman of the McDowell Economic Development Association; Mike Kiepora, President, Consumer Packaging, RockTenn; NC Gov. Bev Perdue; Steve Harrell, RockTenn Marion General Manager; Chuck Abernathy, McDowell County Economic Development Director; Steve Little, Mayor of Marion; Bob Boyette, City Manager of Marion; Bill Payne, NC Dept. of Commerce



Joining Forces

On May 22, a devastating tornado ripped through Joplin, Mo, causing severe damage to nearly 30 percent of the city. While our Joplin folding carton plant was unharmed, the town itself, home to many of our employees, was devastated by the storm.

for Joplin

A note of thanks from Joplin's GM...

We had 12 employees here at the Joplin plant suffer great personal losses during the May 22nd tornado with some losing everything they owned. The day after the storm, we set up a relief site in the basement area of the plant and Michelle Houdyshell offered to head up this effort. Immediately, donations of cash, gift cards, clothes, personal items, water, food and basic supplies started arriving from all across RockTenn.

To date, the donations have totaled \$34,000 in cash and gift cards plus over 20 truckloads of supplies. The affected employees were overwhelmed and humbled by the donations by so many RockTenn team members to help keep them going after being devastated by this storm. The financial help was critical to keep them on their feet, but most commented on how emotionally uplifting it has been to know they aren't going through this difficult time alone. This has been a true testimonial to the spirit and unity of the RockTenn team.

Steve Brown



In addition to the items pictured, RockTenn donated \$25,000 to the Joplin Red Cross to assist in the relief effort.



In the days and week that followed the tornado, RockTenn employees from around the company united to help out their co-workers impacted by disaster. Some RockTenn employees volunteered to transport supplies and stay for several days to help out in whatever way they could. Others chipped in by setting up and filling collection bins with relief supplies. As a company, RockTenn donated \$25,000 to the Joplin Red Cross to assist in the relief effort.

In addition to donations from other RockTenn employees, our **Joplin** plant also received numerous gifts from vendors looking to help. With many employees having lost everything, no donation was too small. From clothing, personal care items and food, to gift cards and monetary donations, each item was received with gratitude and humility. In all, the plant received donations from at least 30 different contributors.

"The response we got following the tornado was nothing short of amazing," said Michelle Houdyshell, Administrative Assistant at the Joplin plant who helped organize the relief efforts. "RockTenn volunteers from our **Conover, Knoxville and Lebanon** plants came to help almost immediately after the tornado, and we cannot thank them enough for the impact they have left on our community."

Despite this devastating setback, hope remained a constant among residents, and the outpouring of generosity from around the world allowed the community to start rebuilding the Joplin community.

"The people of Joplin are resilient and it only took a couple of days before they were picking up, cleaning up and moving forward with their lives," said Steve Brown, General Manager, Joplin Folding Carton. "Today, several businesses have been rebuilt and are back open for business, and many homes are under construction, well on their way to completion. The storm's path is still quite evident, but Joplin is definitely on the fast track to recovery."



**Jennifer
Graham-Johnson**
Vice President - Employee Services

Benefiting from a Healthy Career Path

Jennifer Graham-Johnson's career at RockTenn is an example of our commitment to rewarding high-performing employees with long-term career growth opportunities. Starting as a Risk Analyst and holding various positions throughout the years, Jennifer now leads Benefits, Compensation, HRIS, Talent Management and Acquisition, Home Office Human Resources and Meeting Planning. She is also one of two women serving on our leadership team.

Q: You've been with RockTenn for the majority of your career. Tell us a little about your early years and how you got here.

A: I grew up near a lake in Columbia, SC. My older sister, younger brother and I enjoyed spending most of our time outdoors. My father was a controller for a home builder company and my mother was a trust manager at a bank. I went to the University of Georgia to study accounting, but in the first hour of the first day of accounting class, I decided accounting wasn't for me. I became interested in risk management by running a careers day program for the school's Risk Management Department. Then at a college career fair, I landed a job upon graduation in risk management at Deere & Company's headquarters in Moline, IL.

A few years later, I was ready to return to the Southeast. A former professor who was consulting with RockTenn told me about a Risk Analyst position here, and Greg King, currently the Vice President of Procurement, Safety and Health, hired me in 1993. I laugh now to think that I really wasn't sure if it was the right job for me, but I decided to give it a shot. In 1995, I moved up to Benefits Manager, then took on HRIS and Compensation in 2002, and Payroll from 2004 to 2007. I added talent management to my responsibilities in 2008, and talent acquisition in 2010. Here I am 18 years later, with a very different company and a very different job from where I started.

Q: What's your biggest challenge in your current role?

A: One of the toughest parts of my job is helping people to understand how to best manage healthcare for themselves and their families. I believe that the two best paths to controlling healthcare cost increases are (1) living a healthy lifestyle and (2) buying medical services the same way we buy everything else – by paying attention to quality and price. Those are two things that I alone cannot make happen – it takes everyone's

18

Years of Service

timeline

EXPANSION OF RESPONSIBILITIES



input. That's why we put a lot of energy into benefits education and communication.

Another big challenge is helping RockTenn control costs. We make a huge investment in our employees by providing a very comprehensive and competitive benefits package. The Benefits department ensures that we're getting the absolute best price for services and products and that our employees view those products and services as valuable. We carry the low cost principle into other areas of Employee Services, too, whether it's negotiating the price of drug testing, relocation services or hotels where we have meetings. While we do focus on being low cost, we don't compromise on service to our employees and their families. We were recently described by a third party as "the fiercest employee advocates of any employer." I hadn't thought about it like that before but it's an accurate description of our approach to vendor service for our employees.

Q: Regarding controlling costs by promoting a healthy lifestyle, can you tell us why the Wellness Program is beneficial to RockTenn and its employees?

A: Since the mid 1990s, our Wellness Program has helped provide structure for aspects of life that are difficult to manage, which often results in employees being more productive and more engaged. In the past, I've asked the Leadership Group, "Can we continue to devote this amount of money to the Wellness Program?" The undisputed answer was yes; it is one of the best uses of money to benefit all employees. I think we

are seeing a continuously growing enthusiasm from employees about the program. It is truly rewarding when employees tell us that because of education, tools or services RockTenn provides in the benefits and wellness programs, they quit smoking, lost weight or discovered a health problem early on. This is why we have a wellness program.

We were recently described by a third party as "the fiercest employee advocates of any employer."

Q: What other employee services programs should interest employees?

A: The talent management system we launched through Success Factors in 2010 is a great tool. With two focus areas -- business alignment and people performance -- it helps employees perform better, develop career strengths and recognize growth opportunities. We've transferred our compensation and recruiting

system to SuccessFactors as well.

Q: What keeps you driven?

A: It's easy to stay driven at RockTenn, because in 18 years, I have never had an easy day. I never go to work thinking, "Today is going to be a breeze." There's always a new idea to explore, a process or product to improve and valuable work to do. RockTenn is a culture of high performance and if

strive to do a better job than the day before, and that keeps you pretty motivated.

Q: What is your life like outside RockTenn?

A: I've been married to David Johnson (DJ) for over 16 years. DJ has his own business designing golf courses primarily in the southeastern United States. We have two sons: Tyler, who's 10, and Ethan, who's

you can't live up to the standards, then you may not like it here. Every employee is very driven and motivated. I also sincerely appreciate the respect that all employees give each other every day in performing their jobs. We are all pulling toward the common goal of making RockTenn successful. To be the most respected company in the business, we have to demonstrate that respect in our daily working lives. Every day I come to work, I

seven. Life is crazy in our house with two working and traveling parents. DJ and I, and sometimes the kids, love to travel. Our favorite spots are Alaska and the Caribbean. I like to cook but never have time for it. In fact, when taking this job with RockTenn, my other choice was culinary school. I think I chose well. I love to run. I do about three half marathons a year and run a couple times a week.



Jennifer with Ethan, DJ, and Tyler

Doing the Right Thing

COMPLIANCE AND ETHICS

This article is a quick refresher on our long-standing RockTenn Compliance and Ethics program. In the near future, you will have additional opportunities to learn more about the program and how it helps us comply with all legal regulations and corporate policies.

What is This Program?

Even if you may be hearing about the program for the first time, you are probably already aware of many of our major policies and programs designed to detect, address and avoid violations of legal or Company policies. For example, when an environmental audit is conducted at any of our facilities, the RockTenn Compliance and Ethics program is in action.

RockTenn routinely conducts a variety of training and educational programs that teach

employees how to remain in compliance with environmental and all other applicable laws. For example, the Safety Department issues handbooks, emails and other guidance documents and conducts seminars on safety matters associated with our operations. The **Legal Department** provides on-line training, live presentations and other support and assistance to our sales force on legal issues that arise in the area of antitrust and other regulated areas of business activities. Still another example of compliance involves

the many programs that the HR Department conducts about employment law.

Smurfit-Stone had a tremendous reputation and proven track record of exemplary safety and environmental compliance. These and the other Smurfit-Stone policies and programs will fully complement the existing RockTenn Compliance and Ethics program.

Our Compliance and Ethics poster (shown below) lists the areas of risk within the Company that are addressed by the program. The poster also sets forth the four ways

in which you can report violations of law or RockTenn policy.

"Doing the Right Thing"

Our tagline, Doing the Right Thing, captures the goal of our Compliance and Ethics program. This tagline is not just an empty phrase or casual slogan. It represents our commitment to follow the letter of the law and our commitment to do what is right even if it means going beyond what the law requires.



The RockTenn Commitment

Our commitment is very well explained by this quote from Jim Rubright, Chairman and CEO:

"We cannot maintain our reputation without a commitment to the basic principles of honesty, integrity and accountability. This commitment requires each employee to act honestly and ethically in all relationships involving RockTenn, its subsidiaries and designated joint ventures. We conduct our business according to high ethical standards. Compliance with all applicable laws is mandatory – without exception. But laws alone do not define our ethical business practices. We empower our employees to make the right decision and do what is right."

Your Role as an Employee:

Every employee has a role and responsibility for maintaining compliance with all of our efforts associated with the RockTenn Compliance and Ethics program. This includes not only your observance of the regulatory laws and policies but also the reporting of any violations that you may detect. You may report such violations on the Company Hotline, to your Supervisor or to the RockTenn Legal Department. If you have questions or comments about the RockTenn Compliance and Ethics program, please contact Brad Hasten (678-291-7422) or Carol Anne Francis (678-291-7423).



Compliance and Ethics

Doing the Right Thing

ENVIRONMENTAL
DEPARTMENT OF TRANSPORTATION
I-9 FOOD AND DRUG ADMINISTRATION
EMPLOYMENT LAW
ANTI-TRUST
INTERNATIONAL BUSINESS/IMPORT & EXPORT/FCPA LAWS
POLITICAL CONTRIBUTIONS
INSIDER TRADING

At RockTenn, Compliance and Ethics is not only doing what is legal, but doing what is right. Compliance and Ethics applies to everyone. You support the program by doing the right thing, both legally and ethically.

BRIBERY AND FRAUD
CONFLICTS OF INTEREST
FINANCIAL COMPLIANCE
SAFETY
ENVIRONMENTAL
DEPARTMENT OF TRANSPORTATION
I-9 FOOD AND DRUG ADMINISTRATION
INTERNATIONAL BUSINESS/IMPORT & EXPORT/FCPA LAWS
POLITICAL CONTRIBUTIONS
INSIDER TRADING
FINANCIAL COMPLIANCE
BRIBERY AND FRAUD
CONFLICTS OF INTEREST
EMPLOYMENT LAW
ANTI-TRUST

Compliance Hotline



4 ways to report:

1 By phone:
1-800-482-9791
(toll-free)

2 By mail:
RockTenn
504 Thrasher Street
Norcross, Georgia 30071
Attention: Compliance Hotline

3 On the Intranet:
Via the RockNet Intranet Site
by clicking on the link labeled
"RockTenn Compliance Hotline"
under "Being a RockTenn Employee."

4 On the Internet:
Via RockTenn's Internet website
located at www.rocktenn.com by
clicking on the link labeled
"RockTenn Compliance Hotline"
on the "Contact Us" page.

IT IS A VIOLATION OF ROCKTENN POLICY, AND IN MANY CASES APPLICABLE LAW, TO INTIMIDATE OR IMPOSE ANY OTHER FORM OF RETRIBUTION OR RETALIATION ON ANY EMPLOYEE OR AGENT WHO UTILIZES THE ROCKTENN COMPLIANCE HOTLINE IN GOOD FAITH.

Safety Recognitions

Risk Management recognizes those facilities that have gone a significant number of hours or years without an OSHA recordable injury. The data is compiled over a four-year period (FY2008 through current). Please join us in recognizing these facilities for a job well done.

0
Recordable
Injuries



YEARS

Plants without an OSHA recordable injury, (by years) 2008-2011

2011

Adams Manufacturing
Atlanta Container Pre-Print
Atlanta Recycle
Blue Springs Container
Bridgeview West Container
Chattanooga Container
Claremont Folding
Fargo Container
Forest Resources Admin.
Fresno Container
Glendale Container
Graphcorr
Highland Container
Iowa City Assembly
Latta Container
Martinsville Assembly
Mendoza RTS
Milpitas Container
Orlando Packaging Systems

Philadelphia West Container
Ravenna Container
Richmond Container
Sacramento East Recycle
Seattle Recycle
Shelby Container
Sioux City North Container
Springfield, MA Sheet Plant
Springfield, MO Container
St. Laurent Container
St. Louis Recycle
Tupelo Container
Uncasville Mill
West Chester Assembly
West Chester Mfg.
Winnipeg Container

2010

Atlanta-Cobb County Recycle
Atlanta-College Park Recycle
Bakerfield Recycle
Bolingbrook MD
Charleroi RTS
Chicago Southside Recycle
Collierville Sheet Plant
Dallas Mill
Dekalb Assembly
Fort Smith Sheet Plant
Gainesville Recycle

Gallatin Corrugated
Gallatin Fulfillment
Harrison Folding
Hartwell RTS
Hebron Corrugated
Lexington Sheet Plant
Mishawaka Container
Santiago Chile RTS
Sioux City North Container
St. Paul Sheet Plant
Tampa Recycle
Winnipeg Container
Container Division Staff

2009

Des Moines Sheet Plant
Edwardsville Assembly & Display
Mansfield MA Container
Toronto Assembly

Waste Services
Atlanta Converting Sales
Multi-Material Sales
Recycle
National Accounts
Canadian Sales
Recycle Division Admin
Division Staff Recycle

2008

Anchorage Recycle
Augusta Recycle
Beloit Sheet Plant
Columbus Recycle
Evansville Recycle
Fresno Recycle
Huntsville Recycle
Image Pac Mississauga
Print Plate
Jacksonville Pre-Print
Jacksonville South Recycle
Kansas City Recycle
Maple Grove Recycle
Marlton Assembly
Mexico City, RTS
Nashville Recycle
Oakland Recycle
Orlando -Taft Recycle
Philadelphia Recycle
Portland - East Recycle
Rochester Sheet Plant
RockTenn Trading
Sacramento West Recycle
Scarborough RTS
Tucker Engineering
Warwick Folding
Winston-Salem Assembly

HOURS

Plants without an OSHA recordable injury, (by hours worked) 10/1/2007-2011

3,250,000!
Ling/Hardwick Folding

1,250,000

Montreal Folding

1,000,000

Winston-Salem Assembly
Toronto Assembly

750,000

Adams Manufacturing

500,000

Dallas Mill
Winnipeg Container
Marlton Assembly
Portland - East Recycle
Image Pac Mississauga
Print Plate
Jacksonville Pre-Print
Nashville Recycle
Container Division Staff
Philadelphia Recycle

250,000

Jacksonville South Recycle
Ravenna Container
Sioux City North Container
West Chester Manufacturing
Huntsville Recycle
Glendale Container
Santiago Chile RTS
Springfield, MO Container
Columbus Recycle
Kansas City Recycle

Fresno Container
Augusta Recycle
Highland Container
Latta Container
Tupelo Container
Richmond Container
Mishawaka Container
Waste Services
Oakland Recycle

Chattanooga Container
Milpitas Container
Beloit Sheet Plant
Mansfield MA Container
Fargo Container
RockTenn Trading
Claremont Folding
Mexico City RTS
Santiago Chile RTS

PPSA Award Milestones

At the Pulp & Paper Safety Association's 2010 Awards Banquet, many RockTenn PPSA membership facilities received awards for specific safety milestones during 2010.

The following RockTenn PPSA member facilities were recognized for finishing 2010 without an OSHA recordable injury:

0
Recordable
Injuries

Facilities

Mills:

Hodge, LA Matane, QC

Recycling:

Anchorage, AK	Jacksonville South, FL
Augusta, GA	Kansas City, KS
Bakersfield, CA	Nashville, TN
Cobb County, GA	Oakland, CA
College Park, GA	Orlando-Sanford, FL
Columbus, OH	Philadelphia, PA
Evansville, IN	Portland, OR
Fresno, CA	Sacramento East, CA
Ft. Lauderdale, FL	Sacramento West, CA
Gainesville, FL	Southside Chicago, IL
Jacksonville North, FL	Tampa, FL

Workday

Facilities:

Uncasville, CT Mill	Seattle, WA Recycling
Fresno, CA Container	St. Charles, IL Recycling
Louisville, KY Recycling	St. Louis, MO Recycling
Miami, FL Recycling	Torrance, CA Recycling
San Jose, CA Recycling	

Most Improved

Bakersfield, CA, Recycling received the Most Improved Award for showing the greatest improvement during 2010 as compared to the three previous years.

Plants recognized by PPSA for having no lost workday cases in 2010.

TOP Honors

Top honors went to Oakland, CA, Recycling! They won the Award of Safety Excellence for their entire category, which was made up of Paper, Pulp, Tissue, Recycle Collection Centers and Boxboard Mills. This is the most prestigious award given by the PPSA for operating excellence. The award is based on the best safety record for three consecutive years as determined by weighted incident rates.

Best Record

Hodge, LA, Mill and Jacksonville-South, FL, Recycling received the Best Record Award, which is for the lowest total case rate in their category.

Congratulations to our winners! (Note: Other facilities may have achieved similar milestones, but they are not PPSA members)

Celebrating Safety Milestones

793
days

Bridgeview, IL

The **Bridgeview, IL**, container plant attended an August safety luncheon for all three shifts to celebrate 1,000,000 man hours without a lost time injury. The last lost time injury was September 2004. On October 15, 2011, the Bridgeview plant reached two years without a recordable injury. On October 17, Jim Porter, President-Corrugated Packaging and Recycling; Mark Favre, Regional Vice President; and Bob Feeney, Chicago Business Unit General Manager, joined employees to celebrate the achievement.

24
months

Adams, WI

The **Adams, WI**, Merchandising Displays manufacturing plant achieved 12 months of no recordables at the end of Fiscal 2011. All three shifts celebrated with a T-bone steak and fish dinner served by Craig Gunkel, Executive Vice President and General Manager – Merchandising Displays; Tim Fialko, Senior Vice President of Operations; Rick Flamm, Vice President of Manufacturing; Pete Murphy, General Manager, Adams, WI; and Paul Franke, Manager of Manufacturing, Quality and Safety. The Adams plant reached a milestone of two years recordable free on November 30, 2011, and at press time was 1,475,000 man hours without a lost time injury.



Corrugated Packaging Celebrating Safety Excellence

Each year, the Fibre Box Association (FBA) and the Association of Independent Corrugated Converters acknowledge excellence in safety performance. The following RockTenn corrugator facilities were recognized as the category winners for achieving the fewest reported injuries or illnesses related to number of hours worked:



In addition, the following plants were recognized with Safety Excellence Awards, which recognize sheet and corrugator plants that achieve no lost workdays due to job-related injury or illness.

Sheet Plants

50,000 to 70,000 hours

Houston, TX
Rochester, MN

70,000 to 100,000 hours

Collierville, TN
Des Moines, IA
Ft. Smith, AR
Gallatin, TN
Lexington, KY
Neenah, WI
Springfield, MO

100,001 to 150,000 hours

Beloit, WI
Spartanburg, SC
St. Paul, MN

Over 150,000 hours

Springfield, MA
Tupelo, MS

Corrugator Plants

Up to 150,000 hours

Athens, AL (sheet feeder)
Bedford Park, IL (sheet feeder)
Dayton, NJ
Hanover Park, IL (sheet feeder)
Richmond, VA

150,001 to 200,000 hours

Birmingham, AL
Deer Park, NY
Denver, CO
Highland, IL
Knoxville, TN
Lithonia, GA
Milwaukee, WI
Milwaukee, WI (sheet feeder)
Montgomery, AL
Murfreesboro, TN
Philadelphia, PA
Tyler, TX

200,001 to 250,000 hours

Bradenton, FL
Fargo, ND
Martinsville, VA
Shelby, NC

225,001 to 250,000 hours

Fernandina Beach, FL
Portland, OR
Sioux City, IA-South
Wakefield, MA

250,001 to 275,000 hours

Blue Springs, MO
Bridgeview, IL
Chattanooga, TN
Glendale, AZ
Grand Prairie, TX
Guaynabo, PR
Lancaster, PA
Liberty, MO

Mansfield, MA
Mishawaka, IN
Mooresville, NC
North Tonawanda, NY
Ravenna, OH

275,001 to 300,000 hours

Fresno, CA
Milpitas, CA

325,001 to 375,000 hours

Aston, PA
Cameo (Chicago), IL
El Paso, TX
Latta, SC

Over 375,000 hours

Adams, WI (category winner)
Cincinnati, OH

Congratulations to employees at these facilities for their ongoing commitment to working safely!



Safety Training Abounds.

In June, RockTenn's Safety & Health Department hosted an Introduction to Safety Compliance Course at Chateau Élan. The course is designed for Safety Coordinators, backup Safety Coordinators, Maintenance Managers, Plant Superintendents, Supervisors or any other person in need of development and understanding in this critical area.

Topics:

- Lockout-Tagout
- Confined Space Entry
- Hazard Communication
- Hearing Conservation/ Noise Control
- Electrical Safety
- Walking and Working Surfaces
- Personal Protective Equipment
- Bloodborne Pathogens
- Emergency Response
- Welding Safety
- Powered Industrial Trucks
- Flammable Material Safety
- Industrial Hygiene
- Machine Guarding
- Material Handling/Storage
- Ergonomics
- Incident Investigation
- Hazard Recognition, Assessment & Control
- Job Hazard Analysis
- OSHA Organization/ Regulations/Inspections
- Proactive Safety Practices

To qualify for their OSHA 30-Hour training card, class participants were required to pass a test at the end of the course. They also created action plans to capture safety improvements they want to make once back at their facility.

Due to our recent growth, a second class was held in August.

June Class



For more information, please contact any member of the Safety and Health Department listed in our intranet, RockNet.

August Class



Solvay Maintenance Group Achieves Safety Record

IN AUGUST, the Solvay Containerboard Mill Maintenance Group celebrated five years without a recordable incident. In most mills, the Maintenance group typically has one of the highest incident rates due to the higher exposure and risk associated with many of the daily tasks. "Congratulations to the Maintenance group for this outstanding achievement," said Roger Hagan, former Vice President and General Manager, Solvay Mill. "Achieving this level of safety success in this area can only be done by continuous dedication and taking the extra step to ensure that the entire team is working safely."

200 Billion

Cubic Feet of biogas made

=

150 Trillion

BTU's produced

=

1.1 Million

Gallons of Gasoline

Solvay's Positive "React"-ion

It has been nearly three years since the IC reactor, a high-rate anaerobic reactor, at the Solvay Mill's WRF (Water Recycling Facility) was started up. The reactor has helped tremendously to make the WRF operation more stable. As a result the mill has incurred significantly lower surcharges, been able to sell more biogas, and now sell

anaerobic biomass instead of losing and purchasing it. The project was implemented with a great deal of valuable input from many of Solvay's WRF technicians.

Since its start-up the IC reactor has produced well over 200 billion cubic feet of biogas, with over 150 trillion BTUs; this is equivalent to more than 1.1 million gallons of gasoline. "By pretreating its wastewater with an anaerobic treatment

system," says Martin Tielbaard, Water Recycling Team Leader, "the Solvay Mill has had a positive effect on the environment, while saving money in the process."



**WRF
Reactor**
A Big Success

JACKSONVILLE CELEBRATES SUCCESS:

Our First OPX Platinum Certification

RockTenn **Jacksonville, FL**, pre-print has achieved Corrugated Packaging's first-ever Operational Excellence Platinum Certification. The plant's journey began in 2008 with several team members attending OPX Boot Camps. Armed with these new skills, the team followed

the modified basic OPX framework designed by Amir Azin and the division's OPX team to fit the

unique needs of a pre-print plant with support from Paul Franke.

In September 2010, Jacksonville earned Gold-level OPX Certification with a score of 3.6, and set a new goal to move to the next level. Just eight months later, the Jacksonville team was recertified, this time earning a Platinum-level score of 3.9 – the highest plant score to date according to OPX! Jacksonville Pre-print Business Unit General Manager Greg Hoag noted dramatic improvements throughout the plant, including:

- world-class safety performance (the plant has logged more than 2,300 consecutive days since its last recordable injury)
- a 50% reduction in claims (R&As)
- waste levels at 3% or lower

- a reduction in unscheduled downtime by 25%
 - a 15% increase in throughput
 - consistent profit levels at or above budget expectations.
- Jacksonville Preprint employees are now ready for the next step in excellence – combining Lean Six Sigma

principles with OPX to ensure consistent performance improvements. The following employees were instrumental in this award: Pete D'Angelo, Mike Terry, Craig Schuster, Donnie Gramlich, Andy Banaczyk, George Sanborn, Jeremy Haley, Roger Graw and Judy Lee.



Back row, from left to right: Jeremy Haley, Andy Banaczyk, George Sanborn, Craig Schuster, Mike Terry, Steve Strickland, Don Sparaco, Roger Graw. Front row, from left to right: Russ Lawrimore, Donnie Gramlich, Judy Lee, Greg Hoag, Pete D'Angelo



A large industrial facility with several tall, cylindrical metal silos and a complex network of pipes and walkways. The sky is blue with some clouds.

Warwick Folding

A Canadian model of sustainable innovation

Quieter plant cyclones recover cartons with less noise emissions.

For RockTenn's Warwick, QC, Folding Plant,

environmental protection is important. The plant's 450 employees manufacture folding cartons for food and personal care customers. For several years, management has demonstrated the desire to reduce its environmental footprint while remaining competitive in the market.

Historically, Warwick has retrieved the carton waste generated by operations to reduce emissions. In the '90s, the plant was already working to reduce volatile organic compounds (VOC) by removing the solvents in offset inks and by integrating inks based on vegetable oil.

In the early 2000s, Warwick worked to reduce isopropyl alcohol from all printing products. The

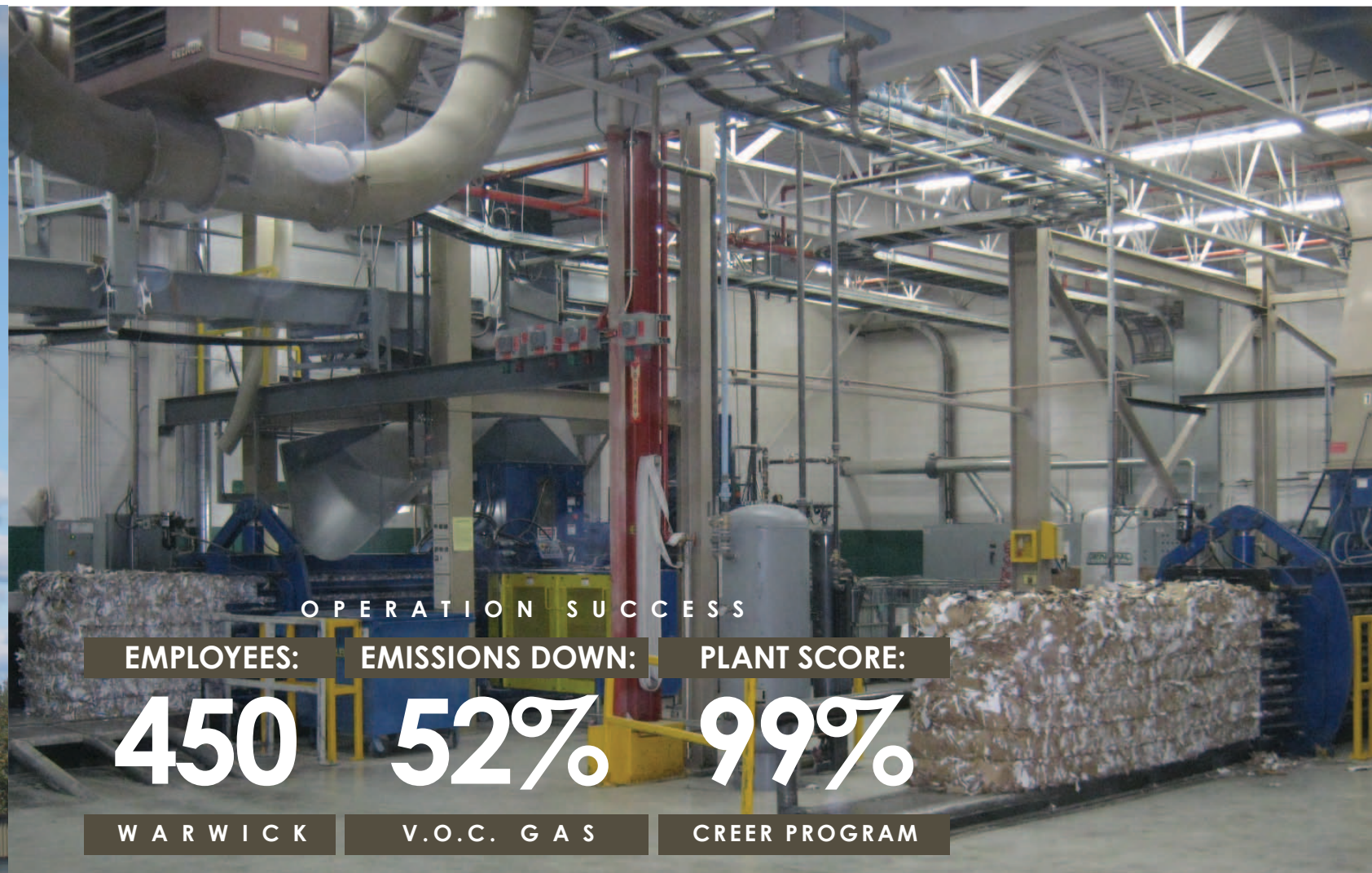
emission of alcohol has decreased from 25,000kg per year in 2002 to 4,500kg per year in 2009.

Further efforts were made in 2003 to reduce emissions of VOCs. The plant pressured suppliers of chemicals used in printing to make products available with low VOC content. This strategy has yielded good results; a 52% reduction in VOC emissions since 2003 with increased production of 23%.

In 2007, RockTenn Warwick committed at the "Centre De Recherche Et D'Education a l'Environnement Regional (CREER)" to preserve and protect the wetland on its property located on the banks of the river "Des Pins."

In 2008, the plant was certified with a score of 99% to the program Lei on Recycle of the state corporation Recyc-Québec. This program promotes responsible company





management of waste. The 99% score means that 99% of the plant's salvageable material is actually recovered by several programs.

Warwick invested approximately \$400,000 in 2009 to reduce noise emissions from cyclones used to recover cartons. The noise was then decreased by 20dBA.

In 2010, the plant invested \$115,000 to replace the magnetic ballasts of its fluorescent lighting to

migrate toward fluorescents equipped with T8 electronic ballasts. As a result, the lighting of the plant improved by 70% while reducing power consumption of 818,000 kwh annually.

Today, RockTenn Warwick continues its efforts to reduce energy consumption with several projects representing an investment of \$235,000 that will yield real annual savings of about \$100,000.

A solar wall was installed

to heat a part of the plant's warehouses. A project to recover the heat rejected by the compressors was successful. This heat is reused in part to warm the air for the dryers in some machines and to heat other warehouses. Speed control drives are also installed on the ventilation, air conditioning and heating blowers of the plant, thus reducing energy needed for ventilation and improving temperature

control and comfort in the work environment. Finally, the cooling system of the printing presses will be modified to improve efficiency. These changes will bring savings of about 140,000m3/year for natural gas and of 674,000kWh/year in electricity.

For more information, contact Serge Vallee, Lean Six Sigma Black Belt.

Excellence: It's our goal each day!

Merchandising Displays is a Reliable Partner



Each year as a part of its Compass Program for supplier certification, Electronic Arts gives Most Valuable Partner (MVP) awards to suppliers that exhibit excellent performance in one of six core attributes: Scalability, Speed to Market, Reliability, Partnership, Value and Security.

In a recent meeting with EA operations senior management, Brett Gardner and Tom Rehder, RockTenn **Redmond, WA**, Merchandising Displays, accepted MVP

awards for Reliability and Partnership on behalf of the RockTenn Merchandising Displays team.

These Most Valuable Partner awards are significant because they represent a vendor's complete body of work for the previous fiscal year and cover EA's entire vendor base in all categories of services provided to them. Two crystal trophies were awarded with one residing in Redmond and the other in **West Chester, OH**. Congratulations to our team for the providing world-class creative, manufacturing and fulfillment services.

Mooreville Corrugated Wins Again

Our **Mooreville, NC**, corrugated container plant has again received the Supplier Excellence award from Banner Pharmaceuticals. Mooreville also received this award in 2008. Only 81 of Banner's 1,500 suppliers were recognized in this year's event, and only eight of Banner's suppliers received the Supplier Excellence award for the last three years. Additionally, only



a select group received this award two out of the last three years.

community

Return of the Guardsmen

Three activated U.S. Army Guardsmen returned from their year-long overseas deployment last December to employment at our **Missisquoi, VT**, mill. For SGT Jeffrey Marcoux and SSG Keith Rondeau, this was their second overseas deployment, having both served in Iraq in 2005. This was the first deployment for SGT Thomas Conley.

SGT Jeffrey Marcoux (right) presents the U. S. flag flown at Bagram Airfield, Afghanistan, during Operation Enduring Freedom to Chris Ham-Ellis, former General Manager of Missisquoi Mill (holding certificate). SGT Thomas Conley (left) and SSG Keith Rondeau (center) also served with the 1-172 Cavalry Squadron (Mountain Division) at Task Force Morgan Headquarters during their deployment.



Knoxville Mountain Challenge

Every Knoxville Folding employee recently participated in the "Mountain Challenge," a program about change, challenge, risk, growth, trust and team.

The 60 foot "Tower" challenged everyone to learn the importance of trust and teamwork. For every person that reached the summit of the tower, there was a team player on the ground behind the scenes belaying (removing the friction from the rope whenever the climber needs more rope in order to be able to continue climbing) to ensure the success of the team.

The takeaways that were applied back at the plant were stunning. The plant has a stronger sense of team, as well as walls being broken down shift to shift, and department to department.





Fill-A-Bus

RockTenn **Camillus, NY**, container plant got involved in a Fill-A-Bus Campaign in which all three shifts on the floor and the office staff donated pens, pencils, erasers, backpacks, glue sticks, hand sanitizers, paper and notepads. The facility was able to donate two big boxes of school supplies to Solvay Elementary School, a local school nearby. The event was organized by Marjorie Gladle, Receptionist.

Super Dad Gets “Super Bowl Ring”

Merchandising Displays **Winston-Salem** threw an after-party for Lawrence Brannon upon his return from the Super Bowl last February. Craig Gunckel, Merchandising Displays Vice President and General Manager, awarded Lawrence his own Super Bowl ring. Lawrence was on the field at the moment the Super Bowl trophy was awarded to the Green Bay Packers because his son, Anthony Levine, #34, plays in the position of safety for the Packers. According to Brannon, during his pro debut, Anthony was clocked against other safety players with the second fastest qualifying time in the country. Halfway through his rookie year, the Philadelphia Eagles tried to trade for Anthony, but he stayed with the Packers and as a result, gained his first championship ring during his rookie year in the NFL.



›Bowl-A-Thon Fundraising Held

RockTenn **Home Office** employees took the Junior Achievement of Georgia Bowl-a-Thon fundraising challenge in May. The money raised impacted 140,000 Georgia Junior Achievement® students by helping to offset the cost of material packs for in-class programs for grades K-12.

students impacted:

140,000

›Magazines for the Troops

Each year during the summer, the Home Office collects thousands of magazines for our military troops. Last summer, volunteers collected enough to send several large boxes to four soldiers linked to RockTenn employees.

magazines shipped:

2,000+

›Third-World Medical Supplies

For the last three years, RockTenn Home Office has partnered with MedShare International by providing volunteers to help sort and box unused medical surplus for shipment to third-world medical facilities. According to MedShare, shipments of medical supplies and

countries assisted:

85+

equipment have brought healing and the promise of better lives to 85 countries to date. In August, 40 RockTenn employees, family members and friends came together to pack and ship 10 pallets of supplies.

patients assisted:

countless

Model Plant

RockTenn **Conover, NC**, folding carton plant received the first-ever Corporate Citizenship Award presented by the City of Conover. Mayor Lee Moritz, Jr. presented the award during an recent City Council meeting to General Manager Kurt Wartner and Human Resources Manager Pam Taylor.

The award recognizes the employment opportunities offered by Conover Folding, contributions to local schools, service organizations and charities, and outstanding corporate service to the City of Conover.

In the last few months, the plant has participated in donations to Thorton Elementary School, the March of Dimes, Hickory Fire Fighters, the 2011 Children's Fund Campaign, Corner Table and the Conover Farmers' Market.

Teacher's Tour

Our new employees from Smurfit-Stone have participated in forestry education-type programs for many years, particularly in the southeastern United States. An example of one of those programs is the South Carolina Forestry Teachers' Tour, which invites teachers to see firsthand the benefits of the forest products industry, with the goal of educating our teachers and their students. There is a lot of misinformation about forestry management that these programs help to dispel. The forestry group itself manages private land which we then have the option of purchasing for fiber, once the timber is ready to be harvested.

Strawberry Stroll

In May, 162 runners and a host of volunteers participated in the first annual Norcross Strawberry Stroll to benefit Kingdom Kids, an organization that helps fulfill children's wishes in the local community. The event, co-sponsored by **RTS**, RockTenn's joint venture with Sonoco, was a success in every way with 162 runners participating and \$8,500 raised.

participating runners:

162

dollars raised:

\$8,500



HAPPENINGS AT Henkel



Most people know Henkel Consumer Goods by their brands – including Dial® soap, Right

Guard® deodorant, Purex® laundry detergent, Soft Scrub® cleansers and Renuzit® air fresheners. Henkel is also a significant customer for our **Merchandising Displays** Division. RockTenn has a team of individuals onsite at Henkel's North American headquarters in Scottsdale, AZ, serving customer needs for in-store merchandising and shopper marketing. Collectively, this team is part of

the Henkel (WIS) Winning-In-Store Team.

The Winning-In-Store Team developed over the past five years and includes the Henkel departments of In-Store Merchandising, Shopper Marketing, Category Management and Shopper Insights. Originally, Henkel contracted RockTenn as the sole provider for In-Store Merchandising (ISM) to develop and execute all of their display

initiatives.

Another facet of RockTenn's work at Henkel has been bringing the "Henkel Helps" corporate initiative to life. Susan Charney-Moore is a key driver of this program since its inception building on the platform of "Henkel Helps Get Kids Fit." In its first year, the "Henkel Helps Get Kids Fit" program resulted in an incremental 22,000 display units at various retailers across the country.

Susan recently represented RockTenn and Henkel in conjunction with the Alliance for a Healthier Generation (AHG) at the William J. Clinton Presidential Library in Little Rock, AR, to honor schools across the country for their focus on healthy kids. Susan was instrumental in connecting AHG

22,000
display
units

13
weeks on
display

375
Walmart
stores



requirements. Since the relationship began in 2006, RockTenn engaged in taking a more holistic look at the shopping experience along the path to purchase, and in 2009, the opportunity expanded to include shopper marketing activities. As a testament to an effective partnership, Henkel and RockTenn recently renewed the contract for an extended period.

Part of the RockTenn scope of work for Henkel includes staying on top of industry trends and the latest technologies. To showcase our capabilities and share insights into industry trends, RockTenn recently presented an Innovation Fair onsite at Henkel. Areas of interest included ShopperGauge®, Digital, Lighting, QR Codes, Sustainability and Print Production. Along with the onsite team, there was great assistance from RockTenn's Innovation Team, Marketing Team and Operations Group. The fair was well attended by Henkel cross-functional teams including marketing, sales, procurement and supply chain. Discussions sparked many new project initiatives. Immediately following the fair, RockTenn facilitated an ideation session to capture actionable

as a program partner for Henkel in 2011.

In addition, two RockTenn employees were among those honored when Henkel presented their annual Sales Awards during their National Sales Meeting held in Scottsdale, AZ, in June.

Debbie Jester is part of the Top Winning-In-Store Award Team that developed and executed the Walmart Right Guard® Texas High School program. RockTenn developed a semi-permanent end cap that received more than 13 weeks on display in approximately 375 Walmart stores in Texas.

Pam Noblin received an individual award for Excellence in Execution, Customer Solutions and Sales Team Support for her work in developing programs with the Henkel field sales teams – specifically for Dollar General, Walgreens, CVS and Target.

RockTenn also received numerous accolades during the Henkel Best-In-Class presentations at the sales meeting. The RockTenn team is clearly an integral part of Henkel's success in the marketplace.

Moreover, along with Henkel employees, our team members participate in community events including Junior Achievement® and Henkel's Community Service Day. For the past few years, the WIS team has invested a day each year to clean and repair numerous Boys & Girls Clubs in the Phoenix area. RockTenn also supports Henkel's holiday initiative by driving a fundraiser resulting in financial support for multiple families.

Michael Heneghan is the Director of Strategic Accounts for Henkel and leads the onsite team of Susan Charney-Moore (Shopper Marketing Account Manager), Mariana Crone (Shopper Marketing Account Coordinator), Christina Grant (ISM Marketing Support Coordinator), Brian Huddleston (ISM Account Executive, UW Contact), Debbie Jester (ISM Account Executive & Team Lead, UK Contact), Jeremy Keenan (Shopper Marketing Team Lead), Pam Noblin (Shopper Marketing Account Manager) and Lauren Thomas (ISM Graphics Coordinator).



Bobby Teague

Sheldon Springs, VT
Missisquoi Mill

37
years

Robert "Bobby" Teague retired from the **Missisquoi, VT, Mill** after 37 years of service. He began his career in 1973 as a wood loader in our Groundwood Mill. In 1978 Bobby moved to the Paper Machines as a Coating Technician. He joined the Power Department in 1983, progressing up the ranks from Fire Watch to Spare Fireman and then up to Fireman. When the hydroelectric facility was built, Bobby went to work there as an Engineer. Later, RockTenn bought the mill and Bobby crossed back over the Missisquoi River to resume work at the mill in 1989 as Engineer. Since that time, he has monitored the incoming utilities and has ensured that the mill was provided with enough steam to make paper.



Donnie M. Cook

Humboldt, TN
Containerboard Mill

48
years

Donnie retired from the Humboldt, TN, plant after 48 years of loyal service. During his tenure, Donnie worked in many areas in the plant, spending his final years in Shipping as Checker Loader/Biller/Clerk. He and his wife Jean look forward to gardening and feeding his goats during retirement.



Paul Yaw with Dan Truett, GM

Paul Yaw

Coshocton, OH
Containerboard Mill

41
years

Paul Yaw began his employment with Stone Container in 1970 after attending Marion College in Marion, IN, and serving in the U.S. Army for two years, one of which was as a medic in Vietnam. From 1970 to 1973 he worked in several different areas of the Mill.

In 1974, Paul was promoted to traffic manager and was in charge of all outbound and inbound freight, along with production scheduling. He also managed the private fleet until 1987 when the Mill went to all outside carriers.

By 1975, he had the added duty of purchasing recycled fiber for the Mill. Mill Procurement Manager (purchasing) became his responsibility in 1994 and continued until his retirement.

Paul has been married to his high school sweetheart for 45 years and they have three children and six grandchildren. Upon retirement, he plans to spend more time with his family, fish, hunt and do some traveling.



Royce Emerson with Dan Truett, GM

Royce Emerson

Coshocton, OH
Containerboard Mill

50
years

Royce Emerson retired after a career at the Coshocton Mill that lasted more than 50 years. When asked about his first job at the Mill, he jokingly said that he started out "with a shovel in his hand!" Beginning as a laborer, he worked his way up through many positions until he moved to the "new Powerhouse" in 1976. Upon retirement, his position was an "A" Engineer in that department.

At 73 years old, he still showed great dedication to the Mill and his co-workers, working many 12-hour days and rotating shifts. He also adapted well to the many changes that have taken place at the Mill during the last 50 years.

Royce also worked with the local Sheriff's department as an auxiliary Deputy Sheriff for 52 years, beginning in 1959. He holds the distinction of being the only auxiliary Deputy Sheriff to serve under three different Sheriffs in Coshocton County.

Royce and his wife, Karen, have three daughters and four granddaughters. Upon his retirement, he plans to spend time with his family, do some traveling and continue to work as an auxiliary Deputy Sheriff. He also enjoys watching NASCAR and is looking forward to attending a few races.



Dwight Minner with Dan Truett, GM

Dwight Minner

Coshocton, OH
Containerboard Mill

50
years

Dwight Minner began his career with Stone Container on October 15, 1960 at the **Coshocton, OH, Mill**. During his 50-plus years of employment, he has worked his way up through the ranks to the position of Refining Engineer, which is the top job in his line of progression. He held that position from 1973 until his retirement.

Dwight's experience and leadership has proven to be invaluable. A new computer control system was installed in 2000 and he learned to operate it with skill and accuracy, training many junior operators. Supervisors and operators alike say that he was always teaching them about the operation.

Dwight has been very safety conscious during his tenure with the Mill, as he remained accident-free for the last 38 years. At 82 years old, he continued to demonstrate a tremendous work ethic and had an outstanding attendance record. While in his 70s, he missed less than one day of work per year.

In between working many seven-day or 12-hour shifts, Dwight enjoyed working on his 127-acre farm. He still raises about 30 head of beef cattle and has quite a collection of tractors.

He has two sons, four grandchildren and one great-grandchild.



Retirement

Thank You for your service!

Listed below are 45 employees who've served us for more than 35 years.

Facility	Name	Title	Years
Coshocton, OH	Minner, Dwight L	Hourly Pulp Hardwood	51
Coshocton, OH	Emerson, Royce E	Hourly Steam	51
Wakefield, MA	Lebreton, Wayne R	Production Supv - Container	48
Home Office	Franzen, John J	Sr Sales Representative-Nat'l	46
Hodge, LA	McFearn, Franklin L	Paper Machine #5	46
Minneapolis, MN	Estum, Curtis A	Plant Worker	46
New Westminster, BC	Hooge, Victor	Planning Supervisor 1	45
Panama City, FL	Bevis, Michael E	Maintenance Supt- Prevent.	45
West Point, VA	Woodring, Raymond F	Paper Machine #3	45
Demopolis, AL	Webb, Donald E	Mechanic	45
Lebanon, TN	Bennett, Jimmy D	Operator-Finish	44
Florence, SC	Meadows, Timothy A	Paper Machine #4	44
Battle Creek, MI	Wiessner, Larry A	Lead Machine Repair	44
Winston-Salem, NC	Phillips, William B	Plant Worker	43
Panama City, FL	Haire, Lorenzo	Paper Machine #2	43
St. Paul, MN	Wells, Donald R	Quality Control Specialist	43
Springfield, MO	Compton, Jr, Guss	Plant Worker	42
Battle Creek, MI	Greer, Doyle D	Asst Stores Attendent	42
Coshocton, OH	Yaw, Paul E	Mill Procurement Manager	41
Florence, SC	Lynch, Robert W	General Manager	41
Sequatchie Valley, TN	Richey, Laura K	Inventory Specialist	41
Hodge, LA	Harrell, Jr, Ezekiel	Paper Machine #4	40
Clinton, IA	Kehe, Samuel R	Die Maker	40
Conway, AR	Adreon, Gary	General Manager	39
Ravenna, OH	Clark-Sr, Martin E	Plant Worker	39
Fargo, ND	Riedman, Thomas G	Sales Representative	38
Dallas, TX	Williams, Donnell	Plant Worker	38
Panama City, FL	Pitts, Franklin R	Asst Pwr Plant Supt - Panama	37
La Tuque, QC	Jean, Richard	Pulp Softwood	37
La Tuque, QC	Desrochers, Roger	Shipping/Transportation	37
Panama City, FL	Scott, Charles W	Steam	37
Hopewell, VA	Wegman, Garnett D	Paper Machine #2	37
Missisquoi (Sheldon Springs), VT	Knight, Richard T	Sr Plant Engineer	37
Florence, SC	Conner, Wade D	Steam	37
West Point, VA	Byrd, Kenneth R	Overhead Costs	37
La Tuque, QC	Plamondon, Andre	Overhead Costs	37
St. Paul, MN	Sheppard, Sharon	Sr Customer Service Rep	37
La Tuque, QC	Lapointe, Denis	Pulp Softwood	36
West Point, VA	Johnson, Jr, Thurmon	Plant Worker	36
La Tuque, QC	Mador, Claude	Plant Worker	36
Hodge, LA	Bradford, Arthur D	Woodyard Soft	36
Lithonia, GA	Tuggle, Johnny	Plant Worker	36
St. Paul, MN	Edstrom, Ronald W	Dcs-Refiner Operator	35
Chattanooga, TN	Brock, Robert E	Asst Engineer	35
La Tuque, QC	Provencher, Roger	Production Supt 1- Mill	35
St. Paul, MN	Senske, Gerald P	Machine Tender A	35

Our list is extensive so we've limited our published list to those with 35 years of service or more.

