Business Recognition Program Graphic Packaging International April 20, 2010 7 p.m. City Council Meeting

- Tonight we have the pleasure of recognizing an outstanding Santa Clara business,
 Graphic Packaging International, which began operations in the City of Santa
 Clara in 1957. The company has been a
 Santa Clara Chamber of Commerce member since the year it opened in our community.
- The company has changed ownership several times and has operated under several names.
 - Container Corporation of America
 - Purchased by Jefferson Smurfit in 1986, it became
 Jefferson Smurfit Corporation
 - When the company merged with Stone Container in 1998, it became <u>Smurfit Stone Container Corporation</u>
 - It was then sold to a private equity firm in 2006 and became
 Altivity Packaging
 - In 2008, it was bought by Graphic Packaging and became Graphic Packaging International.

- Council approved the initial construction of the company's Santa Clara Mill in December, 1955, according to a newspaper article found in old Chamber of Commerce Scrapbooks.
- The company held a groundbreaking on May 14, 1956, for the plant. The plant was designed to produce high-grade folding

boxboard for use by the company's plant in Santa

Clara and by plants in Los

Angeles and Seattle. It also would provide liner board for Container Corporation corrugated cardboard plants at Los

Work To Start on S.C. Pulp Paper Mill

Angeles, Oakland,

Portland and Seattle.

Portland and Seattle.

In 1974, according to a newsletter from the Chamber of Commerce,
Owen Reeves was the Santa Clara Paper Mill's General Manager (Mr. Reeves is with us in the audience this evening). The newsletter explained that the paper is more properly called "Board" because it is heavier than paper, and is



what is used to package boxes of soap, tissues, or cereal, as examples.

 In 1974, the Santa Clara Mill was one of 90 plants located in 25 states, and in 6 foreign countries.
 At that time, their total employment was 22,000 people, 440 of which were located in Santa Clara.



- In the 70s, the company had three functions on their Santa Clara property, located on De La Cruz Boulevard:
 - the Paper Mill
 - the Carton Plant, and
 - the Marketing Center and Divisional Headquarters.



Many people may imagine that the Paper
Mill uses forests to produce its product.
Nothing could be further from the
truth. The Santa Clara Mill has been in
the recycling business for years, far
longer than it has been fashionable
to recycle. Since the early 1960s,
the company has collected and

purchased waste paper for the paper mill, and uses 100% recycled materials for their products.

 The Santa Clara Mill initially turned to the community as a source of supply for its paper needs, contacting churches, schools, and Boy Scout troops in Santa Clara and the region,

collecting and paying for waste paper from community groups. This helped the groups to raise funds, while diverting waste paper from the landfill and using it to create the



recycled paper products we see on our grocery shelves, recycled paper products that are used by businesses here and around the world for carton products.

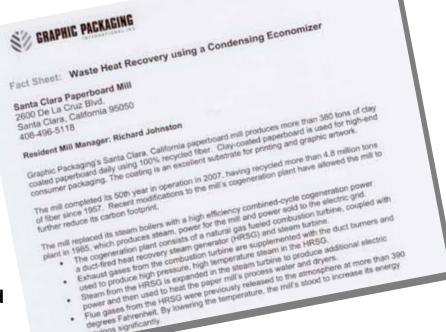
- This early community recycling activity is just one example of the company's civic-mindedness. Owen Reeves, who joined the company in 1956 and went on to become its General Manager, was a strong advocate for business and individual involvement in the community.
- Not only did Mr. Reeves believe in civic involvement in local government, he believed that people should also get involved in their state and federal government, particularly in the industrial

sector. He used to say that too many people know too little about these things, and that people should concern themselves with such topics as transportation, water and sanitation, and energy. He said that these topics need "lots of people and lots of thinking."

• Mr. Reeves encouraged his company and community involvement at Santa Clara University, with local schools, and with community groups. He served on the Santa Clara Chamber of Commerce Board of Directors for more than a decade, and encouraged the Board's support of the City of Santa Clara's entry in the 1971 Rose Parade, with a float that touted Santa Clara as the "Youth Sports Capital of the World."

Richard Johnston ("Dick"), Resident Manager of the Santa
 Clara Mill since 1999, who is also here

this evening, is
another example
of a company
employee who
has been
dedicated to the
betterment of the
community. Dick
served on the Santa
Clara Chamber Board



of Directors for 18 years, and has also fostered community involvement of many from throughout his organization.

- The company and its employees have been known for decades for their community commitment, and for advocating social responsibility.
- We are very pleased tonight to be recognizing the Santa Clara
 Mill of Graphic Packaging International.
- While the City has been recognizing the accomplishments of local businesses for many years, a more formal Business Recognition Program was established by the City Council in late 2003, upon the recommendation of a committee of the City Council, the Mission City 21 (Economic Development)
 Committee.
- The recognition program is a joint one with the Santa Clara
 Chamber of Commerce and Convention-Visitors Bureau. We
 have with us tonight Steve Van Dorn of the Santa Clara Chamber
 of Commerce and Convention-Visitors Bureau who will also be
 making a presentation to Graphic Packaging International.
- The formalized business recognition program recognizes the valuable contributions that all businesses make to the City of Santa Clara.

- Graphic Packaging International has very deep roots in Santa Clara, and is one of the oldest, most active businesses in our community.
- Through five decades, the company and its many employees are well-respected for their professionalism, customer service ethic, and their commitment to provide exceptional value and tremendous service to their customers.
- They have also exhibited numerous examples of their community commitment. The City of Santa Clara is a better place because of the efforts of companies like Graphic Packaging International.
- Congratulations to Graphic Packaging International for more than 53 years of outstanding service to the Santa Clara community!
- Thank you. I would now like to introduce
 Steve Van Dorn of the Santa Clara Chamber of Commerce and Convention-Visitors

Bureau, and then I will make the City's presentation.