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(parent of WPG Shippers Association)



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Subject: **Interesting Times in Business**

A year ago at WPG's Annual Meeting, we talked about still adjusting to the unstable market and economy of 2009. A few months later, we were still adjusting to an unstable market and economy. These interesting times required innovative actions.

During 2010, WPG made key fundamental changes that affected our business in terms of freight mix and volume. WPG strategically targeted and focused on our services to the customer. We concentrated on the customer's needs and wants. We improved tools and communication for the ease of using WPG. And we built on our expertise and "sweet spots". This resulted in an upbeat and positive 2010 for WPG.

We could have just been content and celebrated the successful 2010. Instead, we moved forward to plan ahead for 2011, 2012 and beyond. While challenging times still exists and business-wise, probably always will, WPG's principle focus is on attainable growth.

A key driver and component of our growth plan is foregoing any rate increases for our customers, which WPG announced in January. This allows our pricing to be even more competitive and gives WPG the opportunity to gain market share. WPG must position itself as the leader in distribution management, competitive pricing and customer service from beginning to end. The keys for WPG to accomplish this include our zero percent price increase and establishing a stronger market presence.

We truly thank our Members for their business. Distribution is driven by volume. The more volume WPG can consolidate, the greater efficiencies can be gained enabling savings to be passed along to our Members.

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