



Author Kit

YOU NEED TO:

- Complete the Abstract Submission form in the TAPPI Speaker Management System (make sure to select the permission option you wish to give TAPPI to include your Paper & Presentation in the Conference Proceedings – this has replaced the hard copy License Agreement). <http://speakermanagement.tappi.org>
- Upload your biography to your record in the TAPPI Speaker Management System (optional, based on conference).
- Format Your Final Original Manuscript In Accordance with the TAPPI Guidelines (*See Preparing Your Manuscript- pg. 3*)
- Submit an Electronic Copy of Your Paper by the Deadline (*See Submitting Your Paper Electronically- pg. 7*) The title that appears on the final submittal of the manuscript WILL BE the title reflected in the Conference CD-Rom and the Program Book.
- Prepare Your Presentation In Accordance with the TAPPI Guidelines (*See Manuscript Requirements- pg. 4*)
- Comply with TAPPI's Guide to Preparing Visuals (*See Preparing Visuals- pg. 9*)
- Comply with TAPPI's Antitrust Policy (*See Antitrust Guidelines- pg. 11*)
- Comply with TAPPI's Commercialism Guidelines (*See Commercialism Guidelines- pg.12*)

General Information

Publication Policy

Statements of fact and opinion expressed in papers or discussions presented at or published for any TAPPI-sponsored meeting hereafter designated as "material(s)" or "work(s)", are the responsibility of the author or speaker alone and do not imply an opinion on the part of TAPPI, its officers, directors, or members. Works may or may not be recommended for reprinting in TAPPI JOURNAL, TAPPI PRESS publications, or TAPPI PRESS anthologies. If recommended, they may appear there in an edited or abridged version.

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Frequently Asked Questions

Co-authorship. In the case of a work co-authored by two or more persons or a work in which, for whatever reasons, two or more persons have an interest, the submitting author will be responsible for signing the agreement in the Speaker Management system before the work may be published.

Copyright of which is owned by the commissioning organization or written for hire, or otherwise written as part of an author's duties as an employee, the commissioning person or an authorized agent or representative of the commissioning organization, or the employer, must sign the agreement.

SUBMITTING YOUR MANUSCRIPT

Manuscript - An ELECTRONIC copy of your manuscript MUST be uploaded to the TAPPI Speaker Management System (<http://speakermanagement.tappi.org>) for content review and guidelines compliance.

Continue to next page for Manuscript Requirements.

MANUSCRIPT REQUIREMENTS:

(See sample paper in the following section of this manual)

Include the Following Major Elements in Your Manuscript in the Order Listed

TITLE

Paper title should be flush left in bold type and have 1st letter of each word capitalized.

AUTHOR & CO-AUTHOR

Author and co-author- first and last name listed sequentially (bold), followed by their company affiliation (non-bold).

ABSTRACT

200 Words or Less

Summarize the Main Findings

Include the following: * the Rationale * the Objective the General Methodology the Results the Significant Conclusions

Double space after the abstract

This section should summarize, make recommendations and draw conclusions to your paper.

INTRODUCTION

The *Introduction* should be a brief lead in to the body of the paper.

BODY OF TEXT

Headings:

Only three levels of headings are allowed. **Boldface all headings.** Double space before and after first and second level headings, i.e. ***First Level Flush Left and ALL CAPS** * **Second Level Flush Left with each Major Word Capitalized** ***Third level flush left with only the first word capitalized and a period after the last word.** (Run the third level headings into the first paragraph of text.)

Be sure to comply with the TAPPI Antitrust policies and the commercialism policies.

Do not capitalize a word within the text unless it is a proper noun.

Please Follow These Guidelines:

- Single Column Format Only
- **Margins:** 1 inch - left, right, top, and bottom
- **Page Size:** 8.5 x 11 inches
- **Font:** Times New Roman - 10 point, Paper title - 12 point
- **Line Spacing:** Single-spaced text; Double-spaced between paragraphs
- Use Microsoft Word.
- **Figures & Photos:** All figures and photos must be placed either within the text of the document or all at the end of the document. Make sure to check your figure/table numbering.
- **Number of Pages:** No limit - please keep in mind, however, that your presentation at the meeting is limited to 20 minutes with an additional 10 minutes for question and answers.

- **DO NOT** Capitalize words within the sentence unless it is a proper noun.
- **DO NOT** Number the Pages of the Manuscript.
- **DO NOT** Use Headers, Footers, Logos or Filestamps in the Manuscript.
- **DO** Spell check and Grammar check - Typos and bad grammar. Mistakes distract the audience and cause them to tune out. Have somebody else look at your presentation before you take it on the road. Don't be in such a hurry that you detract from your message.
- **DO** make sure your references are complete.
- During any TAPPI program, instructors must have written permission from the copyright holder before using any written material, videos or other copyrighted material.
- The title that appears on the final submittal of the manuscript **WILL BE** the title reflected in the Conference CD-Rom and the Program Book.

APPENDIX

In a highly mathematical text it may be advisable to present equations and formulas in an appendix, rather than in the body of the text. Appendices may also be desirable for detailed descriptions of apparatus and similar material that is not essential to the general presentation of the subject.

ACKNOWLEDGMENT

Sample acknowledgment: "This research was funded in part through a research contract between XYZ Paper Company and the ABU Agricultural Experiment Station. The authors wish to thank Dr. B. J. Zero and Dr. R. J. Were of the AB State University Tree Improvement Cooperative for providing the seed and test evaluations."

TABLES

Tables may be placed within the body of the paper or after the Acknowledgment. Tables should be numbered consecutively using Roman numerals and given a title. This should be typed above the table and flush with the left-hand margin. Do not split a table between two pages.

ARTWORK

Figures and their captions (numbered) may be placed within the body of the text or may be placed after the Acknowledgment, following the tables. If you place the figures within the text, the width of the figures must be equal to or smaller than the width of the text.

Photographs must be placed either within the text of the document or labeled and placed at the end of the document after the acknowledgements.

Photographs must have good contrast. Glossy black and white prints give the best reproductive quality. **DO NOT** use photocopies of photographs.

If a photomicrograph is to be printed, only that section necessary to bring out the desired point should be used. Magnification should be indicated with a scale line on the photograph.

Comply with the TAPPI Antitrust policies and the commercialism policies.

Line Drawings - Place line drawings either at their point of reference in the text or at the end of the paper. Use a size that is best for readability and clarity.

For graphs, charts and other figures, use one of the following software programs:

- 1) **PowerPoint-- (TAPPI STANDARD).**
- 2) **Excel**

REFERENCES

The author is responsible for the accuracy and completeness of the references. Each reference should be cited by number in order of first appearance in the text. All references cited in the text should be listed in numerical order at the end of the text. The terms *ibidem* or *ibid.* should not be used. Complete information must be given.

SAMPLE Paper is on the following page.

SAMPLE PAPER - (This paper has been abbreviated, it is intended just to show standard layout)

Initial Learnings from the BFR Demonstration

J. Robert Caron
TAPPI

ABSTRACT

A full scale demonstration plant of Champion's Bleach Filtrate Recycle (BFRSM) process was constructed in 1995 and started up in 1996 at the Canton, North Carolina, bleached kraft pulp. In 1997, the mill has achieved several months of operation with substantial closure of the first two stages of pine pulp bleaching (>80% closure). Several mechanical and process issues were encountered during the startup phase, and most have since been corrected. As part of the demonstration phase, Champion will continue to resolve any additional process and mechanical issues as they arise.

INTRODUCTION

Much of our industry is already aware that goal of the BFR process is to recycle the majority of the bleach plant effluent into a mill's existing recovery cycle. BFR is primarily focused on recovery of the first two bleaching stage filtrates from an ECF sequence as these contain the majority of the waste material produced in bleaching. The BFR process and associated laboratory and pilot studies have been thoroughly described in many recent papers [1, 2, 3, 4]. The process is comprised of three major elements (see Figure 1). These are: 1) bleach filtrate recycle via counter current washing, 2) removal and control of scale forming metals in the filtrate from the first acidic bleach stage, and, 3) removal of chloride to keep the liquor cycle chloride concentrations similar to pre-BFR levels.

CONCLUSIONS

The main objective of the BFR project is to achieve and sustain 100% closure of the D100 and EOP bleach stages of the Canton pine bleach plant, and to evaluate the impact of BFR on mill operations and costs. This has not yet been achieved, but a high degree of D100 and EOP closure (>80%) has been maintained for most of 1997

ACKNOWLEDGMENTS

The authors are grateful to the many Champions that provided input to this paper, especially those at the Canton mill.

References

1. Maples, G., Ambady, R., Caron, J. R., Stratton, S. C., and Vega Canovas, R. E., "BFR: A New Process Toward Bleach Plant Closure", TAPPI Journal, 77(1 1), pp. 71-80(1994).
2. Caron, J. R., and Fleck, J. A., "Metals Management in a Closed Kraft Mill Bleach Plant", proceedings from the 1994 TAPPI Pulping Conference, San Diego, California.

3. Caron, J. R., and Williams, L. D., "Design and Integration of the Bleach Filtrate Recycle Process", proceedings from the 1996 TAPPI Minimum Effluent Mills Symposium, Atlanta, Georgia.

Submitting Your Manuscript Electronically

Submit your technical papers and presentations in electronic format using the TAPPI Speaker Management System (<http://speakermanagement.tappi.org>) Click [here](#) for step by step submission directions.

PRESENTATION REQUIREMENTS:

Prior to the Conference:

PRACTICE! PRACTICE! PRACTICE! PRACTICE!

Do rehearse your talk at least three times prior to the meeting. Practice the speech orally after all notes have been prepared. This is extremely important! It not only familiarizes you with the sequence of the talk, but helps you evaluate whether or not the talk actually fulfills your intentions. It is highly suggested that you have someone listen and critique your presentation.

Do “time” your practice presentation. Is your speaking voice natural, clear, pleasant, and unhurried? (To test the speed of your speech pattern, remember that a 2,000 to 2,500 word presentation usually takes about 20 minutes leaving time for a question & answer period.)

Do include:

- 1) Statement of Problem
- 2) Plan of Attack and Results
- 3) Impact/Importance
- 4) Conclusions

The introduction and conclusion are the most critical parts of your talk and you should know precisely what you will say at these points.

At the Conference:

- **Do** arrive at meeting room 30 to 45 minutes before session begins (unless the session is immediately preceded by an authors' breakfast).
- **Do** attend authors' breakfast, if one is scheduled.
- **Do** arrive at the meeting room early and become familiar with the AV equipment ie. microphone
- **Do** preview slides or computer generated presentation. (A room will be available.)
- **Do** allow time for questions/discussions. **Repeat the question.** People who ask questions usually do not have microphones, so the entire audience may not hear the question, and your answer will be meaningless to a large section of the audience. To spark discussion, supply your session developer or someone else in the audience with a list of prepared questions. This will give you a little extra confidence at the beginning of the discussion

and perhaps provide you with the opportunity to sneak in a point or two, which, although interesting, would have been “off the track” if included in the body of your talk.

GENERAL SUGGESTIONS

FOR PANELISTS

- You have "subject matter expertise." Share it accurately and carefully with your audience.
- You may disagree with other panelists. If you do, speak up! — — Be sure your audience can hear you.
- Your discussion and slides must comply with TAPPI policies.

FOR EVERYBODY

- Think about the audience as your customer.
- Deliver your best product.
- Give them true value - fill their needs, not just yours
- Make their job of listening as easy and pleasant as possible through:
 - Clear, simple message and organization
 - Meaningful examples and analogies
 - Clear, simple, attractive visuals
- Don't be negative or apologetic; be positive!
- Be interesting; use body language and examples.
- Be professional; yet warm.
- Be careful when turning - (Mouth moves away from podium mic.)
- When questioned, repeat question for the audience and then answer (honestly).
- Be confident. You're prepared, you know the subject. The customer wants your information. You are among colleagues and friends.
- Don't use profane or crude language and illustrations
- Don't use off-color humor
- Don't be "sexist"! Recognize that your audience is both male and female. Use politically correct "generic" references whenever possible.
- Don't present a commercial sales pitch. Session chairs, panel moderators, and session monitors may stop presentations for: commercialism, antitrust, poor taste, and quality.
- Don't read your paper!!! The audience can read it themselves in the proceedings!!!

PREPARING VISUALS

Requirements

- Computer Generated Presentation Requirements (TAPPI PREFERRED FORMAT)
You must upload your final presentation to the TAPPI Speaker Management system prior to the conference (unless other arrangements are made by your Session Chairman)
- ALL presentations MUST be in compliance with TAPPI's Antitrust and Commercialism Policies !
- Company name can be displayed on the first slide, only. Trade names can be used only one time.

PLEASE NOTE: On-Site session chair will review your presentation again prior to your session. If the PowerPoint slides do not meet all the anti-trust and commercialism guidelines, they will not be allowed in your presentation.

Make Your Visual Presentation:

Sharp, Simple, Organized

- Do have type at least 32 point size, for visibility from any seat in the room.
- Do have no more than three fonts per slide (or presentation), this includes different sizes, bold or italic versions of a font.
- Do limit each line to no more than six words per line or six lines per slide.
- Slides should support the talk rather than substitute for it!
- Do have your slides follow your presentation, and if applicable, your handouts.
- Do keep the same background colors (best - black or deep blue) and lettering style throughout your presentation. (Yellow or White text works best with a dark background)
- Do use simple graphics. (Graphs and charts - make lines very thick and use high contrast color i.e. white, yellow and orange show up against blue.)
- Do use simple messages and phrases--not complete sentences.

Specific Recommendations When Using Computer Generated Presentations:

- We strongly suggest you backup your presentation on a separate disc.
- Resolution: that which is required by your personal system for optimal clarity and performance.
- Rule of Thumb - Do NOT present more than two slides per minute. ie. 8 min. = 16 slides
- Check computer-projector compatibility at the Conference prior to your session.

Type Style

Serif-face type is widely known to be the easiest to read, since the ascenders and descenders provide visual clues to letter shape and placement. Serif type has little curliques and tags, like this type (Times New Roman). San-serif type looks like this type (Arial).

Please use only:

Times New Roman (font size 10)

- High Color Contrast
- Bold type is encouraged, especially if color contrast is low. Underscore important words or points.
- Use mathematical icons (, , , and such) where possible to save time and space.
- BE CONSISTENT!

Color

- Make your type and your background “high contrast” colors.
- Take a clue from the road sign people--bright yellow and white type provide the highest contrast on dark backgrounds, and vice versa.
- Clear and white backgrounds work well, too, even in this age of color.
- Be consistent in your color and design choices throughout your slides.
- Don’t use red, pinks and purples in type. No exceptions. Not because we don’t like those colors, but rather because red is the hardest color for people to read. It also doesn’t reproduce well.
- Don’t use Pastels.
- Learners respond best to information presented on conservative, neutral backgrounds (medium to dark blue, gray, maroon, forest green, brown tones), and tend to perceive bright backgrounds (red, brighter greens, bright blue) as “sales-y.” Use this information accordingly.
- Use no more than three colors per slide (or presentation).

Graphs & Charts

- Graphs and charts should contain at least two different, high-contrast colors. They should contrast not only with each other, but also against the background. Use different colors, not shading or cross-hatching of the same color, to denote graph data. Reds and purples are okay to use in charts.
- Don’t forget to use a legend. Many people will focus on the chart, and not your voice, as the presentation is delivered. Help them find the answers to their own questions.
- Bar charts or pie charts are more visually impactful than graphs with lines. If lines are truly the best depiction for your particular data, be sure that lines are very thick. White, yellow, yellow-orange, gray, and light blue show the highest contrast against dark backgrounds. On most backgrounds, it is better to use different line compositions, (e.g.solid, dashed, dotted and double lines) to depict data, than to use different colored lines--because it is hard to find enough "different" colors which contrast well on screen.

ANTITRUST GUIDELINES

The following guidelines are intended to help speakers avoid antitrust-sensitive topics in their presentations at TAPPI-sponsored events. Absent prior clearance from TAPPI's antitrust counsel, **the following subjects should be avoided**, whether they pertain to the pulp, paper and related industries generally or to a particular company in, or a product of, one of those industries:

1. **Prices** -- Future, current or recent (i.e., within the last 90 days) prices, price changes, price quotations, pricing policies or philosophies, price differentials, markups, discounts, allowances or other terms and conditions of sale such as freight or credit terms.
2. **Production Levels** -- Future, current, or recent (i.e., within the last 90 days) output, capacity or inventory levels, including production down-time and inventory adjustments.
3. **Group Boycotts** -- Suggestions that competitors not do business with a particular supplier or customer, or a category of suppliers or customers.
4. **Market Allocation** -- Suggestions that certain competitors supply certain customers or product/geographic markets and that other competitors supply other customers or product/geographic markets.
5. **Elimination of Competition in New Product Development** -- Suggestions that competitors agree on product characteristics or refrain from competing in the development of new or improved products.
6. **Marketing/Distribution Plans** -- Future, current or recent (i.e., within the last 90 days) marketing or distribution plans of a company.
7. **Certain Cost Information** -- Future, current or recent (i.e., within the last 90 days) production costs generally (including prices paid for raw materials, supplies and labor), and overall production or distribution costs with respect to any specific products. Historical (i.e., at least 90 days old) costs or projected cost savings/increases related to a specific technological improvement under discussion may be addressed, as long as no comment whatsoever is made about any price changes that may occur as a result of the cost savings/increase.
8. **Prohibited Themes** -- Do not suggest or imply, or allow others to suggest or imply, that (a) prices should be increased, stabilized or lowered; (b) output or production capacity should be moderated, stabilized or lowered; (c) attendees should not do business with particular suppliers or customers; (d) certain geographic or product markets should be allocated among different producers or producing countries; or (e) competition in product development should be slowed or deferred either generally or for particular types of products.

Legal clearance for the presentation of certain information may be given if the information (1) has already been made public in a document which is easily accessible to the public; (2) is historical (at least 90 days old) or (3) is highly aggregated and not company, geographic, or product specific.

Visit www.tappi.org/antitrust for the expanded antitrust compliance policy. For questions, contact Larry Montague, TAPPI President and CEO, 770-209-7227, or lmontague@tappi.org.

Updated 2011

COMMERCIALISM GUIDELINES

Although commerce is a driving force for our technologies, TAPPI technical sessions are not a platform for commercial (sales) presentations. Presentations that are technical and objective enhance the credibility of the presenter and his or her organization. *Restricting commercialism ultimately benefits both the presenters and the TAPPI audience.*

Excessive use of brand names, product names or logos, failure to substantiate performance claims, and failure to objectively discuss alternative methods, processes or equipment are indicators of sales presentations. **Note:** *If the technical paper you submit does not comply with TAPPI guidelines, it **will not** be printed in the proceedings. You will be notified if any issues need to be addressed, and will have an opportunity to correct the problem. Here's how to avoid some common violations:*

Technical Content of Papers

Company Names: Excessive use of company name will be prohibited (no more than three times in the paper).

Capitalization of Words within a Sentence: Capitalization of words within sentences should only be used for proper nouns (i.e. Words like spruce, winders, analyzer, softwoods, hardwoods, etc. should not be capitalized, italicized, or printed in bold).

Original Work: The author should present new technical information that promotes the technical advancement of the industry.

Substantiating Data: If products or services are described, all reported capabilities, features or benefits must be substantiated by data or by an explanation as to why the data are unavailable.

References to Commercial Installations: Reference to specific installations of products or utilization of services is allowed, but only to the extent that such disclosure complies with TAPPI's antitrust guidelines and is necessary for a full understanding of the technical point under discussion.

Trade Names: Excessive use of brand names, product names, trade names, or trademarks is forbidden. A general guideline is to use trade names and product names once only, and thereafter, to use generic descriptors, or neutral designations such as Type A, Type B, Type C, etc.

“Industry Practice” Statements: Reporting the extent of application of technologies, products or services should reflect the extent of application of all generically similar technologies, products or services in the field. **Ranking:** Although general comparisons of products and services are prohibited, specific generic comparisons that are supported by the reported data are allowed.

Confidential Information: Some information about products or services described may be proprietary to the author's company or to the user of the products or services, and,

therefore, not be publishable. Conclusions and/or comparisons may be made only on the basis of reported data.

Capabilities: Discussions of corporate capabilities or experiences are prohibited unless they pertain to the specific presented data.

Graphics

Graphics that primarily promote a product or service will not be allowed. Graphics should relate specifically to the technical presentation.

Names or logos of companies supplying goods or services must not appear on graphics, except on the first slide of the presentation.

Graphics that are not included in the pre-print must be reviewed in advance by TAPPI staff and have been determined to comply with TAPPI's commercialism guidelines and TAPPI's antitrust guidelines.

Interpretation and Enforcement

Reviewers of papers will accept only those papers that comply with these guidelines.

Session Chairs are responsible to monitor the compliance of presentations to these guidelines.

While both TAPPI staff and technical reviewers will check manuscripts and graphics for commercialism, ultimately it is the responsibility of the Conference Technical Program Chair to enforce the guidelines through his or her Committee Technical Program Chairs or Session Chairs.

The author's employer will be notified in writing about the violation. *Continued violations will result in a ban of presentations from the presenter's company at TAPPI conferences for up to two years*

Updated 2012.

