

President David Yonce announces re-branding plan

Name modification, fresh graphics to debut during fourth-quarter

Experienced leadership and a forward-thinking approach remain at the forefront of West Coast Paper's commitment to offering its customers the best products and services in the industry, and no one knows that better than President and Chief Operating Officer David Yonce.

Yonce joined the company in 1989 as a controller and was promoted to chief financial officer in 1993. After accepting the position of vice president of finance at Kent-based Oh boy! Oberto in 1998, he returned to West Coast Paper two years ago as the company's chief operating officer. He was named president on Jan. 1, 2009, and the company's former president, Tom Groves, transitioned into the role of chief executive officer.

"They asked me to come back," said Yonce, who began transitioning into his role as company president immediately upon his 2008 return. "West Coast Paper is in the process of getting back to the basics of what we do really well."

Yonce's recruitment was part of a plan to refocus the

company that was set in motion by the 2005 retirement of then-President and CEO Fred Stabbert.

"New leadership naturally leads to a refocus," Yonce said, adding that West Coast Paper will soon take that plan one step further.

"There's a re-branding effort currently under way," he said, pointing out the word "paper" in the company's name and logo. "As our customers know, we're more than just a paper company and the current brand is somewhat limiting."

The company has come a long way since founder Richard Abrams made West Coast Paper's first deliveries from the trunk of his 1929 Model A. Yet it is precisely those early business transactions and relationships that still define the company.

Yonce hopes to continue to "Build lasting relationships through

offering consistent value and supply solutions with mutually prosperous results," as stated in West Coast Paper's mission, long into the future.

But both the market and the competition has changed, and so must the company's image. He said current and future customers can expect the debut of a name modification and new graphics, courtesy of Girvin Strategic Branding, sometime during the fourth quarter.

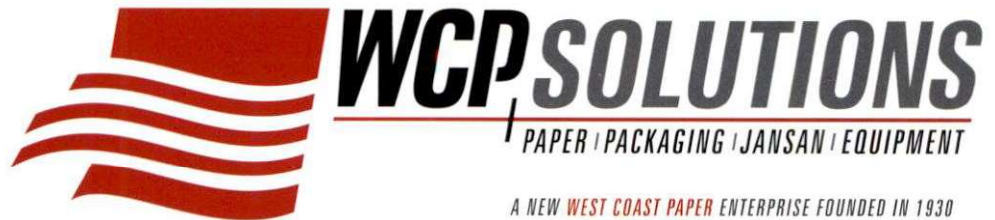
Girvin, based in Seattle and headed by Principle Tim Girvin, focuses on how community, relationships and communication add value to businesses.

Girvin's client list includes other Northwest heavy-hitters such as Anthony's Restaurants, Boeing Employees Credit Union, Chateau Ste. Michelle, the King County Library System, Metropolitan

Market, Microsoft, Nordstrom, Yonce's former employer Oberto, Puget Sound Energy, Safeco, the Washington State Lottery and Woodland Park Zoo.

More and more companies are turning to branding – or in the case of West Coast Paper, re-branding – to clearly define who they are, what they do and how they can do it better.

"We are continually responding to the needs of our customers and we're in the process of refreshing our brand in order to reflect that," Yonce said. "Stay tuned."



A group of West Coast Paper employees photographed with Teresa Russell, Chairperson, at the Thorniley Collection of Antique Type, which currently resides at the company's facility in Kent, Washington.