

University of British Columbia Library Rare Books and Special Collections

Finding Aid - John Goodwin fonds (RBSC-ARC-1836)

Generated by Access to Memory (AtoM) 2.6.4 Printed: September 08, 2022

Language of description: English

University of British Columbia Library Rare Books and Special Collections
Irving K. Barber Learning Centre
1961 East Mall
Vancouver
British Columbia
V6T 1Z1
Telephone: 604-822-2521
Fax: 604-822-9587
[Email: rare.books@ubc.ca](mailto:rare.books@ubc.ca)
<http://rbsc.library.ubc.ca/>
<https://rbscarchives.library.ubc.ca/john-goodwin-fonds>

John Goodwin fonds

Table of contents

Summary information	3
Administrative history / Biographical sketch	3
Scope and content	3
Arrangement	4
Notes	4
Access points	4
Series descriptions	4

Summary information

Repository:	University of British Columbia Library Rare Books and Special Collections
Title:	John Goodwin fonds
Reference code:	RBSC-ARC-1836
Date:	1965-1987 (date of creation)
Physical description:	28 cm of textual records.
Dates of creation, revision and deletion:	Fonds arranged and described by Allison Gale in March 2022.

Administrative history / Biographical sketch

Note

John Goodwin was born and raised in Vancouver, B.C. He attended the University of British Columbia, University of California-Los Angeles, and the London School of Economics and Political Science. He began working for global corporations in London (UK) and Montreal, but he returned to Vancouver in 1973 to begin working for MacMillan Bloedel.

Goodwin joined the Strategic Planning and Development department and his role was to diversify MacMillan Bloedel beyond just the forestry industry. He did not have a background in the forestry industry, but rather brought his perspective of the broad industrial market instead to MacMillan Bloedel. After one year, he joined the Linerboard and Packaging Group; the majority of his records pertain to the work he did on various projects within this department. He focused on projects outside of the Canadian context, namely in the US operations HQ in Atlanta, Georgia and in Alabama as well as operations in the UK. From 1974 to his departure from MacMillan Bloedel in 1986, he also did specific project work or assignments directed by the various CEO's he worked with over the years. Goodwin's role was valuable to his superiors and he was referred to as the "chief of staff" occasionally. After leaving MacMillan Bloedel, Goodwin would work in various domestic and international business market consulting roles until 1995 when he became President of a management consulting firm, Effective Business Strategies, where he remains today.

Scope and content

The fonds consists of John Goodwin's professional career at MacMillan Bloedel. The bulk of the records relate to the Pine Hill, Alabama project by the Linerboard and Packaging Group. Additional records relate to pre-planning and long range studies on viability of production outside of B.C., including the US and UK sites. Several other projects included in this fonds relate to the Powell River region project, the Bag

and Specialty division, and the Bulk Packaging division of MacMillan Bloedel. Specific administrative record types include: business assessments, historical reports, inter-office memos, strategy reviews, proposals, management strategies, strategic direction and long-range plans, and presentations.

Notes

Title notes

Arrangement

No original order, records arranged by archivist.

Other notes

- **Publication status:** published

Access points

- MacMillan Bloedel
- Timmis, D.W. (subject)
- Powell River Company
- Textual record (documentary form)
- Business and commerce (subject)
- Environment (subject)
- Forestry (subject)
- Forests (subject)

Series descriptions

Ref code	Title	Dates	Access status	Container
RBSC-ARC-1836-01-01	File - MB Corporate Development Prior to 1965	1965		
RBSC-ARC-1836-01-02	File - A Re-Statement of the Strategy Presented to M.B. Management in July 1968	13 Jan. 1970		
RBSC-ARC-1836-01-03	File - MacMillan Bloedel Limited Linerboard and Packaging Group Historical Background	04 June 1971 - 16 June 1976		
RBSC-ARC-1836-01-04	File - Long-Range Planning Study Phase II	27 Aug. 1975		
RBSC-ARC-1836-01-05	File - Pulp and Paper Group Orientation Program Session of Pulp and Linerboard	29 April 1976		

RBSC-ARC-1836-01-06	File - The First Long Range Strategic Plan for MacMillan Bloedel in Alabama with Proposed Actions	26 May 1977
RBSC-ARC-1836-01-07	File - Proposals on MB's Timberland Acquisition Programme in Alabama	July 1977
RBSC-ARC-1836-01-08	File - Business Assessment Linerboard and Packaging Group	14-15 Feb. 1978
RBSC-ARC-1836-01-09	File - Fibre Management Strategy for MB in Alabama	Dec. 1978
RBSC-ARC-1836-02-01	File - Basic Strategy Review Linerboard and Packaging Group	Feb. 1980
RBSC-ARC-1836-02-02	File - Proposal on Corrugating Medium Mill and Linerboard Expansion Pine Hill, Alabama [1]	24 March 1980
RBSC-ARC-1836-02-03	File - Proposal on Corrugating Medium Mill and Linerboard Expansion Pine Hill, Alabama [2]	25 July 1980
RBSC-ARC-1836-02-04	File - New Corrugating Mill and Linerboard Expansion [Pine Hill, Alabama]	17 July 1980
RBSC-ARC-1836-02-05	File - Translating Business Priorities into a Concept for Managing U.S. Linerboard and Packaging Operations	16 March 1981
RBSC-ARC-1836-02-06	File - Presentation of MB Inc. on Solid Wood Products at Pine Hill	12 March 1985
RBSC-ARC-1836-02-07	File - Discussion on Strategic Business Direction for Pine Hill '87 (Fibre Sourcing and Solid Wood Products)	11 March 1987
RBSC-ARC-1836-02-08	File - Summary Report on the Long Term Strategy for the Bag and Specialty Division of MacMillan Bloedel, with Recommended Actions	06 April 1983
RBSC-ARC-1836-02-09	File - Directions Conclusions	July 1984
RBSC-ARC-1836-02-10	File - [MacMillan Bloedel Bulk Packaging Promotional Materials]	[After 1985]
RBSC-ARC-1836-03-01	File - Strategic Directions and Long-Range Plan for Powell River Region, Volume I	05 June 1986 - 01 Aug. 1986
RBSC-ARC-1836-03-02	File - Strategic Directions and Long-Range Plan for Powell River Region, Volume II	05 June 1986 - 01 Aug. 1986