



FOR STUDENTS & FACULTY

International Corrugated Packaging Foundation's 2018 LIVE Teleconference on The Business of Corrugated Packaging & Displays and the Career Opportunities

Thursday, February 22, 2018

1:30 PM-3:30 PM EST

12:30 PM-2:30 PM CST

10:30 AM-12:30 PM PST

COLLEGES & UNIVERSITIES PARTICIPATING

Appalachian State University

Bowling Green State University

Cal Poly

Clemson University

Dunwoody College of Technology

Illinois State University

Indiana State University

Lewis-Clark State College

Michigan State University

Millersville University

North Carolina A & T

North Carolina State

Pittsburg State University

Rutgers University

University of Florida

University of Texas – Arlington

University of Wisconsin – Stout

Virginia Tech

Western Michigan University

PACKAGING, GRAPHIC DESIGN, BUSINESS, MARKETING & SALES, ENGINEERING, SUPPLY CHAIN & RELATED STUDENTS

From your own campus, learn more about the corrugated packaging & displays industry and speak with corrugated packaging industry professionals and other packaging, graphic communication, business, marketing, sales, engineering and supply chain students during the International Corrugated Packaging Foundation's (ICPF) annual interactive Teleconference.

Broadcasted live from WKAR PBS studios, students will learn about the business side of corrugated, its unique sustainability, new developments, and its career opportunities. Then, join us for the live presentation of ICPF's 17th annual student design presentation competition with cash awards for each of the competing teams!

ICPF's Teleconference moderator is Anna Sadowski, a Virginia Tech Packaging Systems and Design senior with a minor in Business. Anna reports that an internship with Packaging Corporation of America, an ICPF corrugated industry presentation on campus this past fall, and ICPF placement assistance helped in leading her to a career in the corrugated packaging & displays industry. Upon graduation this spring, Anna will be designing high end displays in PCA's Seattle office (<http://careers.icpfb.org>).

The Teleconference will include a panel of three industry executives. Mike Riegsecker is Chief Operating Officer for the privately owned Menasha Packaging Company with operations in 15 states. Robert Landaal is President of Landaal Packaging Systems with three locations in Michigan. Kevin Hinz is Director of Marketing and Sales for the publically traded KapStone Paper and Packaging with operations across North America. The executives will provide an overview of the corrugated packaging and displays business. The presentation will address numerous areas of the business, including the structure and operations of the industry, the diverse products, the target markets, the selling of corrugated, new trends and developments, such as the latest sustainability practices, and specifics on careers and the industry's personnel needs. The panel presentation will be followed by a round of live questions from students on each of the participating campuses.

The interactive Teleconference will conclude with a student team design presentation competition consisting of teams from Millersville University, Cal Poly, Clemson and University of TX- Arlington. These teams qualified to participate in ICPF's 2018 Student Design Presentation Competition by placing first or second in the 2017 AICC student design competition. The winning student teams will show, tell, and sell their winning entries by explaining the objective, research, design and other background information on how they met "the customer's requirements".



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PROGRAM SCHEDULE

1:30 PM – 1:40 PM, EST

Welcome, School Recognition, and Introductory Video

Richard Flaherty – President, International Corrugated Packaging Foundation

Anna Sadowski - Teleconference Moderator & Future PCA Designer
(Virginia Tech Packaging Systems & Design Senior with a minor in Business)

1:40 PM – 2:35 PM, EST

Panel Presentation - The Business of Corrugated Packaging & Displays

Anna Sadowski – Panel Moderator

Mike Riegsecker – Chief Operating Officer, Menasha Packaging Company

Robert Landaal – President, Landaal Packaging Systems

Kevin Hinz – Director of Marketing and Sales – KapStone Paper and Packaging

2:35 PM – 3:05 PM, EST

Student / Campus Question and Answer Period – 19 Campuses

3:05 PM – 3:10 PM, EST

Introduction of “Best of the Best” Student Team Design Presentation Competition

Student Team Competition “Show, Tell and Sell” Presentations

ICPF's annual Student Design Presentation Competition among four student design teams, representing Cal Poly, University of Texas – Arlington, Clemson, and Millersville University. Each team placed in AICC's 2017 student design competition.

3:10 PM – 3:15 PM, EST

Cal Poly Student Team

Austin Kron, Kevin Rivas, Derek Breshears – “EZ-Bulb”

3:15 PM – 3:20 PM, EST

University of Texas at Arlington Student Team

Reithna Chhoeum, Emily Brown – “Chef Chow”

3:20 PM – 3:25 PM, EST

Clemson University Student Entry

Ben Parkins – “Symplex Set”

3:25 PM – 3:30 PM, EST

Judging, Announcement of Team Winners

Broadcast Sign-off



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MODERATOR AND PANEL PARTICIPANTS

Anna Sadowski is a Virginia Tech Packaging Systems and Design senior with a minor in business. She will graduate this spring 2018. "I got my start in the industry interning at the Packaging Corporation of America in Richmond, VA between my Junior and Senior years. I learned a lot about the industry including what exactly goes into making a corrugated plant stay up and running like scheduling, shipping and receiving, sales, customer service departments, and design. Without ICPF, I wouldn't have connected with the design manager for PCA who came to campus as an ICPF industry representative to talk to our packaging club. This connection ended up leading to a visit in PCA's Mooresville, NC office and eventually to my hiring after I graduate, working on high end displays in PCA's new Seattle, WA office."

Mike Riegsecker is Chief Operating Officer for Menasha Packaging Company, a wholly owned subsidiary of Menasha Corporation and the Corporation's largest operating company. Mike joined Menasha in 1992 as a Manufacturing Trainee and held positions in operations and sales, including Sales Manager, General Manager Midwest Region, General Manager Promotional Print Solutions, Group Vice President and Senior Vice President Sales prior to his current assignment as Chief Operating Officer. With his extensive experience in the packaging industry, Mike has played a key role in the strategic focus and growth of Menasha Packaging. He is a graduate of Purdue University.

Robert Landaal is the new President of Landaal Packaging Systems with operations in Burton, Flint and Bay City, Michigan. As president, Bob leads the strategic vision and day-to-day operations of the company. He has worked at Landaal Packaging for 15 years in several different capacities, most recently serving as the Vice President of Sales and Marketing. Bob is a marketing graduate of Western Michigan University.

Kevin Hinz is the Director of Marketing and Sales Force Excellence for KapStone Paper and Packaging's converting business. Kevin has leadership responsibility for developing marketing strategy, sales personnel development and technical support. With over 24 years of experience in the paper and packaging industry, Kevin holds a Bachelor's of Science degree from St. Lawrence University and an MBA from Duke University.

THE INTERNATIONAL CORRUGATED PACKAGING FOUNDATION (ICPF)

The International Corrugated Packaging Foundation (ICPF) mission is to generate a stream of increasingly qualified students to enter the corrugated packaging and display industry, now and into the future. ICPF is dedicated to the continued creation and building of partnerships within the education community, assisting in the placement of ICPF's online corrugated curricula, design software, equipment and other resources to advance corrugated curriculum, the expansion of student internships within the industry and the promotion of corrugated packaging & display career opportunities for packaging, graphic communications, business, marketing & sales, supply chain management, engineering, environmental science, tech and related graduates. This corrugated curriculum enhancement along with ICPF's other innovative programs, like the Teleconference on the Business of Corrugated Packaging & Displays, student design presentation competitions, student dialogue dinners, its free Career Portal (careers.icpfbox.org) where students post resumes and companies post available student internships and positions for new graduates, and its Corrugated Packaging & Display Career LinkedIn Network, (email info@icpfbox.org to join) are enhancing student knowledge of the global corrugated packaging and display industry, its sustainability, product innovations and its many career opportunities. ICPF is a 501(c) 3 non-profit educational foundation. All its initiatives and free services provided to colleges, universities, students and new graduates are funded by individual firms in the corrugated industry. ICPF additionally is co-sponsored by AICC – The Independent Packaging Association and the Fibre Box Association. Visit www.careersincorrugated.org for more information.