



International Corrugated Packaging Foundation's 2020 LIVE Teleconference on The Business of Corrugated Packaging & Displays and the Career Opportunities

Thursday, February 27, 2020

1:30 PM-3:30 PM EST / 12:30 PM-2:30 PM CST / 10:30 AM-12:30 PM PST

COLLEGE PARTICIPANTS

APPALACHIAN STATE UNIVERSITY

BALL 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

Packaging, Graphic Design, Business, Marketing, Sales, Engineering & Related Students

From your own campus, learn more about the corrugated packaging & displays industry and speak with corrugated packaging industry professionals and other packaging engineering & science, graphic communication, business, marketing, sales, chemical engineering, industrial engineering, mechanical 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 packaging, its unique sustainability, new developments, and its career opportunities. The grand finale will be ICPF's live annual Student Design Presentation Competition, with cash awards!

ICPF's Teleconference moderator is Erin Wilson, a Virginia Tech Packaging Systems & Design senior who completed three student internships (Buckeye Corrugated Inc., Pratt Industries and AICC) that she acquired through ICPF's free career portal where she posted her resume, reviewed the many openings listed there, and then directly applied online (<http://careers.icpfbbox.org>). Erin now is seeking a full time career opening as she approaches graduation this spring. Her recently updated resume already has attracted attention from those firms that have begun visiting the portal to schedule 2020 interviews.

The Teleconference will include a panel of two industry executives. Bryan Hollenbach is Executive Vice President of Green Bay Packaging, a fully integrated, privately owned firm with forest lands, two mills and over 35 design and manufacturing facilities across the United States, Rich Ford is the General Manager of Packaging Corporation of America's Grandville, Michigan Container Facility. With approximately 15,000 employees, the publically traded firm's packaging segment includes six containerboard mills and 95 converting operations. 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 career options. The panel presentation will be followed by a round of live questions from students on each of the participating campuses.

The Teleconference will conclude with the ICPF Packaging Design Presentation Competition among student teams from Cal Poly and University of Texas - Arlington. The teams will show, tell, and sell their projects by explaining the objective, research, design and other background on meeting "the customer's requirements."



International Corrugated Packaging Foundation's 2020 LIVE Teleconference on The Business of Corrugated Packaging & Displays and the Career Opportunities

Thursday, February 27, 2020

1:30 PM-3:30 PM EST / 12:30 PM-2:30 PM CST / 10:30 AM-12:30 PM PST

PROGRAM SCHEDULE

1:30 PM - 1:45 PM, EST

Welcome, School Recognition, and Introductory Video

Richard Flaherty – President, International Corrugated Packaging Foundation

Erin Wilson – Teleconference Moderator, Virginia Tech Packaging Systems & Design. Senior and former Pratt Industries & BCI Student Intern

1:45 PM - 2:30 PM, EST

Panel Presentation – The Business of Corrugated Packaging & Displays

Erin Wilson – Panel Moderator

Bryan Hollenbach – Executive Vice President, Green Bay Packaging

Rich Ford – General Manager of Packaging Corporation of America's Grandville, Michigan Container Facility

2:30 PM - 2:55 PM, EST

Student / Campus Question and Answer Period – 20 Campuses

2:55 PM - 3:00 PM, EST

Introduction of ICPF's 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 and the University of Texas – Arlington.

3:00 PM - 3:05 PM, EST

Cal Poly Student Team # 1 – "Lite. Fit. Fun Mystery Box"
Kelsey Gunsky, Nirav Chhajed, and Dane Holst

3:05 PM - 3:10 PM, EST

University of Texas at Arlington Student Team # 2 – "The Mill Bird Cabin"
Jonathan Murillo and Vijay Singh

3:10 PM - 3:15 PM, EST

Cal Poly Student Team # 3 – "Nailed It"
Cynthia Lee, Sydney Meertens and Andrew Monson

3:15 PM - 3:20 PM, EST

University of Texas at Arlington Student Team # 4 – "Treehouse Hardware"
Maria Nino, Lydia Davis, and Courtney Thompson

3:20 PM - 3:30 PM, EST

Judging, Judging Results, & Broadcast Sign-off



International Corrugated Packaging Foundation's 2020 LIVE Teleconference on The Business of Corrugated Packaging & Displays and the Career Opportunities

Thursday, February 27, 2020

1:30 PM-3:30 PM EST / 12:30 PM-2:30 PM CST / 10:30 AM-12:30 PM PST

MODERATOR AND PANEL PARTICIPANTS

Erin Wilson is a Virginia Tech Packaging Systems & Design senior and President of the VT Packaging Club. "I used the ICPF career portal to acquire my first packaging focused internship at AICC. I later worked as a structural design intern at both Pratt Industries and Buckeye Corrugated Inc. I additionally served as a student representative for ICPF during Corrugated Week 2018 in Indianapolis, IN. And in 2019, I was awarded an ICPF travel grant to attend the 2019 ICPF Teleconference and Student /Executive Dialogue Dinner in East Lansing, Michigan. Without the help of ICPF and its amazing career portal, I would not have been able to gain real industry experience and acquire a broad knowledge of the industry. My older brother, Clay, who is a 2018 VT packaging grad, also used the ICPF portal to acquire his full time position upon graduation. I am currently seeking a full-time position within the corrugated packaging industry upon graduation in May 2020. I am interested in pursuing a career either in corrugated design, sales, or a packaging engineer production role."

Bryan Hollenbach is Executive Vice President of Green Bay Packaging Inc. (GBP) and has over 30 years of experience in the paper industry, covering both the tissue and corrugated industries. He earned his MBA from St. Louis University in 1991 and is an inactive CPA. Bryan began his career with GBP in October 2004 as Vice President/General Manager of the company's largest box plant located in Green Bay, WI. He was later promoted to Area Vice President/General Manager of Northeast Wisconsin for GBP. In December of 2011 he was named GBP's Executive Vice President responsible for the paper mills, woodlands, corrugated and paperboard packaging divisions. Green Bay Packaging produces a wide variety of flutes and board grades for an assortment of single and double wall combinations to meet the rigors of package performance. With its own forest lands, two mills and more than 35 design and manufacturing facilities throughout the United States, Green Bay Packaging is a fully integrated, privately owned firm that produces a broad array of packaging, ranging from large and small brown boxes to retail ready packages and point of purchase corrugated packaging displays.

Richard Ford is the General Manager of Packaging Corporation of America's (PCA) Grandville, Michigan Container Facility. Richard is a 1995 graduate of Michigan State University. He has held various positions in a corrugated facility, including production supervisor, superintendent, production manager, and sales manager. PCA is one of the largest producers of containerboard and corrugated packaging in the United States and the third largest producer of uncoated freesheet in North America, based on production capacity. PCA has approximately 15,000 employees primarily in the United States. PCA's packaging segment includes six containerboard mills and 95 converting operations. In 2018, PCA produced 4.1 million tons of containerboard and shipped about 58.9 billion square feet of corrugated products. PCA's net sales for 2018 were \$7.0 billion. The company's corporate headquarters is located in Lake Forest, Illinois.

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 engineering & science, packaging design, graphic design, business, marketing & sales, supply chain management, chemical engineering, mechanical engineering, industrial design, industrial engineering, tech and related graduates. ICPF is an independent 501(c) 3 non-profit educational foundation. All of ICPF's initiatives and free services provided to colleges, universities, students and new graduates are funded by individual firms in the corrugated industry. ICPF additionally is supported by AICC – The Independent Packaging Association and the Fibre Box Association. For more information, visit www.careersincorrugated.org.