



FOR STUDENTS & FACULTY

International Corrugated Packaging Foundation's 2017 LIVE Teleconference on The Business of Corrugated Packaging & Displays and the Career Opportunities

Thursday, February 23, 2017

1:30 PM-3:00 PM EST

12:30 PM-2:00 PM CST

10:30 AM-12:00 PM PST

COLLEGES & UNIVERSITIES

Appalachian State University

Bowling Green State University

BGSU – Firelands Campus

Cal Poly Packaging

Clemson Packaging Science & GC

Dunwoody College of Technology

Illinois State University

Indiana State University

Lewis-Clark State College

Michigan State University

Millersville University

North Carolina A & T

Pittsburg State University

Rochester Institute of Technology

Rutgers University

University of Florida

University of Texas – Arlington

University of Wisconsin – Stout

Virginia Tech

PACKAGING, GRAPHIC DESIGN, BUSINESS, MARKETING, SALES, SUPPLY CHAIN MGMT. & 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) 2017 interactive Teleconference. Beamed live from PBS WKAR broadcast studios, students will learn about the business side of corrugated, its unique sustainability, new developments, and the career opportunities. Then, join us for the live presentation of ICPF's 16th annual "Best of The Best" student design presentation competition with cash awards for each of the competing teams!

ICPF's Teleconference will be moderated by Marysa Kotsogiannis, a packaging engineer at Green Bay Packaging (GBP) in Chicago where she works in packaging & graphic design for GBP's many name brand customers. A December 2015 graduate of Michigan State's Packaging School, Marysa secured her career in the corrugated packaging & display industry through ICPF's free placement resources (<http://careers.icpfb.org>).

The February 23, 2017 Teleconference will include a panel of two industry executives. Andy Pierson is President / CEO of Mid-Atlantic Packaging, an independent corrugated packaging corporation in the Philadelphia area. Craig Gunckel is President of Enterprise Solutions & Merchandising Displays at WestRock, a multi-billion dollar publically traded packaging firm with operations throughout the U.S. and abroad. The two executives will provide a general 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 questions directed to the two panelists and moderator from each of the 18 participating campuses.

The interactive Teleconference will conclude with a live student team design presentation competition consisting of teams from Millersville University, Cal Poly and Appalachian State University. These teams qualified to participate in ICPF's 2017 "Best of the Best" design presentation competition by placing first or second in the 2016 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 - 1:35 PM, EST	Welcome, School Recognition, and Introductory Video Richard Flaherty – President, International Corrugated Packaging Foundation Marysa Kotsogiannis - Moderator
1:35 PM - 2:05 PM, EST	Panel Presentation Marysa Kotsogiannis – Packaging Engineer & Designer, Green Bay Packaging (Michigan State University, December 2015 Graduate) Andy Pierson – President / CEO, Mid-Atlantic Packaging The Business of Corrugated Packaging & Displays Craig Gunckel – President, Enterprise Solutions & Merchandising Displays, WestRock The Business of Corrugated Packaging & Displays
2:05 PM - 2:30 PM, EST	Student / Campus Question and Answer Period – 15-18 Campuses
2:30 PM – 2:35 PM, EST	Introduction of “Best of the Best” Student Team Design Presentation Competition Student Team Competition “Show, Tell and Sell” Presentations ICPF’s annual “Best of the Best” Student Design Presentation Competition among four student design teams, representing Cal Poly, Appalachian State University and Millersville University. Each team placed in AICC’s 2016 student design competition.
2:35 PM - 2:40 PM, EST	Cal Poly Student Team Category: Graphics Design to an Opportunity - “Transformer Party Pack” Adam Fain & Tom Howell
2:40 PM – 2:45 PM, EST	#1 Millersville University Student Team Category: Structural Design to an Opportunity – “MU March Madness Party Pack” Kyle Welker, Thelmeis Abreu, Katie Heilenman & Gabriela Mata-Lopez
2:45 PM – 2:50 PM, EST	Appalachian State University Student Entry Category: Graphics Design to an Opportunity - “Party Pack for AppState Homecoming” Morgan Batley
2:50 PM – 2:55 PM, EST	# 2 Millersville University Student Team Category: Structural Design to an Opportunity – “Marauders Basketball Party Pack” Jesse Torres & Mikael Baez
2:55 PM – 3:00 PM, EST	Judging, Announcement of Team Winners, and Broadcast Sign-off



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MODERATOR AND PANEL PARTICIPANTS

Marysa Kotsogiannis works in packaging and graphic design at Green Bay Packaging in the Chicago, Illinois metropolitan area. In December 2015, Marysa graduated from Michigan State University with a Bachelor of Science degree from the school of packaging and a minor in design as well as sustainability. Working with the placement resources provided through the International Corrugated Packaging Foundation (ICPF), Marysa secured interviews with several corrugated packaging & displays firms with facilities in the Midwest before selecting the special opportunity from Green Bay Packaging in Franklin Park, which is located in the Chicago metropolitan area. Green Bay Packaging conducts operations in 31 locations across the U.S. and Mexico.

Andy Pierson is President/CEO of Mid-Atlantic Packaging, Inc. Andy has worked in the corrugated packaging industry for 51 years, the past 26 years with Mid-Atlantic Packaging. Andy's career began in 1966 with Westvaco Corporation (formerly West Virginia Pulp and Paper) in Baltimore, Maryland where he served as a supervisor trainee while attending the University of Baltimore. Andy served two years in the United States Army, including a tour of duty as a door gunner in Vietnam in 1968. He held numerous management positions at multiple locations with Westvaco for 23 years before joining Mid-Atlantic Packaging.

Craig Gunckel is President, Enterprise Solutions for WestRock. In addition to leading the Enterprise Solutions Group, Craig is also responsible for the Merchandising Displays business. Previously, Craig held the position of executive vice president of Folding Cartons, Displays, RTS and Enterprise Solutions. He also served as Executive Vice President and General Manager of Merchandising Displays for RockTenn, and has held a variety of sales and leadership roles across the company's merchandising displays and folding carton businesses. Craig earned a bachelor's degree in organizational leadership from Purdue University.

What is 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 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.