

International Corrugated Packaging Foundation's 13th Annual Careers in Corrugated Live International Teleconference For Students & Faculty

2:00 - 4:00 PM EST | 1:00 - 3:00 PM CST | 11:00 am - 1:00 PM PST
Wednesday, February 22, 2012

Participating Schools

Appalachian State University

Prof. Craft, craftjr@appstate.edu

Bowling Green State University

Prof. Fugett, lfugett@bgsu.edu

Cal Poly State Graphic Communications

Ca Poly State University Packaging

Prof. Singh, jasingh@calpoly.edu

Clemson Packaging Science

Prof. Moore, BM00RE1@clemson.edu

Clemson Graphic Communications

Prof. O'Hara, lohara@clemson.edu

College of DuPage

Prof. Dudek, dudeks@cod.edu

Dunwoody College of Technology

Prof. Rivard, privard@dunwoody.edu

Illinois State University

Prof. Wilson, dgwilson@ilstu.edu

Lewis - Clark State College

Prof. Kolstad, bdkolstad@lsc.edu

Michigan State University

Prof. Harte, harte@anr.msu.edu

Millersville University

Prof. Snyder, mark.snyder@millersville.edu

Mohawk College

Prof. McNaughton, shaun@pddstudios.com

North Carolina A & T

Prof. Thompson, ccthomps@ncat.edu

North Carolina State

Prof. Hill, pat_hill@ncsu.edu

Pennsylvania College of Technology

Prof. Lentz, jlentz@pct.edu

University of Florida

Prof. Welt, bwelt@ufl.edu

University of Wisconsin - Stout

Prof. Lorenzen, lorenzenm@uwstout.edu

Virginia Tech

Prof. Bush, rbush@vt.edu

**Email faculty above to learn your
local campus location for the Feb. 22
Teleconference broadcast.**

Packaging, Graphic Communication, Business Marketing & Sales and Supply Chain Students



Learn more about the corrugated industry and interact with corrugated packaging industry professionals and other U.S. & Canadian packaging, graphic communication, business, marketing & sales and supply chain students during the International Corrugated Packaging Foundation's (ICPF) 13th video teleconference - beamed live from Michigan State University studios. Students will learn about the "business of corrugated", its unique sustainability, and its career opportunities. Then, join us for the live presentation of the 11th annual "Best of The Best" student design competition with \$2,500.00 in cash awards to two competing teams!

The February 22, 2012 program will include a panel of two industry executives. Brett Kirkpatrick, COO for Bay Cities, and Gary Parafinczuk, Vice President of Human Resources for RockTenn's Corrugated Packaging & Recycling Division. The two executives will provide a general overview of the corrugated packaging and display business from the perspectives of an independent firm and an integrated firm. The presentation will address numerous areas of the business, such as the structure and operations of the industry, the diverse products, the target markets, the selling of corrugated, the latest sustainability practices, specific personnel needs, and average compensation for new graduates.

The industry panel presentation, jointly moderated by Lynsey Koerlin (Cal Poly 2010 graduate and Sales Executive at Bay Cities), and Ann Recke (Michigan State 2011 and Corporate Sales Representative at Landaal Packaging Systems) will be followed by a round of live questions directed to the panelists from each of the 17 participating campuses. (Both Lynsey and Ann joined the industry through ICPF.)

The interactive Teleconference will end with a live student team design competition consisting of two teams from Mohawk College in Canada and Cal Poly. These student teams qualified to participate in ICPF's "Best of the Best" Competition in Corrugated Design by placing in the 2011 AICC student design competition. The students will show, tell and sell their winning entries by explaining the objective, the research, design and other background on how they met "the customer's requirements."

ICPF's 13th Annual Careers in Corrugated Packaging Teleconference

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Wednesday, February 22, 2012

Program Schedule

2:00 - 2:10 PM, EST

Welcome & School Recognition

2:10 - 2:55 PM, EST

Panel Presentations

Richard Flaherty – President, International Corrugated Packaging Foundation

Lynsey Koerlin (Panel Co-Moderator) – Sales Executive for Bay Cities and 2010 Cal Poly graduate

Ann Recke (Panel Co-Moderator) – Corporate Sales Representative for Landaal Packaging Systems and 2011 Michigan State graduate

Brett Kirkpatrick – Chief Operating Officer for Bay Cities
A general overview of the corrugated packaging and display business from the independent manufacturing perspective.

Gary Parafinczuk – Vice President of Human Resources for RockTenn's Corrugated Packaging & Recycling Division
A general overview of the corrugated packaging and display business from the integrated company perspective.

2:55 - 3:30 PM, EST

Student question and answer period

3:30 - 3:35 PM, EST

Introduction of "Best of the Best" Competition

Student Competition "Show, Tell and Sell" Presentations

ICPF's annual "Best of the Best" Student Design Presentation Competition among two student design teams, representing Mohawk College in Canada and Cal Poly. Each team placed in AICC's 2011 student design competition.

3:35 - 3:40 PM, EST

Mohawk College Team

Category: Graphic Design to an Opportunity – "House Design"
Trevon Manzo, Courtney Mitten and Toni Murphy

3:40 - 3:45 PM, EST

Cal Poly Team

Category: Structural Design to an Opportunity – "Movie Reel"
Coda Taylor, Samantha Grosz, Geoffrey Tall and Mitchell Benedetti

3:45 - 4:00 PM, EST

Judging, Announcement of Team Winners, Award Presentations and Broadcast Sign-off

International Corrugated Packaging Foundation

Learn more at: www.careersincorrugated.org
and join the careers network by emailing info@icpfbox.org

Co-Moderators and Panel Participants

Lynsey Koerlin received her degree in Business and Industrial Technology from Cal Poly, San Luis Obispo in Spring, 2010. ("The Packaging Department falls under the all encompassing field of Industrial Technology"). Through ICPF, she was recruited by Bay Cities Corp. in southern California and now serves as a Sales Executive. "I've always wanted to pursue a career in sales, and after taking my first packaging class, knew I could happily (and successfully) sell POP and protective packaging. I love my job and couldn't be more satisfied working within the corrugated industry."

Ann Recke graduated from Michigan State University in spring 2011 with a bachelor's degree in communication and specialization in public relations. At Michigan State she was a representative and committee chair for student government, site leader for Alternative Winter Break, Read to Succeed tutor and a member of the Public Relations Student Society of America. Through ICPF, she was recruited by Landaal Packaging Systems in central Michigan, and now serves as a Corporate Sales Representative. "I did not have a background in the corrugated packaging and display industry, but always knew I wanted to go into sales. I feel this industry leads to many opportunities for innovation and creativity which attracted me to this career."

Brett Kirkpatrick is the Chief Operating Officer for Bay Cities Container Corporation in Pico Rivera, California. Bay Cities is an award-winning independent manufacturer of packaging and high graphic displays. Brett joined Bay Cities in 1986 as a package designer and has held increasingly responsible positions at Bay Cities, from Engineering/Pre-Production Manager to Client Service Manager and V.P. of Operations. Brett is a graduate of DeVry University in Los Angeles. Brett served as ICPF's annual Teleconference moderator for over 10 years.

Gary Parafinczuk is Vice President of Human Resources for RockTenn's Corrugated Packaging & Recycling Division. His oversight includes the Division's human resource administration, talent management, employee relations and training, and organizational development. Gary joined RockTenn in 2009. He began working in the paper industry as an industrial relations trainee, proceeding to progressively larger HR assignments in plants and mills throughout the U.S. Most recently, Gary worked for Stora Enso, a European-based paper company, as head of Human Resources for its North American Division, and later as head of HR for its corporate office in London, UK. He holds a Bachelor of Arts degree in Political Science from Canisius College and an Executive MBA from the University of Tennessee.

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 online curricula, 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 and design, business, marketing & sales, supply chain, engineering, environmental science, and tech graduates. This corrugated curriculum enhancement along with ICPF's other innovative programs, like the International Careers in Corrugated Teleconference, student design competitions, the posting of available student internships and positions for new graduates on ICPF's career portal (www.careersincorrugated.org), and its new LinkedIn career, student internship and full time position network for students, approaching grads and new grads (e-mail info@icpfbox.org to send a request to join), are enhancing student knowledge of the global corrugated packaging and display industry, its sustainability, product innovations and the many career opportunities available today and well into the future. ICPF is a 501 (C) 3 non-profit educational foundation cosponsored by the Association of Independent Corrugated Converters and the Fibre Box Association.