

Welcome to the April 6 issue of Packaging Horizons Online.

Sent to over 25,000 packaging subscribers every week. Please pass on to the professionals in your network.

- **Do you want to reach 25,000 packaging professionals next week? Contact LindaL@womeninpackaging.org to find out how.**
- **Do you have an article you would like to share with the industry? Email ShellyN@womeninpackaging.org to find out about being a guest columnist for Packaging Horizons Online.**



This issue sponsored by Wyndham International. WMPKG has teamed up with Wyndham International and is promoting Wyndham hotels as its preferred accommodation provider. When WMPKG members book a hotel room through the Wyndham link on the WMPKG site at <http://www.womeninpackaging.org/packaging-events.html>, they receive the best-guaranteed online rate with Wyndham WebRates. If a lower price is discovered anywhere else online, Wyndham will match it and give the guest the first night of their stay free.

Additionally, members who book their Wyndham stays through the WMPKG at will receive a booking bonus; one of three gifts: Free round of golf, complimentary breakfast or earn 250 airline miles.

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Is Your Network Working?

By JoAnn R. Hines, Chief People Packager

Is your network not working? Have you taken a look at the reason and analyzed them? The care of your network takes time and dedication. It's not as simple as just picking up the phone when you are in trouble. This is what many nonmembers and non-active members do when they call Women in Packaging. They are panicked and they cry for HELP.

I can't emphasize enough that you must continually be on the lookout for opportunities to market yourself, maximize your exposure, and increase your visibility. You must do this -- not your boss, your best friend, or your spouse -- but you. It takes determination and it's not going to happen overnight. The more you work at it the easier it becomes. If you do it often enough it is almost like second nature. I never turn down any opportunity to strengthen my network, no matter how small the opportunity may seem.

To that point, I just became a syndicated columnist. What does that mean? I get paid for the very content you are reading for free. How did this happen? I worked diligently to make it so. I made the network work! I hit up every contact in my network for opportunities to market my services. I'll be candid. It took awhile to move into the paid world as a writer. I had already made the transition as a speaker, had not yet crossed into it as a writer. However, once the door was opened, it became easier.



So, why am I telling you all of this? I know just how hard it is. We have made it very easy for you to accomplish what it took me years to develop. Sign up for the speakers bureau for @ <http://packaginguniversity.com/pkgustorefront.htm>. No less than 3 paid assignments came in last week.

Sign up for MeMarketing @ <http://packaginguniversity.com/pkgustorefront.htm>
Click to the coach. I'll tell you what I know, and how I became famous in the process.

Join WMPKG, man or women your increased credibility and visibility are what we are all about. We have the best network too. Join @ <http://packaginguniversity.com/pkgustorefront.htm>

Don't just take my word for it: Author Martin Yate, who has sold 3.5 million copies of *Knock 'em Dead: The Ultimate Job Hunter's Guide*, (Adams Media: \$12.95) advises career women to join at least two associations. One should be specific to the profession. "Become active, increase your visibility with the most committed professionals in that group," Yate says. "That's the Old Boys Network. Then, join an association for women. That's the Old Girls Network. You've got to become part of the Old Girls Network."

So, if your network is not working it starts with you. Don't just say I'm going to do it. Start right now. I'm the master at networking and I can make it happen for you. For details contact me at jrhines@womeninpackaging.org with the word NETWORK in subject line.

Networking IQ: How Women in Packaging Gets Members Business

By Linda Lindsey, Marketing Director



There are many great things happening with Women in Packaging this year. All of which are designed to get our members more business through publicity, networking events, exposure and tools for success. We promote the businesses that promote us. Here are a few examples of the great things happening with us this year:

- The release of our Diversity Best Practices white paper entitled **Diversity in Packaging: They talk the talk, but does it make a difference?** Leaders in the packaging industry as well as Fortune 500 companies weighed in and we have received interest from several publications wishing to publish articles on the survey results.
- Women in Packaging members will receive the executive summary for free. Be a part of the solution!! Companies such as **Thoro Packaging, Lift Creative, Colad, MeadWestvaco and Rock-Tenn** are all showing their support for diversity by donating items needed for the release of this highly anticipated paper.
- Our founder, JoAnn Hines regularly writes for "**Making Bread Magazine**," "**Wyndham on their Way**" and "**Women's Radio**." For 25 years, Hines's advocacy of women has covered many how-to topics including breaking the glass ceiling, coping in a male dominated industry, packaging yourself for success, and the power of networking. She has her finger on the pulse of American women and is always providing interesting career development topics to Women in Packaging members.

- Our 2004 Leadership Summits will be traveling to **Atlanta, Boston, Chicago, Dallas, NYC, Philadelphia and Toronto**. These events draw top speakers from Fortune 500 companies such as General Mills, Coke-a-Cola and Sargento. These events bring packaging professionals together from around the world. Networking and cultivating relationships are primary goals.
- The launch of or virtual chapter series that will connect our members across the country.
- WMPKG offers business coaching and entrepreneurial guidance. For the new entrepreneur we offer resources, tools, and guidance to move ahead in the business world with confidence.

If you haven't renewed your membership, don't you think it's time? Contact me and I'll sign you up!
LindaL@womeninpackaging.org.

This Web is NOT a Tangled Mess.
Networking and cultivating relationships are primary goals to success!

By Shelly Nordlinger

A recent survey by the Dieringer Research Group showed that the Internet has become the fastest growing medium for finding products and services. That translates to NETWORKING! The report indicates that 40% of U.S. Internet users have changed their opinions of brands due to information they gathered online. Furthermore, 85% of those said their information came from company web sites. The reality of this statistic is that web traffic is an integral part of today's business professional's network.



Women in Packaging has a ready-made network within its web of activity. All you need to do is utilize it! The association maintains five websites: Women in Packaging, Packaging Career Hotline, Packaging Horizons Magazine, Packaging University and Packaging Coach. When dissected these sites all contribute to the success of a business professionals' means to their end. For example, at www.packagingcoach.com, WMPKG offers business coaching and entrepreneurial guidance. For the new entrepreneur we offer resources, tools, and guidance to move ahead in the business world with confidence. At www.womeninpackaging.org, we offer expanded visibility through our news pages and the Movers and Shakers section.

Additionally, this site offers a Request for Proposal (RFP) section that connects packaging professionals with other who have solutions and answers. With the use of www.packagingcareerhotline.com qualified packaging professionals are introduced to quality companies. The ripples caused by using WMPKG websites are limitless.

During the month of March 2004 the total number of visitors to WMPKG sites was 15,747. The total number of repeat visitors during the selected month was more than ½ of that total. Feeling connected now? That's how you stay in the loop! Use this valuable WMPKG resource to make a name for yourself AND your career!

For more information on using the WMPKG network to increase your visibility, find a job, make a contact or build your network, please email me at shellyn@womeninpackaging.org.

Thank you for subscribing to Packaging Horizons Online brought to you by Women in Packaging. We'd like to hear from you, write us at wpstaff@womeninpackaging.org.

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