

Welcome to the February 24th issue of Packaging Horizons Online.

Sent to over 25,000 packaging subscribers every Tuesday. 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 of PHO is sponsored by Retail Pack 2004 -

Retailers today face daunting challenges like shrinking margins, globalization, and shifts in consumer demographics, needs and loyalties. JoAnn R. Hines, Chief People Packager, will share her expertise and knowledge on the female consumer at the RETAIL-PACK 2004 conference

in Phoenix, Arizona, USA on April 19-20, 2004. Her analysis "Is your Packaging Female-Friendly?" will explore the necessity for brand owners, merchandisers, buyers, packaging designers and suppliers to include the female consumer in the equation. RETAIL-PACK 2004: "Packaging to Drive Retailer Growth" embraces Hines's theory that addressing the power of the consumer will enable retailers to reap profitable volume and grow brand equity for all the value chain stakeholders.

In this issue:

- **Is Your Job in Jeopardy? By JoAnn R. Hines, Chief People Packager**
- **Where Do You Turn When the Writing is on the Wall? By Linda Lindsey**
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Is Your Job in Jeopardy?

By JoAnn R. Hines, Chief People Packager

In today's business, there is no such thing as job security. No matter how long you have been at your current job (even if you were just hired) or how good you are at it, you must be prepared "just in case." What exactly does that mean? It translates into being prepared if the unthinkable should happen-you lose or job or are fired.

Don't worry. We have an Action Plan if this happens to you-

Order "**Fired, Laid Off, Unemployed or About To Lose Your Job**" @

<http://www.packaginguniversity.com/pkgustorefront.htm>.

Other important issues you should consider to help you stay on the ready include:

- Is your resume current?
- Are you keeping current in technology?
- Are your networks alive and kicking?
- When was the last time you update your bio?
- Who is the first business contact you call if you are fired?

Getting nervous? Don't. Most of the time when the ax is about to fall, the warning signs are there. You need to recognize them and be prepared. For a list of warning signs return the word "warning" via E-mail

or E-mail jrhines@wwomeninpackaging.org.

**Due to overwhelming requests we are developing a series of
CDs of our 12 most requested articles.**

Topics include:

- Managing Your Career
- Marketing Yourself and Your Business
- Packaging Yourself
- Students Entering the Workforce
- Visibility Tools
- Women @ Work

These CDs are affordable @ \$10.00 plus \$3.95 shipping & handling.
For a list of articles and order form return the word "CD" via email to
jrhines@womeninpackaging.org.

Not interested? Just remember that I'm famous and I took my career from anonymity to world-recognized leader. Thousands of people ask my advice. I will share these secrets in these targeted CDs that focus on specific career issues.

Bonus: Order 3 CDs and get a free copy of *What Everyone Needs to Know about "MeMarketing."*

Where Do You Turn When the Writing is on the Wall?

By Linda Lindsey, Marketing Director



Today's economy is still climbing out of a downward spiral. While there is reason to be hopeful about the possibilities of economic recovery, not all industries and companies will survive this turmoil. You may be on a sinking ship and not even know it.

Depending on the professionalism and corporate management style of a large corporation, they may be able to keep layoffs under their hat and catch employees off guard. Regardless of whether you can see the writing on the wall, there are several things you can do to ensure your continued employment.

Keep your eyes open

First and foremost you should always be prepared. No matter where you are in your career, there are several key things you can do to help stay on top of the job market:

- ◆ Keep your resume up to date. We recommend that you have a colleague review your resume every six months. Trends and technology change with the wind. If you've done it, you want it on your resume.
- ◆ Get a salary survey. Resources like www.salary.com give you up to date salary information for your specific job and region. This way you'll know what to expect from your next employer.
- ◆ Attend networking meeting. If you can find industry specific meetings, that's great – but often times you'll find more job seekers than employers here. Get creative. Visit vertical industry networking meeting. Remember it's not whom you know, but who knows you!
- ◆ Join professional organizations. Many companies offer a budget for continuing professional education. Tap into this and get your dues paid. The alliances you make while employed will become critical if you ever find yourself unemployed.

- ◆ Focus on keeping your current job. -- In my experience, being a cost effective, positive productive employee has carried me through many layoff threats. Be sure to steer clear of company gossipmongers. Don't start rumors and walk away if someone is spreading them.
- ◆ Be politically neutral. Now is not the time to align yourself with any one person or department in the company. It is not the time to complain about organizational problems or offer solutions.
- ◆ Start thinking outside the box. Spend a few minutes each day thinking about a career change. If the world were your oyster, what would you want to do to earn money? Start investigating those options now. Study everything you can about starting your own business. Statistically the number one reason new business' fail is because the failed to do the proper market research. Use the time you have left to get a jump-start on your future.

Women in Packaging offers a variety of aid for our members. While we do hold various workshops and leadership summits throughout the year, we offer articles and services 24/7.



opportunities

You can purchase any of these Career-Boosting articles on-line:

- ◆ *Fired, Laid Off, Unemployed or about to Lose Your Job*
- ◆ *How to Find a Good Recruiter Fast*
- ◆ *How to Have a Good Recruiter Find You Even Faster*
- ◆ *Spring Cleaning Career Quiz*
- ◆ *Five Deadly Sins of Packaging*
- ◆ *How to become an expert in your field*
- ◆ *Ultimate Interview Planner & Checklist*
- ◆ *Twelve insider tips to maximize your e-mail for business*

We also offer a resume critique service and professional coaching. Email me for more information: LindaL@womeninpackaging.org.

Don't Bury Your Head in the Sand

By Shelly Nordlinger



What now? You are faced with the realization that the job you have been doing for the past three months or three years is no longer yours. While the simplest answer is to bury your head in the sand of some fabulously tropical beach, that is not the soundest solution.

Consulting the Packaging Career Hotline job board should be among the first action items on your list. The Women in

Packaging job board is a terrific way to ascertain what is available in the industry. Additionally, we have a subscription email notification that goes out weekly. Each week all of the new jobs posted are listed and delivered to the more than 1500 subscribers on the email list. This subscription list grew by 100 just last week. To receive these notifications go to www.packagingcareerhotline.com and send a request.



ESTÉE LAUDER

GENERAL MILLS



While you are on the site, check out what is available in the industry. Forward thinking companies like Abbott Labs, Creo, Allergan, Estee Lauder, Kraft, General Mills, HP, xpedx, and Gulf States Paper to name a few, use Packaging Career Hotline to direct qualified candidates to their doorsteps. For any company seeking talent, Packaging Career Hotline is the most affordable, results-driven site in the industry.

The job board receives approximately 11,000 hits per month. The site's traffic provides great success in driving qualified packaging professionals to the company. This is a great way to put a position in front of the packaging industry! These high profile jobs are viewable by the international population of Internet job seekers.

Packaging Career Hotline is a great means to recruit sales reps, engineers, designers, and customer service reps for employment within the packaging industry. Let me know if you would like to take advantage of this great advertising opportunity. Women in Packaging is eager to help you find the right job for you and to help companies find the right person for their job openings!

For more information on utilizing Packaging Career Hotline, please email me at shellyn@womeninpackaging.org

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