

Welcome to the January 27th 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.



**IDS-PACKAGING
2004**

IDS-Packaging 2004, an on online conference scheduled for 19th January 2004 until February 2005, sponsors this issue.

The conference has had a very successful launch and illustrates the growing interest in this completely new communication method for the packaging industry. Everyone is still able to utilize this *free* information resource to access independent views from experts within the industry regarding current issues and trends. Read the opinions of experts including **JoAnn Hines** from *Women in Packaging*, **John Burke** from the *Foodservice and Packaging Institute*, and **Bill Pflaum** from the *Contract Manufacturing & Packaging Association*.

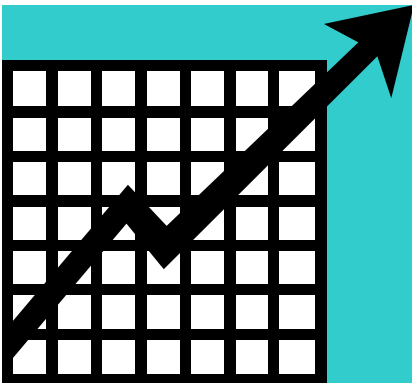
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- **Investing in Yourself. By Linda Lindsey**
- **Setting Goals and Reaching Them. By Shelly Nordlinger**

What's Bartering All About?

By JoAnn R. Hines, Chief People Packager



I need something that you have, and you have something that I need. So let's trade. Plain and simple that is what bartering is all about. Sounds pretty basic, doesn't it? Well, I guess you could say that it is and it isn't.

Bartering is becoming a widely accepted manner of business. In fact, there are many organizations that facilitate bartering. It's a great way to exchange services with associates without spending a ton of money.

But what is it you have to barter? Just about anything. Its all in how creative you can be and exchanging value for value. Be cautious not to undersell yourself or your services.

Don't give away the store and turn into a bartering fool. For insider's advice (from someone who has bartered just about everything) return the word "Barter" via email to jrhines@womeninpackaging.org.

Investing in Yourself.

By Linda Lindsey, Marketing Director

What sort of financial investments have you made in the last 20 years? Have you dabbled in the stock market? Contributed to your 401K? Started an IRA? Perhaps you've purchased a money market account, a bond or opened a savings account. These are all sound financial investments, but you may be overlooking the most critical investment you can make: An investment in yourself.

Too many times women are categorized as "the caregivers." We care for our families, our pets, our homes, we take charge in the corporate world and at the end of the day there is rarely any time to take care of ourselves. I'm not talking about the candle lit bubble bath that "takes us away" I'm talking about taking a few minutes each day to work toward a professional goal.



Here are a few ways you Women in Packaging can help your career development:

- **[Become a Member](#)** -- Individual memberships start at \$150 – a nominal investment for what we can do for you and your business.
- **[Sign up for our 2004 Leadership Summits](#)** – We'll be traveling to Atlanta, Boston, Chicago, Dallas, NYC, Philadelphia and Toronto. These events draw top speakers from Fortune 500 companies and packaging professionals from around the world.
- **[Start a Virtual Chapter](#)** -- We have all the tools necessary to help you network with packaging professionals.
- **[Update your resume](#)** – What does your resume say about you? Would your resume stand out from the competition?
- **[Write a personal press release](#)** - Post your achievements on our website
- **[Write an article for Packaging Horizons Online](#)** – our ezine represents the packaging industry as a whole – you may think your perspective is "every day" but our readers would find it fascinating.
- **[Get yourself noticed](#)** – Post your bio on our movers and shakers site.
- **[Build Your Personal Brand](#)** -- Add yourself to our speakers and consultant's bureau.



If you are reading this article, nodding your head, but thinking, "these ideas are great, but I have no time." Think about this: There are 168 hours each week that's over 10,000 minutes. You have 10,000 chances each week to invest in yourself. Barter a few minutes of your time with us for years worth of personal value.

For many of you, it's time to renew your membership with Women in Packaging for 2004.

At present, we are offering two special promotions for membership:

- 1) Free personal branding postcards to any member who joins and pays online until 2-29-04 – a \$10 value.
- 2) Get another member to join and pay online and get a free 1/2 hour coaching for free for yourself! – a \$50 value.

You can activate your 2004 membership online <http://packaginguniversity.com/pkgustorefront.htm>. Contact me for more information on any of these ideas. LindaL@womeninpackaging.org

Setting Goals and Reaching Them.

By Shelly Nordlinger

Most people don't achieve their goals because they don't know how to formally set them. You have to first establish what it is that you really want to achieve – and then know what is standing in the way. By mapping specific steps and outlining a plan, you stand a better chance of attaining your goal.



Are you looking for a promotion or a particular project at work? "I want to become the new director of this department." Is your goal a sales oriented one? "I want to be the top seller in 2004." Pinpointing areas in your job and your life where you can make the biggest impact translate into the best ways to reach your goals. If you have never been among the top sellers, what has been the obstacle? Is it prospecting for leads or closing the deal? Once you identify the obstacle and work toward its elimination, you will be that much closer to your goal. Networking strategies can enhance and refine your sales skills.

Do you hope to ace your next interview, but know that you always struggle with promoting yourself? Once you have identified your unease with talking about yourself as an obstacle, work around it. Develop a preplanned speech that provides the listener with a hearty douse of YOU!

Okay – once you know what you want and see what stands in the way, how do you "fix" it? Don't try to go it alone. Getting support from other people will provide you with direction in reaching your goals. Women in Packaging maintains a host of programs and opportunities that can provide you with insights and skills to get you well on your way to setting – and reaching – even your loftiest of goals. Find out more about WMPKG and how to implement membership into your package of goal resources at www.womeninpackaging.org. For information, contact me at shellyn@womeninpackaging.org.

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