

Welcome to the January 6th 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.

In this issue:

- **Wait til you See us in 2004.** By JoAnn R. Hines, Chief People Packager
- **Market Yourself.** By Linda Lindsey
- **The Low Hanging Fruit.** By Shelly Nordlinger

If you think WMPKG was great before...wait till you see us in 2004

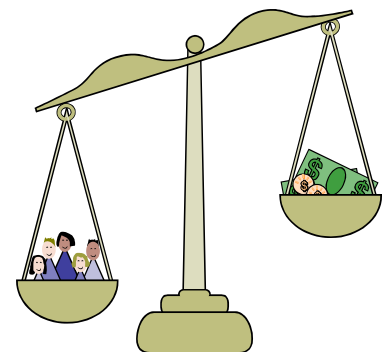
By JoAnn R. Hines, Chief People Packager



Do you know us? You should. We surround you. We are everywhere. 10% of every dollar you spend in the store goes to us. We impact your life every day. Who are we? We are the 50,000 women in the packaging industry, the 3rd largest industry in the U. S. contributing in excess of a trillion dollars to the economy. Not only do we impact every purchasing decision you make, but we are also the buyers, and decision makers. We determine 80% of all the decisions made, 50% of the workforce and YOUR future.

Connect with us. We reach a powerful audience and have done so for ten years. Our partners include some of the biggest and best companies. We can we do for you? Learn from our experience and knowledge. We have been there and done that.

- Producing more than 70 workshops and conferences in the last 10 years.
- Providing the leading packaging industry job board.
- Hosting free career and professional development resources
- Outreaching to the women's community with a personal commitment.
- Our 5-targeted websites cover the gamut of the needs of the business and professional woman.



<http://www.womeninpackaging.org>
<http://www.packagingcareerhotline.com>
<http://www.packaginghorizonsmag.com>
<http://www.packaginguniversity.com>
<http://www.packagingcoach.com>

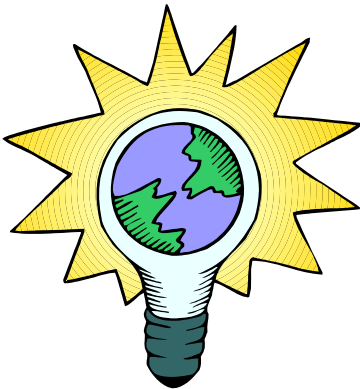
For a complete description and details on how you can best utilize the 10 Ps of Personal Packaging, reply to jrhines@womeninpackaging.org with the words "2004 Resources."

Market Yourself

By Linda Lindsey, Marketing Director

The number of women in the packaging industry is growing and so is our circle of membership! The benefits of a membership in WPMKG begin immediately. When you join our organization, you'll receive a **free new member welcome announcement** on our website which receives over 80,000 hits per month.

Women in Packaging members make the most of the education, training, leadership and networking opportunities they receive through WPMKG. We promote our members in numerous ways including **postings to our movers and shakers site** where individuals can post your personal press release and corporate members can post company news as well.



Packaging professionals visit our movers and shakers section on www.womeninpackaging.org to stay on top of the latest news on the professionals, businesswomen, entrepreneurs, experts, business owners and consultants who make Women in Packaging shine. Showcase yourself!

The average number of years a person spends with one company is less than five years. Where will you be in five years? If you build your personal brand by becoming an expert in your field, you can more easily write your own ticket in the packaging industry.

WPMKG members, who have become experts in their fields utilizing WPMKG resources and guidance, **write informative articles for Packaging Horizons Online** our weekly ezine sent to 25,000 subscribers. There is no better way to gain market exposure and promote your dedication to the industry and its growth!

We also showcase our WPMKG members through our **speakers and consultant's bureau**. A general listing in our database is free, but for a small administration fee, we can post your information on our website to help you secure consulting and speaking engagements.

Need assistance building your personal brand? The staff of WPMKG can assist you with writing your bio, personal press release, updating your resume or career and business coaching. Help is just an email away! For more information these services, write to LindaL@womeninpackaging.org.

P.S. Looking for a low cost, yet effective marketing vehicle? Consider our **sponsorship opportunities**. Sponsoring all or part of an upcoming workshop or leadership summit is a great opportunity to get your company's name and information into the hands of 25,000 qualified packaging professionals

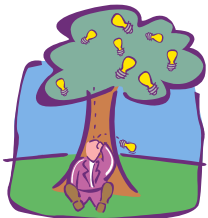
The Low Hanging Fruit

By Shelly Nordlinger

"Picking the low hanging fruit."

When you do a GOOGLE search using those five words, the results are amazingly contradictory. Almost every account claims to have its own definition of the terminology. Interestingly, depending on your perspective the phrase can be construed as either a positive or a negative.

Some consider picking the low hanging fruit to be the process of tackling the easy tasks that you can get done quickly first. Others think it is the chance to make easy money, and yet some believe it is the ability to look forward and backward simultaneously.



My two cents worth is that it is a healthy combination of all of these. Quite frankly, I believe Women in Packaging (WMPKG) is the low hanging fruit, and it is there for the pickin'. It is a no-brainer. An easy three pointer. A great way to stretch the dollar. WMPKG provides high quality services and programs at a low cost and industry satisfaction is, appropriately so, a non-negotiable component of providing these value added resources.

Forward thinking companies use WMPKG programs and events as a marketing tool. Over the past decade, the need and desire for WMPKG resources led to quality programming. Sponsorship of these events brings the industry to your doorstep. The demand for more efficient use of advertising or marketing dollars has driven many leaders to ask whether they can cost effectively gain visibility and promote themselves. The answer lies in sponsorship of WPMKG programming.

Ownership of a WMPKG Leadership Summit, workshop, or E-Zine provides industry leaders with the means to harvest the low-hanging fruit of visibility, credibility, diversity, and employee responsibility.

For information on sponsorship opportunities with Women in Packaging, 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.