

## Welcome to the March 9 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](mailto:LindaL@womeninpackaging.org) to find out how.
- Do you have an article you would like to share with the industry? Email [ShellyN@womeninpackaging.org](mailto:ShellyN@womeninpackaging.org) to find out about being a guest columnist for Packaging Horizons Online.

### In this issue:

- **SheMarketing. Tap the 50,000.** By JoAnn R. Hines, Chief People Packager
- **Are You Living in Paradise as a Women's Business Owner?** By Linda Lindsey
- **Companies in the Know.** By Shelly Nordlinger

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## SheMarketing Tap the 50,000.

By JoAnn R. Hines, Chief People Packager

What are the real stats behind women in the packaging industry? We know the number totals at least 50,000. Interestingly, we get inquiries everyday from women entering the field. Consequently, my new estimate puts that number closer to 100,000. What do these women want? Better jobs, more money, to do business with other owners, to enhance their career and professional development, to learn how to start a business or become certified as a woman business owner. They want all of the above and more.

We have this audience at our fingertips. Even if you never join, you can reach these women through a variety of resources.



Here are a few.

- If you want to hire more women, we have the #1 packaging job board.
- If you want to make more money, we have the #1 career and professional development resource.
- If you want to market to women, we have the #1 expert on marketing to women.
- If you want to start a business or become certified, we have the #1 resources to get you going.
- If you want to learn what companies are doing in support of women in the workforce, we have the #1 study about the issues.

What do we need from you? MONEY and SUPPORT. We have opportunities for all budgets. You can support us for as little as \$50. That helps defray the cost of our investment in the future of the packaging industry. As an example, our "1st Job Survival Workbook" CD is donated to graduating packaging students.

Other opportunities include:

- Literature distribution at events \$100
- Advertising in Packaging Career Hotline \$200

- Positioning your company name and info delivered the desk of 500 top packaging executives \$1,000.
- Affinity program \$10,000

You pick your level of commitment. If you are serious about marketing yourself or your company to the 80% purchasing buyer or decision maker we are the #1 resource, return the word "shemarketing" via E-mail to [jrhines@womeninpackaging.org](mailto:jrhines@womeninpackaging.org) for a list of ways and fees to capitalize on this audience.



## Are You Living in Paradise as a Women's Business Owner?

By Linda Lindsey, Marketing Director

What are the real statistics about women in business?

According to the Center for Women's Business Research as of 2002:

- ◆ There are an estimated 6.2 million majority-owned, privately-held women-owned firms in the U.S., accounting for 28% of all privately-held firms in the country.
- ◆ Women-owned firms in the U.S. employ 9.2 million people and generate \$1.15 trillion in sales.
- ◆ Collectively, women-owned firms in the top 50 metropolitan areas in the U.S. number nearly 3.2 million, employ 4.9 million people, and generate over \$661 billion in sales – meaning that half of the number, and more than half of the employment and sales of women-owned firms in the U.S. are accounted for by firms located in the top 50 metropolitan areas.

Many of us don't realize the power, scope and reach we have as business owners in the world market place. These numbers are growing each year.

Another interesting set of facts from the Center for Women's Business Research was a list of the 10 fastest growing metropolitan areas for women-owned businesses, based on an averaging of the percent growth in number of firms, employment and sales between 1997 and 2002, are:

1. Salt Lake City-Ogden, UT;
2. Las Vegas, NV-AZ;
3. Phoenix-Mesa, AZ;
4. Kansas City, MO-KS
5. St. Louis, MO-IL (tied with Kansas City)
6. Portland-Vancouver, OR-WA;
7. Nashville, TN;
8. Austin-San Marcos, TX;
9. Dallas, TX;
10. Fort Worth-Arlington, TX; Houston, TX; and San Antonio, TX (tied).

The 10 largest metropolitan areas for women owned firms as of 2002, based on an average of number of firms, employment and sales, are:

1. Los Angeles-Long Beach, CA;
2. Chicago, IL;
3. New York, NY;
4. Washington, DC-MD-VA-WV;
5. Houston, TX;

6. Detroit, MI;
7. Philadelphia, PA-NJ;
8. Dallas, TX;
9. Atlanta, GA; and
10. Orange County, CA.

So, where do you fall in this mix? Are you a rising star in Los Angeles or are you lost in Smallville? Just like the President of the United States, even the most successful Women Business Owner call on a panel of experts to help make informed decisions. That's where JoAnn comes in. Voted one of the 50 most influential people in packaging, JoAnn helps to close the gap for the packaging industry.

Who calls us for help and assistance? The majority of calls I receive are from Women Business Owners seeking assistance from JoAnn to help with their marketing and business plans, specifically marketing to women. JoAnn's upcoming speech at RetailPACK 2004: "Is Your Packaging Female Friendly?" is generating quite a buzz among the WMPKG members.

Fifty percent of the people who contact us are Women Business Owners (WBO's) seeking JoAnn's guidance when they:

- ◆ Need to test market new business ideas
- ◆ Need advice on how to package their product or invention
- ◆ Need advice on the right market for their product
- ◆ Need to find out how to get in front of big retail chains



The other 50% contact us when they:

- ◆ Are seeking a new job
- ◆ Need to negotiate a salary offer
- ◆ See the writing on the wall
- ◆ Need help with a sticky, political work situation
- ◆ Want to advance their career
- ◆ Want to thank JoAnn for her knowledge sharing and mentoring efforts – I call these our "hallelujah" calls – women who are thrilled to realize that they are not out there alone in the industry!

JoAnn is not only the founder of Women in Packaging, she is the Chief People Packager. If you have a specific situation relating to either product packaging or packaging yourself, contact me for a free 15 minute laser coaching session. JoAnn donates her time each Friday afternoon to introduce herself to the recipients of Packaging Horizons Online. We're here to help. Email me for more details at [LindaL@womeninpackaging.org](mailto:LindaL@womeninpackaging.org). Not sure JoAnn can help? It can't hurt to email us and see!

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## Companies In the Know

By Shelly Nordlinger

Weekly we get phone calls from players in the packaging industry that are looking for qualified female packaging professionals. They want their names and numbers. They know we have access to this market. They know we are the leader in creating the facelift the packaging industry has experienced.

Whether they are recruiters or internal Human resource professionals, they all say the same thing . . . without saying it. “We want to hire more women.”



Why is that? Women deal differently with people than men do. They understand the human component and work from a more balanced playing field. This isn't because women take their vitamins and show up ready to take life head-on. It stands as a compelling testament to nature vs. nurture. Women, by nature, approach tasks, people, and situations different than their male counterparts. These characteristics lend well to management and sales to name a few. The fact that women have had to work harder to get ahead adds to their drive for success. And, when an employee is successful, the company benefits.

Forward thinking companies realize the benefit of capturing the female audience. They come to Women in Packaging to help attract that market. In its 11 years of existence, WMPKG has had the opportunity to meet and partner with packaging companies with a like-minded approach to the industry. They want the industry to succeed. The association has also had the opportunity to create some converts and help companies who were not aware of the potential, understand the ramifications of resisting change. While each of these scenarios eventually brings the company to WMPKG for a share of the market, the shining stars are the ones who utilize our services and support our growth. They do this by partnering with us and sponsoring our programming. These are the companies to keep an eye on. They are in the know and by using WMPKG have the know-how to get their business to the top – faster.

To find out more about becoming a partner with WMPKG or using one of our many resources, please email me at [shellyn@womeninpackaging.org](mailto:shellyn@womeninpackaging.org).

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