

Welcome to the March 3 issue of Packaging Horizons Online.

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- **Do you want to reach 25,000 packaging professionals next week? Contact LindaL@womeninpackaging.org to find out how.**

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The Business Game. Do you know the rules?

By JoAnn R. Hines, Chief People Packager



I have worked all of my life even when I was in college. That is a lot of years of employment. You would think I would know how to play the game. I do, but do you? The rules of business have changed over the years. Qualities like loyalty and longevity are no longer considered employee attributes. In fact, companies now wonder why you haven't changed jobs if you have been in the same position for three years. Their perception is that you lack motivation or you are too comfortable and without ambition.

So, what are the new rules of business now? Can you separate the reality of the rules from the way that things are supposed to be done? If you want to learn more about the new rules of business and how to play the game, return the word Game via E-mail or E-mail jrhines@wwomeninpackaging.org.

Playing by the rules of business through professional development.

By Linda Lindsey, Marketing Director

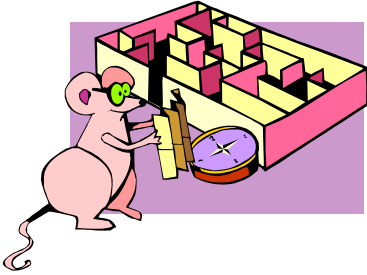
Were you overlooked for a promotion you felt you deserved? Are missing out on assignments that could get you noticed at the top? Pondering why you are (many times) out of the loop when it comes to vital corporate decisions? Maybe you're not playing by the rules of business.

Think of business as a game. Men do. Men approach their work with the same vigor and sweat they use in other competitive situations. They may wear suits in the boardroom, but their shorts and sneakers are always in hand.

Men knocked each other down in childhood games, brushed each other off and offered a helping hand to their opponent. They naturally developed conflict resolution skills that sometimes appear lacking in women executives. Men remove emotion from negotiation while women are more apt to ensure that all parties get a fair shake.

Fast Company Magazine recently released an article entitled, “*Where are the Women?*” In this article they suggest that women are not willing to put forth the time and effort necessary to advance their careers. Women will not move to Phoenix for six months to establish a new sales territory because their obligation to family keeps them near home.

Hate these rules and don’t want to play by them? You have options.



Get out of the rat race...Start Your Own Business!

Women start their businesses for a variety of reasons: Independence, flexibility and freedom from corporate limitations to name a few. In addition, many women seek personal satisfaction, a certain balance, broader horizons, the respect in the industry, the excitement of growth and the opportunity to learn new things. WMPKG can help you find your niche.

Stay informed!

As a member of WMPKG you have full access to our resource division. Our resource division is a library of information, materials and resources on topics relating to professional development in the packaging industry. These annals provide statistical information, research materials, trend tracking analysis, competitive intelligence studies and ideation.

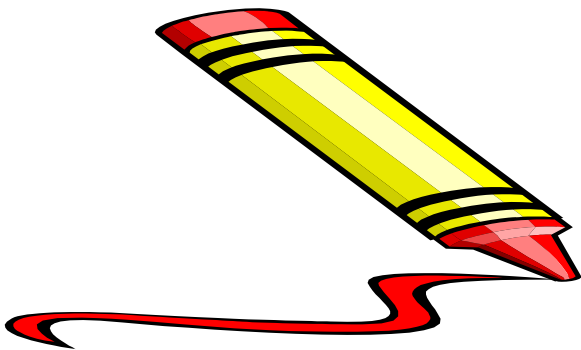
Join a Professional Organization

Gain the support of women in your industry who can help you get a leg up in the corporate world. Isn’t it much easier to fight the corporate battle with 1,000 people at your side as opposed to going it alone?

Email me to learn how a membership with Women in Packaging can help you win at the game of business on your own terms. LindaL@womeninpackaging.org.

Coloring Outside the Lines

By Shelly Nordlinger



If we abide by the instruction to always color inside the lines, will we ever get the opportunity to explore a new idea or provide an alternative solution? Until you test yourself and explore your options a bit, you cannot realize your potential. The rules of business dictate that you follow a charted course of action and success is will be inevitable. But what if your version of success is different from your peers? Do you have to conform to the rules of business that apply to the masses? Is it okay to chart your own path to success? ABSOLUTLEY! Do you

have to do it alone? ABSOLUTELY NOT!

Women in Packaging has a suite of resources that has been designed to apply to an individual’s plan for success. We give you the opportunity to play by your own rules. That does not mean that the standard rules of business do not apply. It simply means that you have the opportunity to live within the rules while making them work for you.

For example, the WMPKG Speakers Bureau works as a vehicle for self-promotion and promotability. You do not have to be a “professional speaker” to make use of this benefit. If you are a novice speaker, we invite you to make that notation on your application. Having a solid public speaking background can’t be a bad addition to your resume. Everyone has to start somewhere. You cannot overcome a fear or learn a skill unless you apply yourself. If all speakers bureaus exist for the Jane Fondas of the world, the rules are unfair because no one would ever be given forum to improve or try! If you are an accomplished speaker and have a message to share, we invite you to join the speakers bureau at a more accomplished level. The bureau then stands as a great tool to help promote yourself and your skills.

The same rules apply to the WMPKG Consultants Bureau. This vehicle exists to help the industry better itself. Not every packaging company has an in-house expert. We invite you to call upon the experts and consultants within the WMPKG organization. There is not rule that says you have to have a diploma in consulting. Pick your area of expertise and share your knowledge. Join the WMPKG Consultants Bureau and dive into a new project. Nothing can be more refreshing or satisfying for your career than that!

For more information on WMPKG suite of resources and how you can use them to assist with your plan for success, please contact shellyn@womeninpackagihng.org.

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