

Welcome to the March 30 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 to find out how.**
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Women Owned Businesses That GET Business.

By JoAnn R. Hines, Chief People Packager

It's a known fact women are leaving corporate America to start their own businesses. Personally, I know of many who have let their high profile corporate jobs to forge out on their own. What were they thinking? Can they possibly succeed?

The fact is that women owned businesses are thriving and growing at a much faster rate than conventional business.

Fact: Women owned business contribute \$7.5 trillion dollars to the US economy.

Fact: Women owned business employ more than all the Fortune 500 companies.



So what has this got to do with you? If you are starting or are contemplating beginning your own business, we can help. We have partnerships, alliances, sponsorships and all kinds of deals that get you in front of your audience. Some recent examples include:

- ❖ Janet Steiner, president of Thoro Packaging, is sponsoring our professional development CD cases.
- ❖ Jane Coker, Lift Creative, is designing the artwork for the white paper, *They Talk the Talk but does it really make a difference?*
- ❖ Mary Wachter's company Colad is providing the binders for the paper.
- ❖ MeadWestvaco is donating paper
- ❖ Rock-Tenn is writing the forward for the white paper.
- ❖ Other companies such as TricorBraun are making donations toward the publishing cost of this 100-page paper.

Guess what. These women supporters will get their name and contact information hand delivered to the desks of 500 top packaging CEOs. How did they make this happen? They did it by supporting us, WMPKG. They stepped up to the plate when we sent out a call for action.

Follow their lead. WMPKG offers many opportunities to promote your business and enhance your company's visibility and credibility. WE can help you build your business but we need your help in return. It is a nominal investment of \$150 in your business (tax deductible).

If this doesn't interest you please do us the courtesy of letting us know so we can remove you from the mailing list. Our time and resources are limited and we want to spend them on those that are willing to support us in return. For a list upcoming opportunities please return the word "op" via E-mail to jrhines@womeninpackaging.org.

SO YOU'RE THINKING ABOUT STARTING YOUR OWN BUSINESS

By Sharon P. Derbyshire, Contract Market Research



Don't get me wrong, I am not complaining. Actually, I consider myself very fortunate. We are a dual career couple where neither one of our jobs has ever been eliminated, downsized or right-sized. In corporate America today, this is either quite an accomplishment or simply pure luck. But after our third corporate move for that promotion my husband just could not pass up, I decided it was time for a career shift of my own. I had been fortunate to find challenging opportunities in the past, but was worried that my resume had undertones of job-hopping. I was looking for a rewarding position in my chosen industry (packaging), that I could manage from any location (even over seas), with a long-term focus. The answer: Start my own business! This was the conception of Contract Market Research in 1998.

So, how does one go about creating a business? First, I took stock of my assets. I have a technical background, B.S. degree in Chemistry, with a business/marketing slant, M.B.A., and a network of key industry contacts from over twenty years of work experience in the Packaging and Specialty Chemical Industries. I envisioned a source for market information based on solid research and expert analysis, ranging from cursory inexpensive studies to comprehensive, yet affordable, investigations, delivered on a timely basis. Services offered clients would include comprehensive market analysis, support of product development, competitive intelligence, SWOT analysis, value chain analysis and assistance in strategic planning. The concept of market research services available to companies in the same fashion as contract manufacturing or packaging came to mind and thus the name Contract Market Research stuck.

The next step was promoting my company and the services offered. There are many faucets of promotion from networking at trade shows, presenting papers at conferences, publishing articles in trade journals, to launching a company website. Promotion is a cumulative and on going effort to develop brand identity that is unique to your company and conveys the appropriate message to the audience you are trying to reach. Creating a logo, tag line and image for use on business collateral and company website are important, and expedited with the assistance of a marketing professional who specializes in corporate identity. Joining trade associations and networking groups offer an invaluable source of promotion. It's all about whom you know and who knows you. Choose the organizations you belong to carefully to reach your targeted audience and then develop key relationship. Women in Packaging has offered me numerous opportunities to meet new clients and associates. Recently, I was hired to author an article for a leading trade journal through contacts at Women in Packaging.

When starting a business you are faced with many decisions that you may not be prepared to address alone. Should you incorporate? What are the tax implications? How do you register your

business and logo? What is the most efficient and economical way to legally protect yourself? You finally land your first big contract, but should you sign the agreement? I highly recommend finding a trusted attorney and accountant to help you answer these questions with your specific situation in mind.

Finally, you need to grow the business. Be patient, this does not happen overnight. You must believe in the value of the services offered and believe in yourself. And, how does a small company compete with multinational firms that might provide the same type of services to the same industry? If you can't beat them, join them. Contract Market Research is regularly subcontracted by larger diverse market research firms to provide industry specific expertise in support of their multi client and proprietary businesses. Of course, the heart of our business remains individual companies in the Packaging and Specialty Chemical industries that contract directly with us when market research needs arise.

"We truly believe that the service we provide empowers our clients and can lead them to achieving competitive advantage"

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How to Find Resources and Keep the Network Going Once You've Left the Corporate World.

By Linda Lindsey, Marketing Director

When faced with making career decisions, it can sometimes feel like a nightmare. Making a choice to leave the corporate world isn't easy and it isn't a lifestyle suited for everyone; but there are a few things that you can do to keep in touch with the corporate world after you've made the decision to leave.

1. Continue your memberships with professional associations. Yes, this suggestion is #1 because we are a packaging association and we want to keep you in the loop. It's also #1 because we're #1 on Google for packaging.

2. Join industry list serves, discussion groups and industry news websites.

Join in packaging discussions on the www.womeninpackaging.org website. Log on, click "discussion group" and you'll find the Packaging Business Discussion Groups page designed specifically for the packaging industry. Packaging Business offers discussion groups as a forum for industry communication on technical problems and business issues. Access is free to all industry members. The groups are not intended to be used for purposes of advertising.



3. Keep your resume updated. You never know when you might stumble on an opportunity where you'd like to take swift action. Having your ammunition ready gives you an edge.



4. Attend one networking meeting, luncheon or cocktail event per month. For many of us, these events are painful, but there are many tips, tricks and techniques you can use to work these events to your advantage. This is a phenomenal way to network and keep abreast of industry news and gossip. Don't be a hipopotamus in a skirt in the corner of the room watching the action – get out there!

5. Make a list of personal industry contacts and send them periodic personal press releases.

How many of you do this? I can tell you that the percentage of our members that post personal press releases is growing, but not fast enough. Too many of us were raised with the mindset that women work hard and go unnoticed. There is nothing wrong with making a little noise about your achievements...if you don't, who will?

6. Continue trade publication and magazine subscriptions. If you're not a social networker, be sure to keep your subscriptions so you can keep up to date on industry news. If you are a social networker, be sure to keep your subscriptions...that way you'll have interesting tidbits as conversation starters.

If you haven't renewed your membership, contact me and I'll sign you up!

LindaL@womeninpackaging.org.

Don't fear change. Be the change.

By Shelly Nordlinger

If you don't like the way the work is, you change it. You have an obligation to change it. You just do it one step at a time.

-Marian Wright

Too often, women find that their voices aren't heard in the workplace, no matter where they are in the corporate hierarchy. For many, the culprit is the fact that they really don't want to be there. The culture is different from the one in which they perform best. They have their own ideas that get lost along the ladder.



Women in Packaging offers alternatives to staying in a job without passion. Membership in WMPKG takes the guesswork out of starting your own business. We help to eliminate the anxiety and delete the fears that might hold you back from realizing your own business potential, let alone your career potential.

WMPKG offers business coaching and entrepreneurial guidance. Networking and cultivating relationship are primary goals. Our membership offers women business owners the opportunity to exchange ideas and expand personal networks.

For the new entrepreneur we offer resources, tools, and guidance to move ahead into the business world with confidence. For the veteran business owner, we offer the opportunity to learn growth strategies that will take your business to the next level. Our list of minority contracts providers gives business owners a leg up in their research. This information is available only to WMPKG members. The alone provides a remarkable return on your investment.

To women business owners WMPKG means:

- Networking
- Alliance Building
- Career Growth

- Entrepreneurial Guidance
- Coaching
- Mentoring
- Training
- Business Growth

For more information on the benefits of WMPKG membership for women business owners, please email me at shellyn@womeninpackaging.org.

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