

## Welcome to the March 9 issue of Packaging Horizons Online.

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- **From Fired to Famous.** By JoAnn R. Hines, Chief People Packager
- **Value: What Holds Up to Your Standards of Value?** By Linda Lindsey
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### From Fired to Famous – It could happen to you.

By JoAnn R. Hines, Chief People Packager



Very few people ever become famous by accident. Not many people get a star on their door by accident. This is not to discourage you. Fame and success can be your reality if you follow a few simple steps.

March is women's history month and whether you are a man or a woman, it's time to make your own history. It's time to take your place in history by determining your future! Whether you want to become internationally acclaimed or just achieve fame in your area of specialization, I can help.

WMPKG has spent years developing resources that can make fame happen for you. The process is simple. It takes dedication and time. I, the association's fearless leader, JoAnn Hines, Chief People Packager, have traveled this path and am willing to share my tips and secrets on how to go "from fired to famous." For a list of the resources that can transform your career or business from mundane to high profile return the word "famous" via email or email [jrhines@womeninpackaging.org](mailto:jrhines@womeninpackaging.org)

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### Value: What holds up to your standards of value?

By Linda Lindsey, Marketing Director

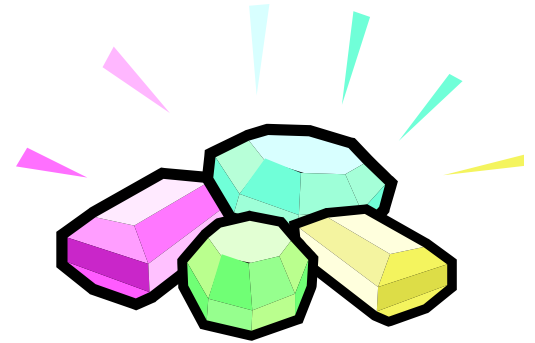


Many consider diamonds to be the most valuable stone in the world. Why is that? Is it because they rank the highest on the Mohs Hardness Scale? Or that they are used as industrial tools to cut metals and glass? Or is it because diamonds are one the rarest stones in the world?

Would it surprise you to learn that diamonds are no more rare than any other gemstone on earth? There is an air of romance that surrounds diamonds -- everyone knows that a man should spend two months salary on a diamond engagement ring. After all, a diamond is forever...an unspoken value has been placed on diamonds. They have an air of mystery and romance.

But why do diamonds carry this mystique? Well, you can blame it on a very clever marketing campaign by the de Beers company. Before 1930, rubies and opals were considered exotic choices for engagement rings. It was the De Beers company that came up with that two month's salary thing, and the "A Diamond is Forever" slogan. Today, because of the high demand for diamonds, there's a markup of between 100 to 200% on diamond rings.

The other reason that diamond prices are so high is because the supply is kept very low. De Beers has the diamond market cornered - they buy up about two-thirds of all the world's diamonds, stockpile them, and then release just a limited amount each year to the public. Monopolize to keep the supply low, advertise to keep the demand high - these De Beers people know what they're doing!



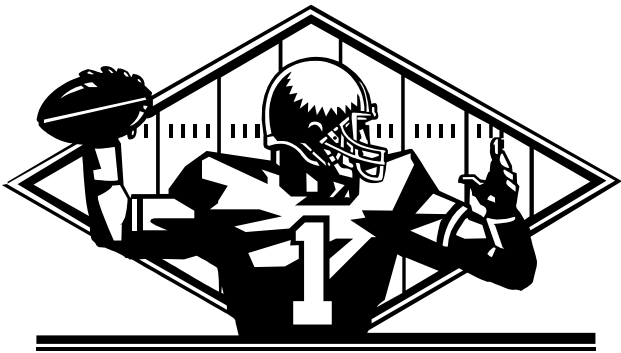
So what is valuable to you...and why? With the many hats we wear each day, the things we value can widely vary. What do you value professionally? Do you value your work history, your work ethic, and your professionalism? How much do you value your membership with Women in Packaging? Are you putting as much effort as you can into balancing your career and home life?

We value our members and do everything we can to offer them the best benefits and services in the industry. For more information on the benefits we offer to our members, email me at [LindaL@womeninpackaging.org](mailto:LindaL@womeninpackaging.org).

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## The Monday Morning Quarterback

By Shelly Nordlinger



Are you satisfied with your career's progress? Are you confident that you are advancing in the manner you anticipated? Do you think you have a good understanding of your limitations? Have you figured out a way to work around those obstacles? Have you achieved the supreme ruler status you dreamed of as a college student? If you answered NO to any one of those questions, you may be managing your career like a Monday morning quarterback. Women in Packaging, Inc. (WMPKG) provides the benefit package that can

take you from the sidelines and put you in the game!

Founded as an organization dedicated to helping increase diversity in the packaging industry, the focus of WMPKG is to encourage an industry-wide commitment to the future of women in the field. WMPKG has created many programs and benefits to foster that goal. WMPKG successfully provides packaging professionals with inspiration, education, conferences, on-line services, publications and worldwide resources.

**Hotlink** - Start by networking. All WMPKG members get a hotlink from our site (The #1 packaging site in the industry) to their company site. Reply to [shellyn@womeninpackaging.org](mailto:shellyn@womeninpackaging.org) with your name, company name, and website address to activate your link to the Women in Packaging membership page. Please provide a reciprocal link to [www.womeninpackaging.org](http://www.womeninpackaging.org) from your company website.

**Movers & Shakers** - Promote yourself! Announce your awards. Report your talents. Include your bio on the WMPKG Movers & Shakers page. Send a brief bio or news about you and your career for the site. Send it to [shellyn@womeninpackaging.org](mailto:shellyn@womeninpackaging.org).

**Stay Connected** - Watch for your weekly E-newsletter. The Women in Packaging E-newsletter concentrates on hands-on information and provides useful ideas to smooth and speed the career development of packaging professionals. As a member, you will receive this weekly communication loaded with career information, coaching details, and life lessons.

**Resource Division** - Stay informed. The 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 data, competitive intelligence studies, and ideation.

**Speakers Bureau** - Step up to the microphone. The Speakers Bureau promotes speakers to provide industry, trade press and associations with access to a diverse source for industry expertise. The speakers who participate act ethically and professionally, have in-depth knowledge in their field, and have experience in public speaking or want the opportunity to gain that experience.



**Packaging Career Hotline** - Keep current on industry job activity. Packaging Career Hotline is WMPKG's online career opportunity and professional service site that serves as a valuable resource for representatives of the packaging industry. The information delivered on the site showcases valuable career options for job seekers and companies searching for qualified personnel. As the industry's leading job site, this board provides visitors and advertisers with access to the pulse of the packaging industry job market. Also available as a supplement to the job board is an email subscription list that promotes the positions available within the industry.

**Wyndham's Women On Their Way** - Members can take advantage of a great offering and make reservations at any Wyndham hotel through the WMPKG site to receive WEBRATES®, Wyndham's guaranteed lowest available price anywhere on the Internet.

For more information on WMPKG membership, please contact [shellyn@womeninpackaging.org](mailto:shellyn@womeninpackaging.org).

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