

Welcome to the November 25th issue of Packaging Horizons Online.

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A special thank you to all of you that responded to my last article "Don't be A Turkey, Use Thanksgiving to Package Yourself. Many of you took this advice to heart and responded very creatively. The gifts and notes were funny and entertaining and put you in the forefront of my "Memory Book."

After all, if I don't know you who you are and what you do.... How can I help you?

We are here for you in 04. In December you will be receiving information about all the exciting programming coming your way. Again thank you all for your support.

Now, on with the show.

In this issue:

- **Underemployment on the Rise -- Being Overqualified for a Job Is No Longer a Stigma.** JoAnn R. Hines, Chief People Packager
- **Rosie the Riveter No More...But How Far Have We Really Come?** Linda Lindsey

New Packaging Career Hotline ads posted week of 11/24/03. Go to www.PackagingCareerHotline.com to see the latest jobs for the greatest talents!



Underemployment on the Rise

Being Overqualified for a Job Is No Longer a Stigma.

JoAnn R. Hines, Chief People Packager

Once considered unacceptable to the career-minded, underemployment has become increasingly common as more professionals find themselves out of work for extended periods of time. The key is in being flexible. Is the optimum job not on the horizon? Ways to help you cope.

You have made the decision to accept a job that is below previous employment levels - in terms of title, responsibilities and salary -- stay as long as necessary, but not one day longer. Keep networking and job-hunting even after accepting a lower-level position.

Taking a step down doesn't have the negative impact on one's career that it used to have. Nor does changing jobs with regular frequency. Climbing back up the career ladder is commonplace. Note: Just be sure that's what you want.

Return the word "" via E-mail to receive: Tips for managing underemployment.

For more tips on managing underemployment E-mail the word underemployment to jrhines@womeninpackaging.org.

Rosie the Riveter No More...



But How Far Have We Really Come?

Linda Lindsey

Women have always played a role in the buying process and corporate America is finally getting on board! We've come a long way from the targeted daytime television ads ranging from dishwashing liquid to instant pudding. Corporate America is now designing their advertising, promotional materials and website content to target women.

During World War II, Rosie the Riveter was a popular image and represented a strong woman doing her part to contribute to the war effort. In the early 1950s, women constituted one-third of the total work force. Today, women comprise 46 percent and may outnumber men by the year 2025. The career choices and opportunities for women have increased dramatically within the past fifty years from Rosie the Riveter to the top of the Fortune 500!

In 2002, women held 15.7% of the corporate officer positions within Fortune 500 companies. It is estimated that women will hold double that number by 2020.

Not only are women a contributing force in the work world, women dominate the decision making process for 80% of today's consumer goods. Did you know that professional women purchase more than 50% of all new vehicles, 48% of all used vehicles and influence 80% of all car sales?

The total amount of disposable income for women is on the rise and companies are starting to figure out that women are no longer Sunday afternoon shoppers; but informed and market savvy buyers.

Tom Peters, renowned author and speaker, acknowledges that American women represent the world's largest economy and demands that corporate America get rid of its "self defeating dismissal of women in the office and marketing place" and recognize that Women Rule!

Women may rule, but studies show critical obstacles they face while climbing the corporate ladder. This month, the results of a study conducted designed to identify barriers in career advancement for women were released. It identified that companies should include women in career-development programs, providing opportunities for mentoring and networking with other successful women, and fostering more flexibility.

How does Women in Packaging fit in to this picture? Since 1993, Women in Packaging has provided a forum for packaging education, networking and mentoring for the personal and professional development of women. We provide the tools, ideas and personalized programs designed to empower, educate and propel women in their career. From Rosie the Riveter to CEO, Women in Packaging will leave no one behind. We are finalizing our 2004 Leadership summit and Personal Branding Workshop tour, coming to a city near you! We'll send you the details soon!

Did you know that women purchasing agents for businesses spend \$1.5 trillion each year? Women in Packaging can also connect you to 25,000-targeted buyers in the packaging industry. Join today and you can begin to leverage that buying power. Contact me for more details on how you can reach your target audience.

Send an email to LindaL@womeninpackaging.com with the words: "Rosie no more" for details.

Sources for this article include: Kentucky Council on Economic Education, *Employment Policy Foundation*, www.marketingprofs.com, Women in the Fortune 500, Catalyst study, American Woman Road & Travel, Bit by Bit: Catalyst's Guide to Advancing Women in High Tech Companies, and Tom Peters, Re-imagine.

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