



INTERNATIONAL CORRUGATED
PACKAGING FOUNDATION

International Corrugated Packaging Foundation's 2021 Teleconference on The Business of Corrugated Packaging & Displays and the Career Opportunities

Thursday, April 1, 2021

2:00 PM - 3:30 PM EST / 1:00 PM - 2:30 PM CST / 11:00 AM - 12:30 PM PST

COLLEGE PARTICIPANTS

APPALACHIAN STATE UNIVERSITY
BALL STATE UNIVERSITY
BOWLING GREEN STATE UNIVERSITY
CAL POLY
CLEMSON UNIVERSITY
DUNWOODY COLLEGE OF
TECHNOLOGY
ILLINOIS STATE UNIVERSITY
INDIANA STATE UNIVERSITY
LEWIS-CLARK STATE COLLEGE
MICHIGAN STATE UNIVERSITY
MILLERSVILLE UNIVERSITY
NC A&T STATE UNIVERSITY
NORTH CAROLINA STATE
ROCHESTER INSTITUTE OF
TECHNOLOGY
RUTGERS UNIVERSITY
UNIVERSITY OF FLORIDA
UNIVERSITY OF TEXAS - ARLINGTON
UNIVERSITY OF WISCONSIN - STOUT
VIRGINIA TECH
WESTERN MICHIGAN UNIVERSITY

Packaging Engineering, Graphic Design, Business, Marketing, Sales, Engineering & Related Students

Learn more about the corrugated packaging & displays industry and speak with corrugated packaging industry professionals and other packaging engineering & science, graphic communication, business, marketing, sales, chemical engineering, industrial engineering, mechanical engineering and supply chain students during the International Corrugated Packaging Foundation's (ICPF) interactive Zoom Teleconference broadcast. Students will learn about the business side of corrugated packaging, its unique sustainability, new developments, and its career opportunities.

Teleconference Moderator - Kelsea Potthast is a University of Florida senior (business administration/marketing major and packaging science minor) who completed a sales internship at Hood Container Corporation this past summer and has accepted a sales trainee position at the WestRock Corporation where she will begin working after graduation this June. Kelsea acquired both her sales internship and full-time sales trainee opportunity through ICPF's resources, including ICPF's free career portal where she posted her resume, reviewed the many openings listed there, and then directly applied online (<http://careers.icpfb.org>).

Keynote Speaker - Brian McPheely is Global CEO for Pratt Industries in the USA and for VISY in Australia. Pratt Industries is America's 5th largest corrugated packaging company and the world's largest, privately-held 100% recycled paper and packaging company, with more than 10,000 highly-skilled, green-collar employees dedicated to the environment and sustainability. Pratt was founded in the USA some 30 years ago and now includes sophisticated manufacturing facilities in more than 25 states. Mr. McPheely will provide an overview of the corrugated packaging and displays business. His presentation will address numerous areas of the business, including the structure and operations of the industry, the diverse products, the target markets, the selling of corrugated, new trends and developments, such as the latest sustainability practices, and specifics on career options.

Student Breakout/Chat Room Sessions

Mr. McPheely's keynote presentation will be followed by Student Breakout/Chat Room Sessions with 15 - 30 corrugated packaging industry representatives from ICPF Corporate Partner companies. The breakout session will allow students to ask specific questions on the industry and learn details about 2021 and 2022 student internships/co-ops and career opportunities directly from the companies.



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PROGRAM SCHEDULE

2:00 PM - 2:10 PM, EST

Welcome, School Recognition, and Introductory Video

Richard Flaherty - President, International Corrugated Packaging Foundation

Kelsea Potthast - Teleconference Moderator - University of Florida
Business/Marketing and Packaging Science Minor Senior, former
Hood Container Corporation Student Intern and new WestRock
Sales Trainee Recruit

2:10 PM - 2:35 PM, EST

Industry Presentation - The Business of Corrugated Packaging & Displays

Kelsea Potthast - Moderator

Brian McPheely - Global CEO Pratt Industries in the USA and VISY in Australia

2:35 PM - 3:25 PM, EST

**Student Breakout/Chat Room Sessions with 15 - 30 Corrugated Packaging
Industry Representatives from ICPF Corporate Partner Companies**
ICPF - Corporate Partners (careersincorrugated.org)

3:25 PM - 3:30 PM, EST

Closing Statements and Zoom Teleconference Broadcast Sign-off

DIRECTIONS FOR ICPF TELECONFERENCE REGISTRATION

STEP ONE

Please e-mail info@icpfbox.org to acquire the URL to register for ICPF's Teleconference scheduled for Thursday, April 1, 2021 (2:00 PM - 3:30 PM EST). In order to register, you must have an active Zoom account. If you need a Zoom account, sign-up is free at <https://zoom.us/signup>. Once you receive the Teleconference registration link, ICPF corporate partner representatives must register with their name and corporate e-mail address. You must use that same e-mail address on Thursday, April 1, 2021 to sign into the ICPF Teleconference Zoom event. Once registered, you will receive a confirmation e-mail with a link to the Teleconference. Please note that you **MUST** use your registered Zoom account to access the Teleconference on April 1, 2021.

STEP TWO

In order to participate in the second half of the Teleconference, that consists of breakout dialogue sessions with groups of students and upcoming graduates who are seeking positions, your firm must have posted, or commit to post, a student internship or entry level position for an upcoming college graduate in ICPF's Career Portal (<http://careers.icpfbox.org/>). Posting positions is free for ICPF corporate partners, is simple and fast, and allows you access to over 200 resumes and bios of students who are participating in the Teleconference. Contact info@icpfbox.org for additional information or assistance.



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Moderator and Corrugated Packaging Industry Keynote Speaker

Kelsea Potthast is a University of Florida senior (business administration/marketing major and packaging science minor) who completed a summer 2020 sales internship at Hood Container Corp. and has accepted a sales trainee position at the WestRock Corp. where she begins work after graduation in June. "I am passionate about developing synergy between the engineering principles of corrugated packaging and the innovative marketing strategies of business. The 2020 ICPF Student Dialogue Dinner and ICPF's 2020 Teleconference on the Business of Corrugated Packaging & Displays allowed me to surround myself with students and executives who pursue creative thinking and diverse perspectives. Not only did this ICPF experience introduce me to internship opportunities within the corrugated industry, but it is the first time my interest in combining marketing with packaging science has been encouraged. While many career fairs and networking events try to fit students into a keyhole position, ICPF has given me the professional support and personal confidence to achieve my goals. Since working with ICPF, I have been elected President of the UF Packaging Club, became the official ICPF student representative at UF, served as an ICPF student program manager Intern, secured both a sales internship and a career opportunity through ICPF, and was selected to moderate ICPF's 2021 Teleconference."

Brian McPheely is Global CEO Pratt Industries in the USA and for VISY in Australia. He earlier served as Chief Executive Officer of Pratt Industries, Inc. with responsibility for all aspects of the North American operations including containerboard, corrugated products, product development, technology and recycling. Mr. McPheely began his career in the packaging industry as a sales representative, and later held increasingly responsible positions in sales, marketing, manufacturing and general management with The Georgia Box Group, which was acquired by Pratt Industries in the mid 1990's. Mr. McPheely served as President of the Georgia Box Division from 1995 -1999. He then joined Pratt's parent company VISY in Australia as General Manager of Specialty Packaging until returning to the United States as Chief Operating Officer of Pratt Industries in 2004. In addition to his responsibilities at Pratt Industries, Mr. McPheely is currently Chair of the Paper Recycled Coalition, and serves on the Boards of Directors of AF&PA and his alma mater, Albion College.

Pratt Industries is America's 5th largest corrugated packaging company and the world's largest, privately-held 100% recycled paper and packaging company, with more than 10,000 highly-skilled, green-collar employees dedicated to the environment and sustainability. Pratt was founded in the USA some 30 years ago and now includes sophisticated manufacturing facilities in more than 25 states. Based in Georgia, it operates an extensive Recycling Company to supply five of the most modern, cost-effective 100% recycled paper mills in the country – at its Conyers campus in GA., New York City, Valparaiso, IN., Shreveport, LA., and most recently Wapakoneta, OH. The cornerstone of Pratt's mission is to protect and nurture the planet's natural resources while reducing our impact on the environment by "Harvesting the Urban Forest." By doing so the company also seeks to help its customers meet their environmental goals.

The International Corrugated Packaging Foundation

The International Corrugated Packaging Foundation (ICPF) mission is to generate a stream of increasingly qualified students to enter the corrugated packaging and display industry, now and into the future. ICPF is dedicated to the continued creation and building of partnerships within the education community, assisting in the placement of ICPF's online corrugated curricula, design software, equipment and other resources to advance corrugated curriculum, the expansion of student internships within the industry and the promotion of corrugated packaging & display career opportunities for packaging engineering & science, packaging design, graphic design, business, marketing & sales, supply chain management, chemical engineering, mechanical engineering, industrial design, industrial engineering, tech and related graduates. ICPF is an independent 501(c) 3 non-profit educational foundation. All of ICPF's initiatives and free services provided to colleges, universities, students and new graduates are funded by individual firms in the corrugated industry. ICPF additionally is supported by the Fibre Box Association and AICC – The Independent Packaging Association. For more information, visit www.careersincorrugated.org.