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Trade Show Bridges Meetings:

TAPPI, AICC Ready Corrugated Week

by Jim Curley

With summer nearly upon us, the Association of Independent Corrugated Converters (AICC) and the Technical Association of the Pulp and Paper Industries (TAPPI) are busy filling out their schedules of events for Corrugated Week. Partners in the SuperCorr-Expo successful ventures in 2000, 2004 and 2008, TAPPI and AICC sent us their most recent updates on Corrugated Week, to be held in Baltimore, Maryland on October 4-8.

Forming the bridge between the meetings of TAPPI and AICC will be the Corrugated Week Trade Show, which will be open on Wednesday, October 6 and Thursday, October 7 from 1 p.m. to 5 p.m. TAPPI reports that the exhibit floor is close to 90 percent sold out. Information on exhibit space or sponsorship information is still available; those interested may contact Linda Cohen at (914) 944-0135 or at lcohen@tappi.org.

The AICC/TAPPI 2010 Corrugated Week table top supplier trade fair will feature more than 100 exhibits highlighting supplier innovations for the corrugated industry. Production managers, boxplant owners, engineers, technical service personnel, and production personnel will all find something of benefit from the networking, training and information gathering opportunities, AICC reported. Likewise, exhibitors will experience unsurpassed access for 2010 to key decision-makers from integrated and independent corrugated converters, the Association added.

"Baltimore is a very important center for suppliers to the industry," TAPPI President Larry Montague said.

"Suppliers bring much of the r&d to the table so that the North American corrugated industry can remain competitive with the rest of the world. This venue will allow boxmakers to set up side visits to suppliers in the Baltimore vicinity."

AICC also acknowledged the importance of its



Baltimore's Inner Harbor beckons Corrugated Week attendees,

Associate members by scheduling tours for AICC meeting attendees at Mark/Trèce Inc. and Marquip-WardUnited on the morning of Wednesday, October 6.

"These visits will provide important learning opportunities for our Regular members," said AICC President Steve Young.

TAPPI Events

TAPPI's program begins on Tuesday morning, October 5, with an Awards and Keynote breakfast - open to all attendees. After the 2010 Division Award

winners are announced, Dennis Mehiel, President & COO of US Corrugated, will deliver the Keynote Address.

Two concurrent sessions will fill out the morning program. The session titled Sustainability and Renewability will focus on how corrugated can be

Tuesday afternoon, will highlight the change in the industry from producing pleasing (subjective) color to producing measured (objective) color. Axel Kling, Print Quality Assurance Manager at The Coca-Cola Co., will be the featured speaker in this session and will be followed by Scott Gilbert, Smurfit-Stone, who will address color impact and paper influence on printing; Carl Cecil, Color Resolutions, talking about what type of ink is necessary; George Kerr, Packaging Corporation of America, relaying a success story; and finally, Brian Ashe, X-Rite, who will discuss the equipment that is needed for color consistency. A Q&A session will follow.

Wednesday's session will begin with a keynote presentation from Steve Klinger, President and COO of Smurfit-Stone. Following Klinger's address there will be three separate categories of Innovation Presentations. Participants will be divided into Corrugating, Converting and Non-Machinery categories. This three-section session was formerly known as the "What's New" session, and interested suppliers can find the application on www.corrugatedweek.org. Application



AICC's Steve Young, right, and TAPPI's Larry Montague, second from left, pictured here with Brian Buckley and Al Lindsay in 2006, see Corrugated Week as a "can't-miss" event.

used and re-used, what the retail grocery industry expects from the corrugated industry, and other topics of interest regarding sustainability. Speakers include Mike McLeod, Temple Inland and Cynthia Forsch, Eco-Logic Strategies. The session running concurrent to this session will be Quality Assurance, which will deal with box plant issues such as metal detection and what the American Institute of Baking (AIB) is looking for in its inspections. Speakers include Rod Wheeler, AIB and Mike Freeman, Loma Systems. Additional speakers will be added to both of these sessions in the coming weeks.

Tuesday afternoon will begin with Safety Focus 2010. Marc Freedman, U.S. Chamber of Commerce, will discuss the effect that the new OSHA regulations will have on the corrugated industry. Freedman's presentation will be followed by two concurrent sessions. One will continue the focus on safety with Eric Hobbs, Michael Best & Friedrich, who will talk about the General Duty Clause and give updates on the OSHA regulations. After a Q&A session, the Safety Focus 2010 module will be rounded out by Thomas Fullove, Green Bay Packaging and Tom Campbell, Brady Corporation, giving updates on lock-out/tag-out from the box plant and supplier perspectives.

Color Consistency on Corrugated, also scheduled for

deadline is July 16.

In addition to the technical content, there will be a Corr-Pak Competition during Corrugated Week. CorrPak is open to anyone producing corrugated packaging - both integrated companies and independent box manufacturers. "This is an opportunity to enter your best work for display and comparison against your fellow box manufacturers," said Cordes Porcher, Chairman of the CorrPak Competition. The competition will allow for two "Best of Show" winners in the major categories of Structure and Print. A team of ten judges will review the entries in the many sub-categories, and award places as appropriate. "CorrPak is a wonderful opportunity for plants to gain recognition for their facility, as well as for the staff that works hard to produce these containers," Porcher says.

AICC Events

The AICC 2010 Annual Meeting will kick-off on Thursday, October 7 with a three-hour interactive session by Scott McKain, business leader and best-selling author. McKain will provide innovative theories, the conceptual framework along with the tools to deliver and "Stand Out & Move Up" ahead of the competition.

On Friday, October 8, the general session will feature an in-depth three hour session by Chet Holmes, acclaimed corporate trainer, strategic mastermind and business growth expert. His most recent book, *The Ultimate Sales Machine*, a New York Times extended



list bestseller, helps managers “turbo charge” their business by relentlessly focusing on twelve key strategies. His presentation will focus on “How to Grow your Company from 0-\$100 Million and Beyond.”

Holmes will offer a complimentary pre-teleconference in late July on growing sales in your company. More details on registering for the pre-teleconference are forthcoming and will be available at www.aiccbox.org.



“While most of Corrugated Week is focused on production, Holmes’ talk will provide an excellent opportunity for sales managers and salespersons to hone their skills,” said AICC’s Steve Young. He added that some of AICC’s Annual Meeting program is yet to be finalized.

Social Opportunities

The week kicks off with TAPPI’s Corrugated Classic Golf Tournament, to be held on Monday, October 4 at the Maryland Golf and Country Club. A new feature of the tournament will be the opportunity for a player who shoots a hole in one to win a new car.

On Thursday, October 7, AICC will host an evening reception at the renowned Oriole Park at Camden Yards, the beautiful baseball-only facility adjacent to AICC’s conference hotel, the Hilton Baltimore. The outdoor reception will be held in the “bullpen” located just beyond the centerfield fence, overlooking Camden Yards’ unique pitching warm-up area.

Guided tours will be available down to the field and dugout for a real ballpark experience. Attendees can test their baseball skills by competing in the “Fastest Pitch” and “Home Run Derby” games. Or pose for a picture with “The Bird,” the Orioles baseball team mascot.

Both associations will also sponsor spouse/guest programs that will offer some unique opportunities to explore the Baltimore area.

Cooperation Continues

“This is not the first time our two associations have joined together to offer increased value and cost-effective learning opportunities for both our converter and supplier members,” Young noted. “In 1999, TAPPI and

AICC co-hosted a Corrugated Week in Chicago.”

The first Corrugated Week served as a springboard for the initial SuperCorrExpo, held in Atlanta in 2000. The two association executives feel that this fall’s Corrugated Week will be a similar momentum builder for the fourth edition of the quadrennial exposition.

“About 66 percent of the available space for SuperCorr-Expo 2012 has been sold, and I’ve got no doubt that Corrugated Week in Baltimore will only increase the momentum going forward to Atlanta,” said

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- AICC’s Steve Young

Young. “Anytime we get the ball rolling with an event such as Corrugated Week, it can only mean good things for SuperCorrExpo,” added TAPPI’s Montague.

“My travels to meet our customers have convinced me that the box business is definitely on the rebound,” Montague added. “Everyone I talk with is a lot more positive.”

“It’s been a slow recovery, but finally we’re seeing that things are getting better. The independent sector is definitely looking to reinvest in both equipment and services to meet the challenges of the next decade,” Young added. “The timing of Corrugated Week couldn’t be better.”

Box Plant Bargain

As it has done for SuperCorrExpo, TAPPI will again offer the “Box Plant Deal” to all box plants and converting facilities. For \$1,295 and a minimum of three people, a plant can send an unlimited number of attendees from one location to the Corrugated Week trade show and other TAPPI events. This can include the same people or a different group of people each day.

Visit www.corrugatedweek.org for more information or contact Kristi Ledbetter at (770) 209-7319 or kledbetter@tappi.org.