



Preliminary 2010 Conference Program – Corrugated Week, Baltimore, MD

Tuesday, October 5, 2010

7:30 AM **Awards Breakfast and Keynote Speaker**
Welcome remarks & Division Awards – Jeff Pallini, Fosber America, Corrugated Division Chairman
Keynote Address, Dennis Mehiel, President and COO, US Corrugated
 Keeping It Simple: How We Achieved Success in the Box Business, and How You Can Too

9:30 – 10:00 AM **Break**

10:00 – 11:15 AM **Sustainability and Renewability**
 Moderator: Michael Schaepe, Cargill

 Mike McLeod, Temple Inland, Speaker
 Using Corrugated as Reusable Containers

 Cynthia Forsch, Eco-Logic Strategies, Speaker
 What the retail grocery industry expects from Corrugated

10:00 – 11:15 AM **Quality Assurance**
 Moderator: Roman Skuratowicz, Corn Products

 Rod Wheeler, AIB, Speaker
 Understanding the Food Safety Enhancement Act and How It Specifically Relates to Protecting Packaging from the Threat of Terrorism

 Mike Freeman, Loma Systems, Speaker
 Implications of Metal Detection in Food and Corrugated Packaging

11:15 – 1:00 PM **Lunch & Fiscotec Committee Meeting**

1:00 – 2:00 PM **Safety Focus 2010**
 Moderator: Thomas Fullove, Corporate Safety, Green Bay Packaging

The session will begin with a special keynote address about the changes ahead at OSHA, and the immediate impact these changes will have on the packaging industry. This will be followed by a roundtable-format session featuring input from a range of industry professionals on each of the critical issues. There will also be plenty of time for questions from attendees seeking information about specific problems or concerns.

Featured Speaker, Marc Freedman, US Chamber of Commerce
 Effect of the New OSHA Regulations on the Corrugated Industry

2:00 – 3:00 PM Eric Hobbs, Michael Best & Friedrich, LLC, Speaker
 OSHA updates, General Duty Clause

Q & A for Eric Hobbs and Marc Freedman

[Click here to submit questions for the Panel](#)

2:00 – 3:00 PM

Color Consistency on Corrugated

Moderator, Cordes Porcher, Packaging Corporation of America

According to Session Moderator Cordes Porcher, this session will highlight the change in the industry from producing pleasing (subjective) color to producing measured (objective) color. "With the desire of many of the consumer product companies (CPCs) to establish color branding, and to boost shelf appeal and the resulting sales of their product, the expectation of color is changing dramatically," Porcher notes. "To achieve the kind of consistency and repeatability that the market now demands represents a huge mental shift."

The session will discuss controlling color in the pressroom: how plants can assess how they monitor color, what variables are involved, and where the industry is headed.

**Featured Speaker, Axel Kling, Sr.Packaging Graphics Quality Manager, Coca Cola -
The Importance of Color Consistency for a Consumer Product Company**

Scott Gilbert, Graphics Product Manager
Smurfit-Stone Board Sales Division, Speaker
What to do about the impact of paper on color

Brian Ashe, X-Rite, Technical Consultant Global Digital Supply Chain X-Rite, Incorporated, Speaker
Color Communication in the Digital Age

3:00 – 3:30 PM

Break

3:30 – 5:00 PM

Safety Focus 2010 Continued

Thomas Fullove, Green Bay Packaging, Speaker
Lock Out Tag Out (LOTO) in the Boxplants

Tom Campbell, Brady Corporation, Speaker
What's new for LOTO?

Q & A Panel with all Safety Focus 2010 Speakers

[Click here to submit questions for the Panel](#)

3:30 – 5:00 PM

Color Consistency on Corrugated Continued

Carl Cecil, Graphics/Educational Specialist
Color Resolutions International, Speaker
Standard Operating Procedures pertaining to Ink for Color Consistency and Color Management

George Kerr, Production Manager, Packaging Corporation of America, Speaker
Manufacturing Process: Successes and Pitfalls.
Q & A Panel with all Color Consistency Speakers

[Click here to submit questions for the Panel](#)

5:00 – 6:30

Conference Welcome Reception

Wednesday, October 6, 2010

- 8:00 AM **Keynote Address, John L. Knudsen - Senior VP, Supply Chain and Board Sales, Smurfit-Stone Container Corporation**
The New Smurfit-Stone: Positioned for Long-Term Profitability
- 9:00 – 11:15 AM **Innovations Sessions**
Moderator, Steve Hipley, Fosber America
- 9:00 – 9:45 AM **Innovations for the Corrugator**
- 9:45 – 10:130 AM **Innovations for the Convertor**
- 10:30 – 11:15 AM **Innovations for Non-Machinery**
- 11:15 – 1:00 PM **Corbotec Committee Meeting (Hyatt Hotel)**
- 11:30 – 1:00 PM **Lunch Served in the Hilton Foyer Outside the Exhibit Hall**
- 11:45 – 12:45 Supplier Advisory Committee Meeting
- 1:00 – 5:00 PM Exhibit Open**