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2010 Flexible Packaging Association's Fall Executive Conference
Top Economic Forecaster Brian Wesbury, TIME Magazine's Mike Duffy Speakers
During 2010 Conference

Linthicum, Maryland: June 7, 2010 - The Flexible Packaging Association is pleased to announce that **Brian Wesbury**, top economic forecaster and *Wall Street Journal* contributor, and **Mike Duffy**, assistant managing editor and chief political correspondent for *TIME* magazine, will join FPA members and guests as speakers during the **2010 FPA Fall Executive Conference** on **Thursday, September 30, 2010** at the **InterContinental Chicago**.

Registration for the single-day Conference is now available on the FPA website, www.flexpack.org. The hotel reservation deadline is August 28, 2010. Reservations can be made by contacting the InterContinental Chicago directly at (312) 321-8869. The 2010 Conference will begin with registration and breakfast from 8:30 a.m. - 9:00 a.m. Morning presentations will begin at 9:00 a.m. followed by the networking luncheon at 12:00 p.m. Afternoon presentations will conclude at 4:45 p.m. and will be followed by an evening reception at 5:00 p.m.

During the Conference, attendees will hear from Brian Wesbury, who has been ranked the #1 US economic forecaster by the *Wall Street Journal* and one of the top 10 forecasters by *USA Today*. He is the chief economist for First Trust Advisors, LP and is a frequent contributor to the *Wall Street Journal*. His newest book, *It's Not As Bad As You Think*, was published in 2009 and is an upbeat antidote to today's negative economic forecasts, revealing why capitalism will survive and how the United States will recover.

FEC networking luncheon speaker Mike Duffy is a regular on PBS' *Washington Week with Gwen Ifill* and has appeared on *Face the Nation*, *Meet the Press* and National Public Radio's *All Things Considered*. He served as *TIME*'s Washington bureau chief from 1997 to 2005. He has covered the Pentagon, the Congress, national politics and, for six years, the White House.

The Conference will also include a preview FPA research results on the **Corporate Sustainability Metrics for Flexible Packaging Manufacturers - A Guidance on Preparing Corporate Sustainability Reports**. FPA has commissioned Packaging & Technology Integrated Solutions (PTIS) to conduct the study that will assess external sustainability metrics, expectations of stakeholders, and sustainability best practices and guidance on reducing flexible packaging's environmental footprint.

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Results of a FPA study on **End-of-Life Options for Flexible Packaging** will also be discussed during the Conference. FPA has commissioned Columbia University's Earth Engineering Center to identify the most promising technologies for increasing the beneficial use of flexible packaging "waste" generated during manufacturing and disposed of in the municipal solid waste stream. The study will also assess the economic and environmental costs and benefits.

The Conference agenda also includes **John Bauman**, president and CEO of Ampac Packaging, LLC and chairman of the FPA Board of Directors, who will discuss Ampac's success with **"Open Innovation;"** an **Update on Flexible Packaging Materials, Nick Vafiadis of CMAI;** and a discussion of **Flexible Packaging Logistical Efficiencies, M3**. Additional conference speakers and information will be announced in the upcoming weeks.

For more information, visit the FPA website at www.flexpack.org or contact the Association at (410) 694-0800.

About the Flexible Packaging Association

The Flexible Packaging Association has served as the voice of the flexible packaging industry since 1950. FPA members are manufacturers of flexible packaging sold to users or distributors for packaging purposes, and material or equipment suppliers to the industry. Flexible packaging is produced from paper, plastic, film, aluminum foil, or any combination of those materials, and includes bags, pouches, labels, liners, wraps, rollstock, and other flexible products.

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