



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

For more information:

Lauren A. Kinard, Communication Manager
(410) 694-0800, lkinard@flexpack.org

**Dr. Steven Levitt, Co-Author of *FREAKONOMICS* and
Zanny Minton-Beddoes, Economics Editor for *The Economist*
Featured Speakers at 2012 FPA Annual Meeting**

Linthicum, Maryland – January 9, 2012: The Flexible Packaging Association is pleased to announce that the **62nd FPA Annual Meeting** will be held **February 22-24, 2012** at the **Fairmont Scottsdale Princess** in Scottsdale, Arizona. The meeting will include content-rich educational sessions and great networking events. To register and learn more about the 2012 FPA Annual Meeting agenda and hotel information, visit www.flexpack.org.

Dr. Steven Levitt, co-author of *The New York Times* bestselling book *FREAKONOMICS*, will deliver the keynote address during the 2012 Annual Meeting Luncheon on Friday, January 24, 2012. Dr. Levitt will discuss his *FREAKONOMICS* approach and examine how combining data, economic theory, and unorthodox thinking can help flexible packaging companies excel in an unpredictable economy.

The Meeting will also feature speaker **Zanny Minton-Beddoes**, economics editor for *The Economics*, who will discuss “**A Long Shadow: The World Economy after the Financial Crisis.**” She will provide FPA members and guests with an insightful look at the global economy, its current state, and what can be expected looking forward.

During the Meeting, attendees will hear the final results of the FPA market research study on **Growth Opportunities for U.S. Flexible Packaging**. FPA commissioned SAI Industrial to conduct this insightful research examining growth opportunities for flexible packaging in the U.S. packaging market. **Jeff Bornstein**, vice president of SAI Industrial, will discuss the study and its findings.

The meeting will also examine key issues of importance to the flexible packaging industry including **Delivering Value Across the Value Chain**, Brian Wagner, co-founder of PTIS; the **State of the Flexible Packaging Industry Report**, James Mize, Vice President, Global New Opportunities, Sealed Air Corporation and FPA Chairman, Flexible Packaging Association; and, **Flexible Packaging Materials: Cost and Availability**, Nick Vafiadis, Business Director, Polyolefins, Chemical Market Associates, Incorporated.

The Meeting will include great opportunities to interact with industry leaders and peers during several networking events including the **2012 Welcome and Flexible Packaging Achievement Awards Dinner featuring *The Second City*** (February 22); the **2012 FPA Annual Meeting Golf Tournament** and Thursday evening **Networking Reception** (February 23) and the **Annual Meeting Networking Luncheon with keynote speaker Dr. Steven Levitt** (February 24).



Special thanks are given to FPA members including **Ampacet Corporation, Berry Plastics Corporation, Bobst Group North America, Comexi Group Industries, S.A.U., Davis-Standard, LLC, DuPont Company, Extrusion Dies Industries, LLC, Flint Group, Nordmeccanica, NA, Reifenhauer Inc., Siegwirk USA Co., and Sun Chemical Corporation** for their generous support of the 2012 FPA Annual Meeting Networking Events.

To register and learn more about the 2012 FPA Annual Meeting agenda and hotel information, visit www.flexpack.org.

About the Flexible Packaging Association

The Flexible Packaging Association is the National association of manufacturers of flexible packaging sold to end- users or distributors for packaging purposes; and material or equipment suppliers to the flexible packaging 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. FPA has served as the voice of the flexible packaging industry in the United States since 1950.

FPA