



# NEWS RELEASE

## *The Flexible Packaging Association's 2005 Annual Meeting "Creating Innovative Business Practices"*

**Linthicum, Maryland: December 13, 2004** - The Flexible Packaging Association will host its **2005 Annual Meeting – Creating Innovative Business Practices** - from February 23-25, 2005 at The Four Season Resort Aviara in Carlsbad, California. This year, Annual Meeting attendees will look at how to create influential and innovative business practices that can help your company reach its business goals.

FPA members and guests will hear from several knowledgeable speakers throughout this three- day conference. **Jim Harris**, one of North America's foremost authors and thinkers on change and leadership, will present his views on "Creating Change Through Leadership." Harris will discuss the critical role leadership plays in creating innovative business practices. Annual Meeting attendees will also receive a copy of Harris' best-selling book, *Blindsided*, and have an opportunity to have it signed by the author after his address.

**Sonny Hathway** of SAP America, Inc. will discuss "Translating A Growth Agenda Into Action," **Ken Brooks** of Ernst & Young will provide "An Analyst View of the Flexible Packaging Industry" and **James Yong** of Natexis Metal Limited will discuss "Plastics Futures Trading on the London Metal Exchange."

**Peter Shottland**, president and CEO of the American Packaging Corporation, will provide results of the *2004 FPA State of the Industry Report* and **Roger Loop**, director of Flexible Packaging Europe, will provide an overview of the European flexible packaging industry.

Keynote speaker **Leslie Gelb**, president emeritus of the Council on Foreign Relations, will discuss "National Security Threats, National Security Answers" with Annual Meeting attendees. Gelb, a former national security correspondent for the *New York Times* and the Pulitzer Prize winner in explanatory journalism, is a highly respected authority on Iraq. His presentation will provide insight into the situation in Iraq and should be of great interest to FPA members and guests.

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A special performance by the inspiring entertainment duo The Passing Zone at the Welcome Dinner is the perfect kickoff to our Annual Meeting. In carefully tailored presentations that entertain, inspire and offer an unique perspective on life, The Passing Zone has appeared on *The Tonight Show*, NBC's *Today Show* and *Live with Regis and Kelly*.

The Passing Zone's appearance is generously sponsored by ***Color Converting Inc.- a member of the Siegwerk group, Flint Inc, Iso Poly Films, Inc., Polymer Packaging Inc. and Reifenhauer.***

The 2005 Flexible Packaging Achievement Award entries will be on display during the Thursday Evening Cocktail Reception and the competition winners will be announced during the Achievement Awards breakfast, which will be held in conjunction with the 2005 Annual Meeting.

The Kokomo Beach Band will entertain FPA members and guests with great music incorporated into a unique, high energy, party concert at the Annual Banquet. Their show is a light-hearted and nostalgic journey through the surfin' era and beyond complete with elements of comedy, dance and audience participation. The Kokomo Beach Band's performance is sponsored by ***NOVA Chemicals, Inc., DuPont Company, Rohm and Haas Company, Charter Films Inc. and Glenroy, Inc.***

All attendees must make their own reservations by calling The Four Seasons Resort Aviara at (760) 603-6800. Reservations must be made by January 25, 2005 to receive the special FPA room rate. For more information on, or to register for the 2005 Annual Meeting, please visit the FPA Web site at, [www.flexpack.org](http://www.flexpack.org), or call the association at (410) 694-0800.