



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**Jeffery Ma Featured Speaker at 2011 FPA Annual Meeting**

Real Inspiration for the Film **21** to address FPA Members at 61st FPA Annual Meeting

**Linthicum, Maryland: December 13, 2010** – The Flexible Packaging Association has announced that **Jeffery Ma**, subject of the best-selling book *Bringing Down the House* and the hit movie *21*, will address FPA members and guests during the **2011 FPA Annual Meeting, March 9-11, 2011** at **The Ritz Carlton Golf Resort in Naples, Florida**.



Jeffery will discuss “**The \$100,000 Lesson: Business Lessons from the World of Blackjack**” and show FPA members and guests how to harness the power of numbers to make better bottom line business decisions - decisions that, often, are the difference between winning and losing.

As a member of the MIT Blackjack Team, Jeffery created an ingenious method for counting cards – using talent, creativity, math, and teamwork to win millions in Vegas. With stories drawn from sports and from Vegas, Jeffery will help FPA members visualize how a more rigorous approach to numbers will improve results in everything from sales to HR to strategy.

At the blackjack tables, and in the world of pro sports, Jeffery entered very emotional, “gut-feel” environments and achieved success by not only gathering the right data and analyzing it rationally, but also having the courage to follow through on the sometimes counterintuitive answers it provided. Drawn from unique personal experiences, some examples of Jeffery’s incredible tales are recovering from losing \$100,000 in two hands of blackjack, teaching Kevin Spacey how to count cards, and advising the Trail Blazers whether to pick Greg Oden or Kevin Durant.

By eschewing emotion and honing in on hard facts and results, Jeffery has helped usher in what Newsweek calls “a new age of numbers in corporate America.” He recently published his first book this summer titled *The House Advantage: Playing the Odds to Win Big In Business*.

Special thanks are given to FPA members including **Berry Plastics Corporation, Bobst Group North America, Exopack, LLC, Flint Group, Hosokawa Alpine American, NEX Performance Films, Nordmecannica, NA, NOVA Chemicals, Incorporated, P&O Packaging, LLC, and Siegwerk** for their generous support of the 2011 FPA Annual Meeting Networking Events.



Registration, hotel information and the agenda for the 2011 FPA Annual Meeting is available at [www.flexpack.org](http://www.flexpack.org).

**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.

**For more information, contact:**

Flexible Packaging Association  
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