



**Contract Packaging Association**

Yesterday, Today, Tomorrow

Annual Meeting  
February 19, 2010



## **Contract Packaging Association**

Yesterday  
1991 to 2003

“Yesterday, all my troubles seemed  
so far away....” John Lennon



# Contract Packaging Association

## Inter-Related Industry Associations' Corporate History

1970's- 1980's	The Packaging Institute, USA (1939) became Packaging Institute, International in late 1980s
1970- 1980's	Society of Packaging and Handling Engineers (1945) (SPHE)
1989	Merged to form IoPP (5,000 members)
1991	CPA formed – informally
1992	CPA incorporated in VA in July; 5 Charter Members
1994	Landon Farrey gets contract to manage IoPP
2004	Landon Farrey gets contract to manage CPA



# Contract Packaging Association

## “Directory of Contract Packagers” is published

- 1973 1st known industry directory, published annually by The Packaging Institute, U.S.A. through early 1980's
- 1983 10<sup>th</sup> Edition published, 232 listed companies  
Free to corporate officers of member companies (73)  
“Nominal Fee” to non-members
- 1991-1992 Published by IoPP in conjunction with Contract Packagers Association
- 1993 IoPP sole publisher of Directory  
402 companies listed, sorted several ways
- 2010 Association website provides list with search/sort capabilities  
Industry Report details the market; est. 1,400-1,800 companies



# **Contract Packaging Association**

## **Association Management History**

- Bill Pflaum, Executive Director (1991-2003)
  - Founded CPA in Herndon, VA,
  - Relocated to Jackson, TN circa 2001
- Board of Directors solicits bids to manage the Association's growth (2004)
  - 10+ companies interviewed, 4 Finalists
  - Negotiated agreement with Landon Farrey
- Landon Farrey & Associates (2004 to present)
  - Naperville, IL (just expanded to larger space)



# **Contract Packaging Association**

## **Evolution of Corporate Identity**

- 1992 Contract Packagers Association
- 2000 Contract Packaging and Manufacturing Association
- 2004 Contract Packaging Association





# **Contract Packaging Association**

Today  
2005 to 2012



# **Contract Packaging Association**

Today  
2005 to 2012

“It's no use going back to yesterday,  
because I was a different person then....”

LEWIS CARROLL, *Alice in Wonderland*



**Contract Packaging Association**

## Mission Statement

To serve the needs of member companies through continuing education, market knowledge and customer relationships

(Under Construction)



# **Contract Packaging Association**

## **2010 Board of Directors**

- Past President                      John Mazelin
- President                              John Riley
- Vice President                      Sean McKeon
- Treasurer                              Joe Jaruszewski
- Director                                Chris Nutley
- Director-at-large                    Gerry Donley
- Assoc. Member Dir.                Jason Tham
- Secretary                              Stan Zelesnik



# Contract Packaging Association

## Corporate Governance & Best Practices

- Modernized the Association's By- Laws (pending member confirmation)
  - Refined the Board of Directors election process
    - Elections start tomorrow (Saturday morning agenda item)
  - Authorized formation of an Advisory Council of industry experts
- Active Board of Directors
  - Regularly scheduled Board meetings (dial-in)
  - Added Associate Member Board seat for broader perspective
  - Written minutes to Board Meetings
  - Formal Committee Reports
- Added D&O Insurance



# **Contract Packaging Association**

## **Corporate Governance & Best Practices**

- Added D&O Insurance
- Initiated Monthly Financial Reporting
  - Publish monthly statements and operating metrics
  - Established Reviewed Financial Statements, 1st audit in 2010
- Formalized Standards of Conduct; Conflict of Interest Policy; Anti-Trust Policy
- Moved Bank Accounts to Chase Bank



# **Contract Packaging Association**

## **Today's Tangible Member Benefits**

- Annual Meeting
- Contract Packaging Industry Report
- RFQs via the Association's website (~700/yr)
- Contract Packaging Magazine (3-4x year)
- Quarterly Newsletter (electronic)
- Webinars (initiated first 2 in 2009)
- Networking & Camaraderie



## **Contract Packaging Association**

# **Annual Meeting is Flagship Event Upscale Venues, Warm Locations**

Amelia Island, GA

Anaheim, Ca

Brazelton, GA

Las Vegas, NV

Miami, FL

Naples, Fl

Orlando, Fl

Phoenix, AZ

Scottsdale, AZ

Tuscon, AZ



## **Contract Packaging Association**

# **Provide Customer's Perspective on the Market Historical Speakers and Panelists**

Clorox

The Coca-Cola Company

Brown-Forman

Hersheys

Hewlett Packard

Hormel

Kodak

Mattel

M&M Mars

Proctor & Gamble

Unilever

Warner Lambert



# Contract Packaging Association

## Metrics for Today vs. Yesterday

	<u>Today</u> <u>2010</u>	<u>Yesterday</u> <u>2004</u>
Net Worth	\$149,000	(\$49,000)
Cash Investments	\$268,000	(\$16,000)
Regular Members	131	48
Associate Members	<u>19</u>	<u>0</u>
	150	48
Annual Meeting Attendance	100+	40-50





**Contract Packaging Association**

Tomorrow  
2012 to 2017



**Contract Packaging Association**

Tomorrow  
2012 to 2017

“You cannot escape the responsibility of tomorrow by evading it today....”

Abraham Lincoln



# Contract Packaging Association

## Our Vision

“ CPA’s vision is to be the premier not-for-profit trade association for the contract packaging industry”

- Key words and/or thoughts volunteered include
  - association as face of the industry – “become” the industry
  - inclusive and welcoming
  - the source and authority of contract packaging
  - providing quality information through appropriate products that identify trends
  - in a social, non- competitive atmosphere
  - Is “not-for-profit” a relevant descriptor?
- This is a work in process – needs your help



# **Contract Packaging Association**

## **Tomorrow's Quantifiable Goals**

- Develop “Contract Packaging Association” as a brand (think PMMI, FPA)
- Obtain 350+ regular members and 75+ associate members
- 100+ active committee members
- Annual Revenues of \$600,000; annually add \$60,000+ to reserves
- Consistently superior Annual Meetings, add Fall Meeting
- Robust education program (web based - members, suppliers, customers)
- Develop International Relationships with “affiliate” organizations



# **Contract Packaging Association**

## **Challenges We Face**

- Communicating Value Proposition to Members
- Maintain Momentum within the Committees
- Managing Inevitable Member Turnover
  - Companies are sold; merge; change strategies
  - Jobs change, employee turnover
  - Business climate vs. member dues
  - Personal Issues (health, retirement)



## **Contract Packaging Association**

This is your Golden Opportunity

- Become an active contributor to CPA
- Volunteer for a committee, learn the system and become a director



## **Contract Packaging Association**

# Yesterday, Today, Tomorrow

“Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning...”

Albert Einstein



**Contract Packaging Association**

Thank You



## **Contract Packaging Association**

### **Committee System**

- Management                      John Riley/Eric Greenberg
- Annual Meeting                  Vicki Smitley
- Membership                      Scott Thomas
- Marketing                         Chris Nutley
- Education                         Stan Zelesnik
- Industry Report                  John Riley



**Contract Packaging Association**



**Contract Packaging Association**