

2010 ANNUAL CONVENTION
MAY 26 - May 28



2010 Speaker Agenda

Thursday Morning



Mark Hall: President, Monster Beverage Company
“Innovation - Monster”

After growing up in a small town in Northern Michigan Mark spent the more than seven years in college and graduate school earning degrees in Biology and Engineering, and a Secondary Teaching Certificate.

The several years of travel and ski bumming that followed were a great transition into “Real Life.” In 1983, a college fraternity brother offered Mark a sales job at his family’s small multi-brand beer distributor in Pontiac, MI where he spent the better part of the next ten years learning the beverage distribution business from merchandising the street, to the Vice President’s seat.

A total-loss house fire convinced Mark it was time to try something new, so the family moved to Park City, UT to start their own business and follow their passion for skiing. Shortly after arriving, Mark got a call from an acquaintance at Hornell Brewing Company

who needed help getting their new product, AriZona Iced Tea, started out West. After getting the West Coast up and running it was off to New York to work directly with founder Don Vultaggio as Vice President of Sales. In 1997 Mark had a choice, relocate to New York or find something new.

“Plan B” was a small publicly traded beverage company, Hansen Natural, known mainly for their Natural Sodas. Mark was hired as Sr. Vice President and charged with starting a new National D.S.D. distributor network. The subsequent “overnight success” of Monster Energy is really the result of a 13-year process of trial and error, small victories, and hard lessons learned. It is the cumulative effort of a relatively small team of people who share a compulsive determination to succeed.



**Tim Burns: Cranial Capital
“Industry Update”**

Tim has held various technical and marketing positions.

- Kerr Glass Manufacturing Corporation (now Kerr Group) - Glass containers, metal closures and various plastic packaging components
- United Foam Plastics Corporation (now UFP Technologies) - Designed, engineered and marketed custom cushion packaging systems.
- Howell Packaging Corporation - Designed, engineered and marketed high quality folding cartons and thermoformable plastic products, primarily for consumer and medical applications.

Wall Street:

- Prescott, Ball & Turben (now Everen Securities)
- CS First Boston

Securities and market analyst for the packaging industry. Responsible for generating company, market and product research and investment advisory.

- Cranial Capital, Inc. 1996-Present

Education

- BS Degree in Packaging Science
- Rochester Institute of Technology (R.I.T.), Rochester, New York, 1976-1980

Widely sought after as a speaker and is quoted regularly in the financial and industry trade press.

Tim has three children and resides in suburban Cleveland.



**Dr. William C. Hoyle, Hoyle Consulting
“Regulatory Battleground”**

Education:

Bill has a Ph.D. in Analytical Chemistry from Iowa State University and a BS with a dual major in Chemistry and Mathematics and a minor in Psychology from Northern Illinois University.

Employment:

Bill has more than 30 Years of experience in the Packaging industry. Currently he is an industry consultant in the areas of regulatory affairs, material selection, project selection and project management.

Bill joined Continental Can Co. as a chemist and Regulatory affairs advisor. He worked his way through the ranks to the become VP of Materials & Packaging Technology for Crown for 11 years. Prior to joining Crown/ Continental Can Company, Bill taught chemistry at Miami (of Ohio) and Iowa State Universities. Between his two University positions, Bill was Hazardous Materials Coordinator for the State of Illinois under Governor Dan Walker.

Bill has played an important global leadership and issue management role for the packaging industry. Under his stewardship, he has helped lead the packaging industry through numerous regulatory storms, the latest of which is BPA. His expertise on Food Contact Regulations in both America and Europe is recognized by both industry and the regulators.

Some of the industry committees he has served include:

2002 – 2007 - Co-Chairman of US Inter Industry Group (IIG) for light metal Packaging (now NAMPA)

1994 – 2002 - Chairman of Inter Industry Group (IIG)

1996 – Present - Member of Steering Committee European Joint Industry Group (SJIG)

2001 - European CANCO Expert Group (1 of 4 members invited from outside of Europe)

1997 – 2002 - Member NFPA Science Advisory Group

1994 – 2000 - Chairman NFPA Container Corrosion Committee.

1993 – 1999 - Chairman CMI Science & Technology Committee.

1982 – 2006 - Member of SPI Food Drug Cosmetic Packaging Materials Committee Steering Committee

1982-92 & 1994-98 - Chairman SPI Food Drug Cosmetic Packaging Materials Committee

1985- 1987 - Member of the CONEG Heavy Metals Committee

1986 – 1988 - Chairman NFPA Packaging Advisory Panel

1974 - Founding Member ACS Division of Chemical Health & Safety

1972 - Phillips Petroleum Outstanding Teaching Award

Author of more than 20 Scientific Publications and Patents

In his spare time, Bill enjoys Golf, hunting, fishing and margaritas.



**Tom Stundza, *Purchasing Magazine*
“Raw Materials Update**

Tom Stundza is executive editor of *Purchasing Magazine*, a monthly newsmagazine published in Waltham, Mass. Currently, Stundza is *Purchasing Magazine*'s chief industrial commodities analyst, and coordinates coverage of supply, demand, delivery leadtimes, and prices of such industrial commodity materials as metals, energy, chemicals and plastics, pulp and paper goods, and wood products.

He writes the weekly Price+Supply Alert online newsletter and co-authors *Purchasing*'s Mid-Day Business Report, an audio news summary, both at www.purchasing.com; authors the Steel Flash Report, a monthly online update on the steel market, the Chemical Flash Report, a bimonthly report on the petrochemicals market and the Energy Flash Report, a quarterly monograph, all published for subscribers on www.purchasingdata.com. He writes and narrates MetalsWatch! and others in a regularly produced series of business audiotapes.

Stundza has been a journalist since 1968 and with *Purchasing* since 1983. Previously, he wrote for *American Metal Market*, the daily metals industry newspaper; *The Post-Tribune*, a daily newspaper in Gary, Ind., and *The Eagle-Tribune* daily newspaper in Lawrence, Mass. He also has been a lecturer in journalism at Valparaiso University and the University of Pittsburgh. He has been the recipient of numerous newswriting awards and is listed in various media resource books, as well as *Who's Who in America* and *Who's Who in American Journalism*. The Association of Steel Distributors named him the Honorary Steel Man of the Year for 2001, the first time in the award's more than three-decade history that someone other than a steel mill or steel distribution executive has been so honored.

Stundza has a Bachelor of Arts degree in English Education from Merrimack College in North Andover, Mass. and a Master of Arts degree in Urban Sociology from Valparaiso University in Valparaiso, Ind. He is a member and past secretary of the Cottage Park Yacht Club in Winthrop, Mass.; a director of the Lithuania-American Citizens Association of South Boston, Mass.; the Lawrence, Mass.-based Council 78 of the Knights of Lithuania, and a third degree member of Council 67, Knights of Columbus, Lawrence, Mass.

3-Piece Agenda



Scott Ege, P.T., M.S., Ege WorkSmart Solutions, PC “The Power of Ergonomics in Metal Decoration”

Scott Ege is President of Ege WorkSmart Solutions PC, located in Rockton, IL. He is a graduate of the University of Iowa (1988) and Des Moines University Master’s degree program in Physical Therapy (1990). Scott has provided comprehensive and integrated workers’ health services for manufacturing, office, retail, and healthcare industries throughout his career. He has presented at both state and national levels regarding innovative approaches for the prevention and management of musculoskeletal disorders (MSDs). His concepts and achievements have also been published in the Journal of WORK, PT Magazine, PT Products, PT Today, and Occupational Health & Safety Magazine.

Scott is the author of the nationally recognized program titled Stretch It Out!®. He currently services as the Rehabilitation Ergonomics Editor for WORK: A Journal of Prevention, Assessment & Rehabilitation. In addition, he has worked collaboratively with OSHA, American Physical Therapy Association (APTA), and the American Society of Safety Engineers (ASSE) in various formal work groups and educational seminars that address injury management and prevention of musculoskeletal disorders (MSDs). He currently serves as a faculty member for DSI Work Solutions for which he is responsible for teaching programs in the areas of Functional Capacity Assessment, Job Function Analysis, and Job Function Testing throughout North America. He is also a member of the American Physical Therapy Association, National Association of Occupational Health Providers, and American Society of Safety Engineers.



Thomas Jerger, Southern Graphic Systems
“Global Color Management and Visual Continuity”

Thomas Jerger, Account Executive SGS International, Inc., has been employed with SGS since August 2005. Thomas is responsible for the Ball Corporation account along with various companies throughout the packaging industry. Mr. Jerger has 20 years experience in the graphic arts and metal decorating industry. Thomas has achieved two commercial art certificates from the College of Dupage.



Scott Thompson, Southern Graphic Systems
“Global Color Management and Visual Continuity”

Scott Thompson, Director Commercial Technology SGS International, Inc., has been employed with SGS since August 2000. While at SGS, Scott has held positions in Technical Sales and National Account Management leading to his current role as Director of Commercial Technology. Mr. Thompson has 20 years experience in the graphic arts industry, 15 of them in the packaging industry, in various levels of management and customer relations. Scott is currently responsible for leading and managing the corporate color management strategies as well as providing technical and strategic solutions to customers. Scott has a Bachelor of Fine Arts Degree from the University of Wisconsin, Eau Claire, with a concentration in Graphic Arts and Communications. In 2006, Scott completed Lean Six Sigma Certification from Villanova University.



Bob Malone, Miltec UV
“Advances in UV Technology”

Bob Malone has more than 25 years of experience in UV curing applications and UV equipment design and technology. Bob has been an integral influence in the Miltec UV team where he has served as a Technical Sales Engineer supporting the global sales force for the past seven years and is now the Technical Service Manager for Miltec. Bob began his career as a Senior Service Engineer where he installed and serviced many UV curing systems for Aetek UV Systems for more than twelve years and then served as a Sales Engineer for three years assisting the sales force and customers with complex UV curing equipment applications. Bob Malone was instrumental in starting Miltec UV into manufacturing high end, state of the art UV systems.



Kyle Dickerhoff, Miltec UV
“Advances in UV Technology”

Kyle Dickerhoff is the Midwest Sales Representative, Miltec UV, a position he has held since May 2008. He currently resides in Chicago, IL where he is able to take care of his sales territory. Dickerhoff is responsible for building sales, managing accounts, and obtaining new customers. Prior to working at Miltec UV, he worked as a Sales Representative and Account Supervisor at the Purdue Exponent. As account Supervisor Dickerhoff was responsible for managing four sales representatives and national advertising sales. He attended Purdue University earning a bachelor degree in May 2008 in Communications and Business



Alex Folloso, INX International Ink Co.
“New Technologies for Ink”

Alex Folloso graduated from the University of Illinois Chicago in 1997 with a Bachelor's in Chemistry. He started with INX International Ink Company in March 1998, working as a Research Chemist. He was promoted to Manager, Metal Decorating R&D in 2005 and currently holds that position to oversee the maintenance and new product development of flat sheet and 2-Piece Metal Decorating Inks.



Urs Keller, Soudronic
“Comparison of Liquid vs. Powder Side Seam Protection”

Currently, Urs Keller is President / CEO of Soudronic Ltd. He has held this position since 1996, when Soudronic purchased FAEL US (the company Urs started-up and managed since 1988). Prior to founding FAEL US, Urs had been employed by FAEL SA (welder manufacturer) in Switzerland since 1978. Urs finished 4 years of machine drafting / engineering school in Bern, Switzerland, where he graduated in 1974. He has also studied 1 year language school in England and attended various sales and marketing courses in Switzerland.



Massimo Baio, The Valspar (Switzerland) Corporation AG
“Comparison of Liquid vs. Powder Side Seam Protection”

Massimo Baio is currently the Business Manager, Valspar Global Packaging Powders. He has twenty-eight (28) years experience in the Packaging Coatings industry with various Multinational Companies and has held positions such as Sales Manager, General Manager and Business Manager. He has worked for Valspar’s Packaging Coatings Division for seven (7) years and prior to his current position was in the position of Regional Sales Manager -Mediterranean which he is also currently holding as well. The Valspar Powder Team serves the sectors in the Packaging Industry which are Food, Aerosol, Paint Can, General Line, Steel Drum & Pail and finally Tube and Monobloc. Massimo Baio is based in Gruningen Switzerland

2-Piece Agenda



Len Verhoven,
Stolle Machinery



Mark Santos
Stolle Machinery



Tom Beebe
Stolle Machinery

**“The Latest Technology for Concord and Rutherford
Decorators”**

Len Ver Hoven has been in the can machinery business for over 40 years. He is currently the VP of Operations at the Centennial location. Len's responsibilities include the day-to-day operation of the facility as well as the management of the Engineering department.

Mark Santos has been employed with Stolle Machinery for the past 15 years. He now is the Product Director for the Rutherford product line. In this position, Mark is responsible for all aspects of the Rutherford Decorator and Base Coater.

Tom Beebe began his career in the can making business in 1970 with a can company primarily working with decorators. After 10 years, he joined Stolle Machinery and was able to apply his previous decorator knowledge and understanding of can makers needs to the machine making process for the Concord decorators and base coaters. He is currently the Director for the Concord Decorator/Base coater product line and provides technical support, for past, present and future decorators/BC's, as well as the day to day operations to sustain the existing product base.



Ed James, Stork Prints Austria GmbH
“Direct Laser Engraving – What’s In It For You?”

Ed James has been involved with Direct Laser Engraving (DLE) for printing applications since 1991. He came to Stork Prints in 2006 and, for the last two years, has been heavily focused on dry-offset platemaking with DLE technology. He has been instrumental in the installation and startup of DLE systems in trade shops supplying the 2pc can decorative market.



Paul Zeinert, Anderson & Vreeland
“Challenges to Everyday Printing”

Paul Zeinert has been involved in the printing industry for 28 years. He has a degree in Flexography printing. For 26 years he has held numerous positions with Anderson Vreeland. Some of these positions include Technical Sales and Sales Management, Technical Management and Product Management. Currently he is responsible for AVCE (a polymer for Direct Engraving manufactured by Anderson Vreeland) and sales and technical support for Stork Austria on Direct Engraving Laser.



Justin Hall, Nordson Corporation
“Temperature Control Systems for 2pc can manufacturing”

Justin Hall is Manager, Applications Engineering for Nordson Corporation in Amherst, Ohio. Justin and his engineering team design and install systems that dispense, cure, and condition coatings, sealants, and inks used in the metal, glass, and plastic container industry. This includes UV curing systems, temperature control systems, and powder coating systems, in addition to Nordson's core applications such as 2pc can inside spray. Prior to joining Nordson, he was an Electrical Engineer at US Steel in Lorain, OH.



Scott Ege, P.T., M.S., Ege WorkSmart Solutions, PC
“The Power of Ergonomics in Metal Decoration”

Scott Ege is President of Ege WorkSmart Solutions PC, located in Rockton, IL. He is a graduate of the University of Iowa (1988) and Des Moines University Master's degree program in Physical Therapy (1990). Scott has provided comprehensive and integrated workers' health services for manufacturing, office, retail, and healthcare industries throughout his career. He has presented at both state and national levels regarding innovative approaches for the prevention and management of musculoskeletal disorders (MSDs). His concepts and achievements have also been published in the Journal of WORK, PT Magazine, PT Products, PT Today, and Occupational Health & Safety Magazine.

Scott is the author of the nationally recognized program titled Stretch It Out!®. He currently services as the Rehabilitation Ergonomics Editor for WORK: A Journal of Prevention, Assessment & Rehabilitation. In addition, he has worked collaboratively with OSHA, American Physical Therapy Association (APTA), and the American Society of Safety Engineers (ASSE) in various formal work groups and educational seminars that address injury management and prevention of musculoskeletal disorders (MSDs). He currently serves as a faculty member for DSI Work Solutions for which he is responsible for teaching programs in the areas of Functional Capacity Assessment, Job Function Analysis, and Job Function Testing throughout North America. He is also a member of the American Physical Therapy Association, National Association of Occupational Health Providers, and American Society of Safety Engineers.

Friday Agenda



**Allan Sayers, Chairman & Chief Executive of Sayers Publishing Group Ltd, and
Publisher of The Canmaker.
"YOU"**

"Allan Sayers is the Chairman & Chief Executive of Sayers Publishing Group Ltd, and Publisher of The Canmaker.

He was born in Scotland and educated at Irvine Royal Academy. That education led him to hitch hike out of Scotland at 18 and over the next 15 years he worked on Accountancy Age, Campaign, Capital Radio, The Daily Express national newspaper, Marketing Week, The New Statesman, Metal Bulletin, Which Bike, Superbike, Motorcycling Weekly, Christian Herald, Tin International, Aluminium Industry and then finally he launched his own publishing company in 1988 with his first magazine The Canmaker. In fact launched at the (then) NMDA in May 1988.

Allan is co founder together with Wolfgang Niemsch of the Metpack exhibition and the subsequent Cannex World Canmaking Congress and Exhibition.

Allan is also a partner in a rock and roll sound company and occasional manufacturer of world class amplifier and speaker systems.

He is passionate about sea kayaking and life in general and if talking was an olympic sport he would be up there for a medal.."



Joanna Stephens: Marketing Director, Rexam

"Status of the Can Market"

Joanna started with Rexam 12 years ago in Europe as a New Business Manager with Rexam Flexibles.

She moved to Rexam Beverage Can North America in 2001 as Marketing Manager for 5 years

She was then promoted to Director, heading up the company's efforts to drive awareness and commitment to aluminum beverage cans as the right choice to build beverage brands and bottom lines.



**Robert Jansen: Director Innovation, Ball Packaging Europe
"Digital Printing on Metal Beverage Cans"**

Ball Corporation History

- 2007-present; Director Innovation, Ball Packaging Europe
- 2004-2006; Manager Graphics Europe, Ball Packaging Europe
- 2001-2004; Manager Benchmarking, Ball Packaging Europe
- 2001; Project Engineer Logistics, Ball Packaging Europe
- Previous Work Experience
- Consultant, Wiegiershaus GmbH

- Application Engineer, Reinz GmbH part of Dana Corporation
- Deutz AG, student in the Investment Department
- Professional Organizations
- 2005-2007; Technical Director, German Deposit System Organization, Berlin
- Personal
- Born April 4, 1967, in Cologne, Germany



**Edward B. Martin Exal Corporation
Lightweight Aluminum Bottles: The Sustainable “Wow” Package!**

Ed Martin heads the Business Development area of Exal Corporation, a global leader in the design and production of aluminum bottle packaging with \$450 million in revenue. He is recognized as a thought leader in the area of innovative packaging and is considered a driving force behind the commercialization of many aluminum bottle packages in North America. Ed is a 20 year veteran of the packaging industry with experience in operations as well sales, marketing and business development. Prior to joining Exal Ed served as the Vice President of Sales and Marketing for the Container Division of CCL Industries where his leadership helped to more than double the size of that business over a 5 year period.

Earlier in his career he enjoyed success with Tenneco Packaging and worldwide beverage packaging leader Graphic Packaging International in various sales, marketing and leadership roles. Ed holds a Bachelor of Science from the Rochester Institute of Technology (RIT) and an MBA in International Business from the University of Connecticut. Ed serves on the Rochester Institute of Technology’s (RIT) School of Packaging Science Industry Advisory Board. Over his career he has also served on the board of directors of several industry trade associations and 501c3 organizations including the Consumer Specialty Products Association (CSPA) Executive Board and the Consumer Aerosol Products Council. He resides in Norwalk, CT with his wife Sandra



Amir Novini, President CEO Applied Vision Corporation
“Color Measurement Made Easy for People”

Amir has 30 years experience in the field of machine vision and is recognized and respected for his technical and commercial accomplishments. He has developed three generations of machine vision systems for applications in the automotive, defense, and food and beverage container industries. Amir has served on the Board of Directors of the Automated Imaging Association (AIA) since 1988 and as the Chairman of the Board for two consecutive terms. He also serves on the Board of Directors at the Automation Technologies Council (ATC). Amir received the prestigious Automated Imaging Association’s Achievement Award in 2002. He has authored numerous papers on machine vision and has several patents. Prior to starting Applied Vision, his previous positions included the Vice President of Marketing and Product Development at LumenX Company a division of Alltrista, and the Director of Engineering and Operations at Ball Corporation Industrial Systems Division. Amir is a graduate of North East London University with postgraduate studies at Kent State University.

Under his leadership, Applied Vision has gone from a start-up in October of 1997 to a global leader and a supplier of vision technology in the food and beverage packaging.



Dan Vorlage, Ball Packaging
“Sustainability in Packaging”

Dan began his career at Sterling-Rice Group, an integrated brand development agency, where he helped lead consumer research and innovation projects for global food and beverage companies like PepsiCo and Diageo. After four years as Senior Director of Marketing and Sales for Frontier Airlines, Dan returned to the packaging industry to manage marketing and business development efforts for Ball's Metal Beverage Packaging Division, Americas. He received his bachelor's degree from the University of Colorado.



Jim Lambert,
“The Expanding Role of Digital Printing in Traditional Markets”

Jim serves as Vice President and General Manager for the Digital Division of INX International Ink Co. Jim was co-owner of Innovative Solutions Inc., a digital printer and integration manufacturing company that was acquired by INX International in 2007. Jim has over 28 years of experience in operations, management, sales and marketing in the printing industry. He served in executive management at Intergraph Computer Systems where he was head of the Publishing and Prepress Division and recognized as one of the top 100 industry professionals in 1998. His responsibilities included product development, marketing and business development. He has also served as Vice President for JL Troupe Co., Inc., a company specializing in engineering and product development for companies including Federal Express, Adtran, Charbroil and others. Jim holds a B.S. in Industrial Design from Auburn University.