



MasterMinds

Helping Solve Complex Packaging Challenges

PACKAGING'S
WILD WILD BEST

TANQUE VERDE RANCH | MAY 21-24, 2018

 **Nosco**
complete packaging | individual solutions

WELCOME





AGENDA



MONDAY | MAY 21

6:30 PM **EVENING RECEPTION** | RINCON TERRACE

TUESDAY | MAY 22

7:00 AM **RANCH GROUP ACTIVITIES + NETWORKING**

Breakfast served from 7:00 AM - 9:00 AM in the Main Dining Room

12:00 PM **LUNCH** | MAIN DINING ROOM (E ON MAP)

EDUCATIONAL SESSIONS | SAGUARO ROOM

1:00 PM **Is Your Packaging Doing Its Job?**

Jeff Hilton | Chief Marketing Officer, Co-founder | BrandHive

2:00 PM **New Digital Features**

Aaron Sniker | Brand Manager, Executive Accounts | HP Indigo

3:00 PM **RFID**

Donna Kohut | VP Operations | QuVa Pharma

4:00 PM **Innovative Packaging Ideas**

Panel Discussion | Moderated by Craig Curran | Senior VP, Sales & Marketing | Nosco

5:30 PM **SALSA MARGARITA CHALLENGE + DINNER** | FRONT LAWN

WEDNESDAY | MAY 23

8:00 AM **BREAKFAST** | MAIN DINING ROOM (E ON MAP)

EDUCATIONAL SESSIONS | SAGUARO ROOM

9:00 AM **Thriving in Chaos**

Corrine Hancock | Speaker, Trainer, Coach | My Powerful Life

11:00 AM **Rebranding Best Practices**

Saverio Spontella | VP Marketing, North America Brands | Glanbia

12:00 PM **20 Best Healthcare Packaging Designs**

Amy Schmidt | Regional Manager | Nosco

12:30 PM **New Material Ideas for Your Secondary Packaging**

Neal Haussel | Director, Strategic Business Development, NA | Iggesund Paperboard

1:00 PM **LUNCH** | MAIN DINING ROOM (E ON MAP)

1:30 PM **RANCH GROUP ACTIVITIES + NETWORKING**

(Optional Departure in Afternoon)

6:30 PM **COWBOY COOKOUT** | COTTONWOOD GROVE

THURSDAY | MAY 24

8:00 AM **BREAKFAST** | MAIN DINING ROOM (E ON MAP)

**9:00 AM -
12:00 PM** **CHECK-OUT TIME**



SPEAKERS



JEFF HILTON

Chief Marketing Officer,
Co-founder
BrandHive

IS YOUR PACKAGING DOING ITS JOB?

Jeff Hilton will discuss ways to improve your brand's presence through packaging...all while making sure you're saying the right things to the right people in the right places.

Jeff is partner and co-founder of BrandHive, a leading global healthy-lifestyle branding agency, celebrating 21 years working with dietary supplement, functional food and beverage, and health and beauty brands. Jeff brings 38 years of advanced business and marketing insight to his clients, and has been recognized by *Advertising Age* magazine as one of the nation's Top 100 Marketers. Jeff is also a recipient of Nutrition Business Journal's Personal Service Award.



AARON SNIKER

Business Development and
Brand Manager,
Executive Accounts,
HP Indigo

NEW DIGITAL FEATURES

HP Indigo will present advancements to the Indigo Printing Platform for Labels and Packaging. HP will introduce new offerings in Silver Ink, Invisible Ink, and Software solutions for eCommerce as well as Security/Engagement with Siteflow and Link Technology. HP's continued development on 13" and 30" platforms is driving higher value applications and value added services to address Total Cost of Goods Sold in a manner not seen before in the Digital Printing Space.

Aaron Sniker has a broad understanding of Digital value in consumer marketplaces and converter-brand relationships from his time in the industry working for a major global label converter. This understanding has been demonstrated in leading major initiatives for Coca-Cola Company, PepsiCo, Kraft Foods, Mast Global, and Chiquita Brands. Aaron holds a B.S. from Clemson University in Graphic Communications and Packaging Science.



DONNA KOHUT

VP, Operations
QuVa

RFID

Hear about QuVa's mission to bring quality and innovation to its customers, e.g., hospital system and the buying groups that support hospitals, through quality and innovation. When customers indicated they required the use of RFID (Radio Frequency Infrared Devices) to support accuracy with inventory management of point-of-use medications, QuVa was there to meet the needs while sustaining regulatory compliance. Partnering with Nosco, printed materials with RFID tags embedded were designed, developed, qualified, implemented and distributed within a four month time period.

Donna has been responsible throughout supply chain from sourcing, forecast, planning through to distribution as well as quality systems management working both domestically and internationally with multi-national companies both an internal employee as well as independent consultant leading organization change, continuous improvement initiatives, consent decree corrective action plans, and manufacturing start-ups.



PANEL DISCUSSION

Moderated by
Craig Curran, Senior VP,
Sales & Marketing
Nosco

INNOVATIVE PACKAGING IDEAS

This session will include brands who have launched unique innovative packaging. We will have an open dialogue about the process, key success factors, and watch outs. Brands will give meaningful insights from real life experiences with their new packaging ideas.

Craig Curran is the Vice President of Sales and Marketing at Nosco. Craig has been at Nosco for the last 10 years and has spent his entire 30+ year career in printed packaging. Craig has a passion for Packaging Innovation, where he has been involved at Nosco in developing the Digital Print Platform as well as Serialization in support of the Healthcare Industry.



CORINNE HANCOCK

Speaker, Trainer, Coach
My Powerful Life

THRIVING IN CHAOS

Using Corinne's Chaos Ready Framework, we'll explore how to get yourself chaos ready and how to stay in a mindset focused on solutions when chaos hits.

Corinne Hancock, from My Powerful Life, is a globally recognized expert in building world-class leaders, effective teams and cultural diversity—all in chaotic environments. With over a decade of international aid and development experience, Corinne translates her expertise from working chaotic environments into real results through effective and interactive keynote presentations, corporate trainings and executive coaching, helping organizations and individuals THRIVE IN CHAOS.



SAVERIO SPONTELLA
VP, North America Brands
Glanbia

REBRANDING BEST PRACTICES

We discuss ways to improve your brand's presence through packaging...all while making sure you're saying the right things to the right people in the right places.

Saverio has over ten years of marketing experience holding various brand management and innovation positions. He has a successful track record of developing and positioning brands, accelerating revenue and profit growth, driving innovation strategy and bringing new products to market. Prior to joining Glanbia, Saverio held marketing positions at Sara Lee Corporation (Tyson Foods) for over five years working on household brands such as Hillshire Farm, Jimmy Dean, and Ball Park Franks. Saverio completed his MBA at The University of Chicago Booth School of Business and his undergraduate degree at Loyola University, Chicago.



AMY SCHMIDT
Regional Manager
Nosco

20 BEST HEALTHCARE PACKAGING TRENDS

A team of experts from Healthcare Packaging Magazine presents the latest and greatest packaging on the market. Touch and feel samples in person!

Amy Schmidt has served in the Printed Packaging industry since 2001. She works diligently to identify solutions that add velocity to her customers' supply chain. As a leader of Nosco's Packaging Advisor team, Amy serves as a subject matter expert in printed packaging trends, materials, print technologies and brand enhancement. She has a true passion for contributing to our customers' success.



NEAL HAUSSEL
Director, Strategic Business
Development and
Sustainability, NA
Iggesund Paperboard

NEW MATERIAL IDEAS FOR YOUR SECONDARY PACKAGING

Innovation has long been at Iggesund's core. In this session, Iggesund will share how it has reinvested in its raw materials base, manufacturing processes and products so converters and brand owners can push the boundaries of package design. They will share interesting applications, success stories and the development of digital print for packaging. The session will also look at substrate alternatives through the lens of "fit-for-purpose," and touch on packaging trends and market development.

Neal Hausssel is responsible for developing sales strategy and brand owner engagement initiatives for Iggesund. With over 20 years of experience in the paper industry, he now leads the company's effort to substantially expand its presence and scope of operations throughout North America. Now in his 14th year at Iggesund Paperboard, Neal is focused on shifting the prevailing procurement, silo mentality, to a broader total cost of ownership paradigm and to evangelizing the value of sustainability in the business model.



ENTERTAINMENT



SALSA MARGARITA CHALLENGE

Teams go head-to-head in a margarita and salsa making competition with a twist: They're judged not only on taste and presentation, but also on the marketing of their creations. Each team is given a blank flip chart and colored markers with which to tout their finished products. This activity is set up so participants can choose to mix drinks, work on the salsa or draft the team's sales pitch.



COWBOY COOKOUT

Head down to Cottonwood Grove for a down-home ranch BBQ experience. Fill your plate with the chef's choices of grilled meats ranging from ribs or steaks, homemade cornbread, fresh fruit, and much more as you listen to live music. Take a seat fireside and join other guests as you take a moment to savor all the great food, authentic entertainment, good company and incredible scenery.

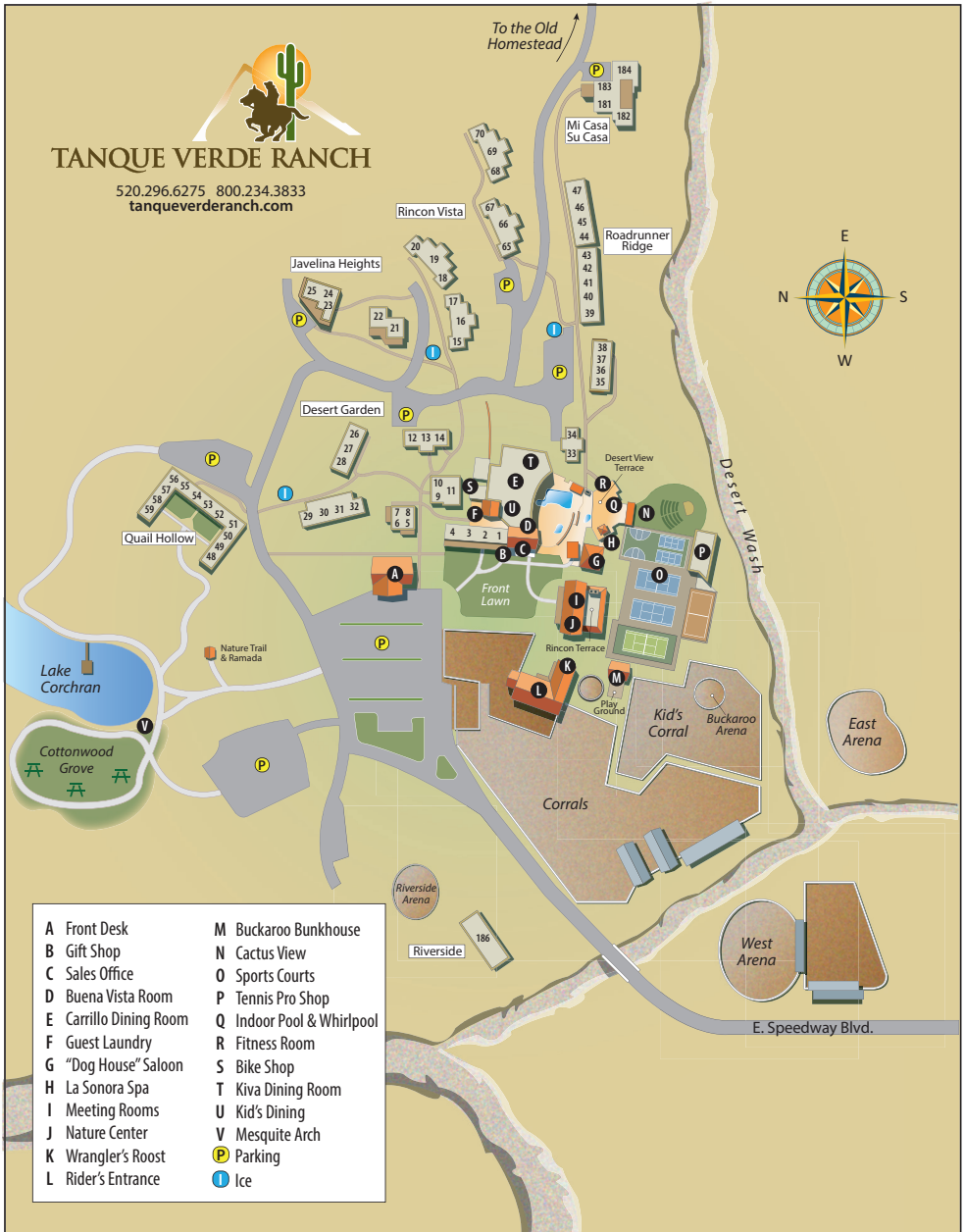


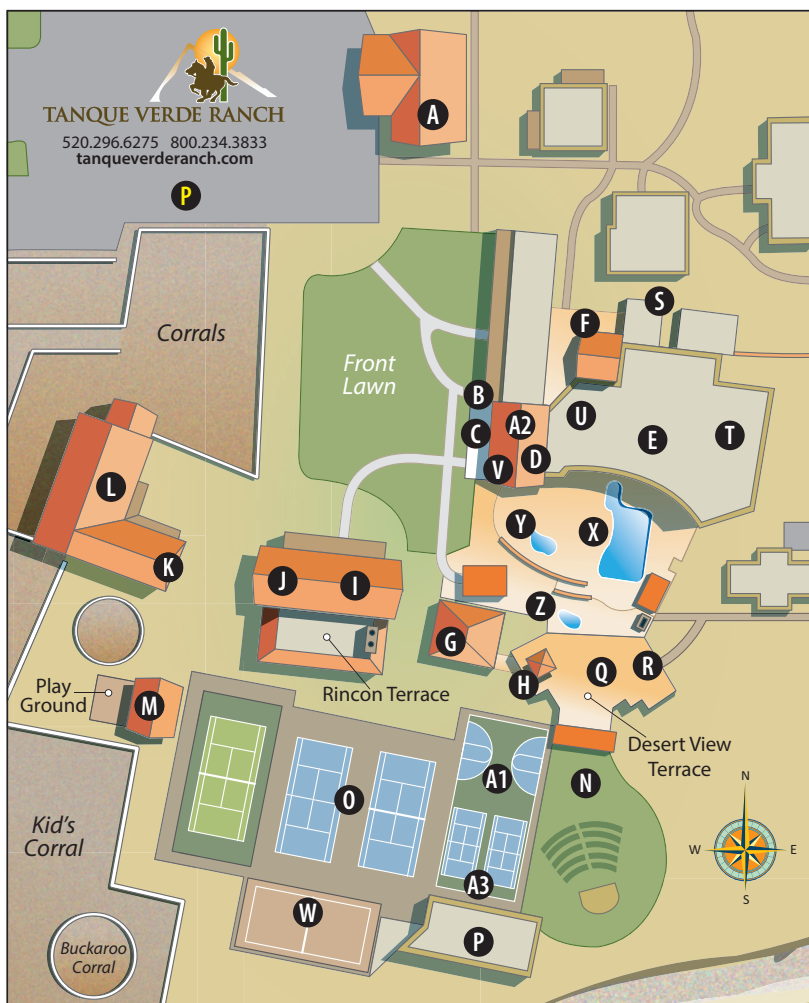
RANCH MAP



TANQUE VERDE RANCH

520.296.6275 800.234.3833
tanqueverderanch.com





Meeting Rooms

- | | | |
|------------------------|---------------------------|----------------------|
| A Front Desk | K Wrangler's Roost | U Kid's Dining |
| B Gift Shop | L Rider's Entrance | V Card Room |
| C Sales Office | M Buckaroo Bunkhouse | W Sand Volleyball |
| D Buena Vista Room | N Cactus View | X Outdoor Pool |
| E Carrillo Dining Room | O Tennis Courts | Y Wading Pool |
| F Guest Laundry | P Tennis Pro Shop | Z Whirlpool |
| G "Dog House" Saloon | Q Indoor Pool & Whirlpool | A1 Basketball Court |
| H La Sonora Spa | R Fitness Room | A2 Living Room |
| I Meeting Rooms | S Bike Shop | A3 Pickleball Courts |
| J Nature Center | T Kiva Dining Room | P Parking |

Board Room	Ocotillo
entry	SAGUARO ROOM
Nature Center	Cholla

THANKS, Y'ALL!

FOR MORE EDUCATION AND RESOURCES

Visit [Nosco.com](https://www.nosco.com) to read our blog and view upcoming events.

QUESTIONS OR COMMENTS?

Contact Nosco's event manager, Gabriela at GGiaratana@Nosco.com

Event packaged by:

