

## **MINUTES OF MEETING**

**Interpack, Germany  
6 May 2017, 16:00hrs**

### **1. Welcome**

The Vice-President welcomed members to the meeting and took the Chair.

Present were four Board members: Steven Pacitti (Vice-President), Andrew Manly (Treasurer) and Trina Tan (Secretary General); 15 members and 3 new member applicants as per attached attendance register.

The Secretary General recorded 11 apologies (see attached attendance register).

The Vice President highlighted the absence of IPPO President Ben Miyares who was unable to travel due to health reasons.

### **2. Board Report**

The Vice President read the President's report. He was followed by the Treasurer and Secretary General who presented their respective reports.

All reports are as attached (Appendix A).

### **3. Ratification of updated IPPO Constitution**

The Vice President explained that the Board is proposing a change to the IPPO Constitution that will enable the organisation to conduct all IPPO business at any meeting providing a quorum of 11 members. This would include at least three members of the IPPO Board participate in the voting; membership votes can be conducted in person or electronically (via telephone, email or other digital media).

All members present voted in favour in the change in IPPO Constitution.

The revised IPPO Constitution is as attached (Appendix B)

### **4. Election of new IPPO Board members**

The following nominees were presented for consideration for the new Board:

- President candidate: Steven Pacitti
- Vice President candidate: Lisa Pierce
- Treasurer candidate: Andrew Manly
- Secretary General candidate: Lindy Hughson

All members present voted in favour of the new Board.

### **5. Election of honorary life member**

Ben Miyares and Trina Tan Ker Wei were presented for consideration as honorary life members in recognition of their contribution as President (2014-2017) and Secretary General (2011-2017) respectively.

All members present voted in favour of the new Board.

### **6. Election of new IPPO members**

The following applications for membership were received:

- a. Jana Zizkova – Freelance journalist (for several packaging magazines in the Czech Republic, including Svet baleni, CS Packaging News, Packaging and Packaging Herald. (proposed by Vlado Volek, seconded by Peter Senecky)
- b. Katerina Kolarova – Journalist for CS Packaging News (proposed by Vlado Volek, seconded by Peter Senecky)
- c. John Henry - Packaging book author, columnist, principal of Changeover.com (proposed by Ben Miyares, seconded by Lisa Pierce)
- d. Johanna Nikunen – Editor, Pakkaus Magazine

All applicants were unanimously elected as new members of IPPO.

### **7. Renewal of IPPO memberships**

The newly-elected President Steven Pacitti explained that the following applicants were former members of IPPO who are now seeking to renew their memberships.

- a. John Kalkowski – Editor in Chief of Brand Packaging magazine
- b. Mark Spaulding – Associate Publisher & Editor in Chief of Converting Quarterly

Both applicants were unanimously elected and welcomed back as members of IPPO.

### **8. IPPO-IPACK IMA cooperation agreement for IPACK IMA 2018 (29 May to 1 June)**

The President explained that discussions are in the final stages for a new IPPO-IPACK IMA cooperation agreement. Details will be released to the membership when the agreement has been finalised and signed.

### **9. Any other business**

The President called for feedback and suggestions from the membership for IPPO activities, etc.

Naresh Khanna noted that not many IPPO meetings are held and suggested a way be found for members to be able to announce which exhibitions/conferences they will be attending so members can meet up. Bo Wallteg highlighted the importance of building connections. He also suggested monthly Skype meetings.

Des King suggested one way of attracting and encouraging packaging journalists new to the profession could be to have, for example, a “Best Packaging Article” award for said journalists.

Gail Hunt highlighted the need for more incentives/benefits to attract new members and retain members.

With regards to new events, Toshio Arita announced the possibility of another cooperation with Tokyo Pack for its 2018 show.

Newly-elected Secretary General Lindy Hughson explained that the World Packaging Conference – organised by WPO and PMMI – will be held in Australia in 2018, and the possibility of IPPO involvement in the event. Liliam Benzi agreed.

With regards to publicity, newly-elected Vice President Lisa Pierce asked the membership to use the hashtag #ippopress in their social media postings.

### **10. Meeting closure**

The meeting closed at 17:20 hrs.

The date of the next meeting will be announced at a later date.

Minutes prepared by

Trina Tan Ker Wei  
Secretary General – IPPO (2011-2017)

**ATTENDANCE REGISTER : INTERPACK MEETING**  
**9 MAY 2014**

Present	Absent with Apologies
Steven Pacitti	Ben Miyares
Andrew Manly	Gill Loubser
Trina Tan Ker Wei	Luca de Nardo
Aslihan Arikan	Marcus Petersson
Liliam Benzi	Gerard Molenaar
Pat Reynolds	Irina Volkova
Lisa Pierce	Hallie Forcinio
Des King	Sophia Dilberakis
Lindy Hughson	Pauline Covell
Erik Kruisselbrink	Per Nordberg
Toshio Arita	Joanne Hunter
Bo Walteg	
Naresh Khanna	
Joachim Kreuter	
Eva Middeldorf	
Gail Hunt	
Peter Senecky	
Vlado Volek	
Mark Spaulding	
Katerina Kolarova	
Jana Zizkova	

**Appendix A:**  
**Board Report**

## **President's Report**

### **www.extensive-yet-remarkably-uninformed-resource**

Welcome to the 2017 Ordinary Meeting of the International Packaging Press Organisation (IPPO). This is the first and only official meeting of IPPO since it convened in 2014 during the interpack show.

#### **Apologies and thank-yous.**

Please accept my apologies for not being present at this convention. Doctor's orders are preventing me from pounding the cobbled pavement of Messe Düsseldorf so soon after my November 2016 knee replacement surgery.

As our 2017 Ordinary Meeting gets underway, I want to thank the current members of the IPPO Board for their tireless service to the Organisation and its members.

- Steven Pacitti, Vice President, whom I am nominating to be our next President, has been – and I am sure will continue to be – an enthusiastic representative of IPPO as he engages with packaging professionals in Europe, Asia, North America and elsewhere around the world. Steven was a principal architect of our collaborative relationship with UCIMA for the 2018 IPACK-IMA exhibition.

Thank you, Steven.

- Andrew Manly, Treasurer, whom I am nominating to serve a second term as Treasurer, continues to keep a mindful eye on IPPO's growing revenues and expenses. Ebenezer Scrooge did not maintain a more assiduous coin accounting than he.

Thank you, Andrew.

- Trina Tan, a disciplined and detail-oriented editor, is retiring from the IPPO Board as she concludes her second term as Secretary General, having put her skills to work as the Organisation's best beadle ever, IMHO.

Thank you, Trina.

I would be remiss if, on behalf of IPPO, I did not also thank the packaging public relations professionals and the organizers of a growing number of domestic and international packaging events and exhibitions. These organizations broaden the packaging perspective of IPPO journalists, add depth and facets to our packaging insight and facilitate our connections with packaging professionals throughout the packaging information continuum.

Thank you, all.

In addition to providing open channels of communication year-round, are underwriting our gala dinner and reception in Alt Stadt. They are:

**Gold sponsors:**

APEAL, The Association of European Producers of Steel for Packaging  
[www.apeal.org](http://www.apeal.org)

IPACK-IMA 2018, the exhibition of technologies and materials for the food and non-food industries

[www.ipack-ima.com](http://www.ipack-ima.com)

**Silver sponsor:**

ABI Marketing Public Relations  
[www.abipr.com](http://www.abipr.com)

**Bronze sponsor:**

PMMI, The Association for Packaging & Processing Professionals  
[www.packexpolasvegas.com](http://www.packexpolasvegas.com)

### **Challenges ahead**

- Since our last Ordinary Meeting in 2014, the Internet has grown to become the dominant personal and business communications medium in much of the world and the go-to first stop of many packaging-information quests. But for professional packaging journalists the Internet is often a frustrating first stop. And it should never be the last or only stop in the search for packaging information...

Googling “flexible packaging” links you to 86,000 news sites in 0.51 seconds. Looking for “flexible packaging” websites will bring up 15,800,000 “hits,” although that will take a bit longer – 0.76 seconds. The Internet is an unfathomly extensive – if oxymoronicly uninformed – resource. What an internet search brings up in a fraction of a second – or even in the months it might take a packaging professional to explore the 16 or so million websites referencing “flexible packaging” – is no match for the insight and relevance a skilled journalist’s reporting can bring to a search.

Some people believe that the day is coming when the internet will be simultaneously capable of both instantaneous searches and nuanced analyses of complex subjects such as packaging. I do not believe that will happen, not even in the working lifetimes of the *next* generation of IPPO members.

- Packaging journalists struggle to keep abreast and ahead of technological, operational and market advances sparked by ideas and trends that digitally travel inexpensively and instantaneously around the globe via the Internet, while our own travel budgets are constrained by declining advertising revenues of the media for which we work.

- With travel budgets continuing to be cut, IPPO finds it difficult to hold meetings that draw a quorum of 11 members, a requirement of our Constitution. Without a quorum we cannot induct new members or conduct any other official business.

Therefore, we are proposing a change to the IPPO Constitution to enable us to conduct all IPPO business at any meeting providing a quorum of 11 members including at least three members of the IPPO Board participate in the voting. Membership votes can be conducted in person or electronically (via telephone, email or other digital media).

We ask for your support of this change, as detailed in the attached revised Constitution.

Respectfully submitted by  
Ben Miyares  
President (2014-2017)  
International Packaging Press Organisation

## **Treasurer's Report**

### **FINANCIAL STATEMENT May 2017 INTERNATIONAL PACKAGING PRESS ORGANISATION IPPO**

Once again there has been limited activity on the IPPO accounts since my last report. Expenditure has occurred for website maintenance/hosting and a revamp, material for the press cards and some printed publicity material, some bank charges, plus a few incidentals. I anticipate expenditure on the interpack party 2014 will be around euro 9,500.

No other major expenditure is currently planned. However we need to distribute new Press Cards to those not attending in Dusseldorf, plus any other costs due for the interpack meetings.

Income has been steady and most arrears of membership dues have been collected or membership cancelled. I continue to pursue a few older debts where possible, but most of these are now written off or have been cleared. Invoices for membership up to May 2017 were sent in March 2016. Twenty of these have been paid, the majority outstanding will be collected at interpack.

Invoices/receipts for 2017/18 will be given out at the meeting. I anticipate just over euro 3400 is still due on the March 2016 invoices and a further euro 2400 due for 2017/18. We received euro 11,000 sponsorship for the IPPO party 2017 from APEAL, Ipack-Ima 2018, ABI Marketing & PR and Pack Expo Las Vegas. Their support is very much appreciated.

- Main savings euro 24,269.62
- Main Trading: euro 2,498.433
- Small Savings: euro 334.85
- UK Trading: £482.10

The PayPal system I set up works well but it requires members who pay this way to submit Euro55.00 to cover the transfer charges (a lot less than banks and a lot safer)

Overall the financial position of IPPO continues to be very healthy and funds are available for any project or events the members would consider of value. Please put your ideas forward for consideration by the Board. The Board believes these ideas should be for the benefit of IPPO members as a whole or the packaging press sector generally, rather than individuals.

I am at the Board's and Members' disposal to answer more detailed questions.

**Andrew Manly**  
Treasurer IPPO

2<sup>nd</sup> May 2017

## **Secretary General's Report**

### **Status of Membership**

- Membership as of April 2014: 73
- Members no longer in IPPO: 5
  - No longer in packaging journalism: 4
  - Inactive: 1
- **Current membership as of April 2017: 68**

Since I was elected Secretary General in 2011, IPPO membership has decreased from 97 members to its current 73.

Of concern is the drop in membership due to members getting retrenched. Between 2011 – 2014, a total of nine members were retrenched and hence retired from IPPO. Between 2014 – 2017, a total of nine members were retrenched and hence retired from IPPO.

Meanwhile, we welcome five new members between 2011 – 2014, and at the upcoming IPPO meeting, we are looking to elect four new members and renew the membership of two others. Even then, it is still a net loss of three members in this last term.

Moving forward, IPPO members should work together to find solutions to grow the packaging media industry and membership numbers.

As I retire from my position as Secretary General, I would like to thank the previous and current Board; it has been a pleasure working with you.

Most importantly, I would like to express my gratitude to the IPPO membership for its strong support that enabled me to execute my duties these two terms; it has been an honour and privilege to serve.

**Trina Tan Ker Wei**

Secretary General - IPPO

**Appendix B:**  
**IPPO Constitution**

## The International Packaging Press Organisation

### IPPO CONSTITUTION *(Updated 6 MAY 2017)*

#### I. NAME

The name of the organisation shall be International Packaging Press Organisation (IPPO).

#### II. DEFINITION

IPPO is an independent, non-profit society of professional journalists who cover packaging subjects.

#### III. AIMS

The Aims of IPPO shall be:

- a. To be a friendly society for its members;
- b. To promote the international exchange of information about packaging with industry and society;
- c. To promote packaging study trips for IPPO members.

#### IV. IPPO MEMBERSHIP

Qualified applicants for membership in IPPO must be:

- a. Professional journalists (not organisations) who regularly cover packaging, or
- b. Individual packaging writers/journalists whose prime source of income is writing press releases, or
- c. Packaging journalists who work for media whose financial support is not based primarily on advertising revenue and/or subscription payments. In such instances, membership will be considered on a case-by-case basis, based on the editorial work done by the applicant in the packaging sector.

#### V. APPLYING FOR MEMBERSHIP

Individual journalists wishing to apply for IPPO membership shall submit an application for membership (which can be found on [www.ippopress.org](http://www.ippopress.org)) providing evidence of their professional journalism and packaging experience to IPPO. Current IPPO members having knowledge of an applicant's packaging editorial experience are encouraged to comment on the applicant's qualifications for membership.

#### VI. ELECTION TO IPPO MEMBERSHIP

Applicants will be accepted for immediate IPPO membership by a majority vote of 11 members participating in a vote on the election of new members, providing at least three members of the IPPO Board participate in the voting. Membership votes can be conducted in person or electronically (via telephone, email or other digital media).

## VII. MEMBERSHIP RIGHTS

IPPO members have the right to:

- a. Use an IPPO press card;
- b. Identify themselves as IPPO members on their business cards;
- c. Participate in IPPO meetings and vote on IPPO matters;
- d. Elect or be elected for, the IPPO Board or any other committee of the organisation.
- e. Use the IPPO name and/or its logo as a marketing or commercial tool only with prior approval of the Board of Directors of IPPO.

## VIII. MEMBERSHIP LIST

An accurate and up-to-date membership roster shall be freely available on line at [www.ippopress.org](http://www.ippopress.org) to the packaging industry, exhibition organisers and public relations companies.

## IX. MEMBERSHIP TERMINATION

Membership shall be terminated in the following situations and conditions:

- a. Resignation, by the member's own initiative, with immediate effect;
- b. Non-payment of membership dues, decided by the Board, after a warning email;
- c. End of eligibility as decided by the Board according to Article IV, above;
- d. Professional misconduct, as determined by the Board.

## X. IPPO MEETINGS

Ordinary or "Official" meetings of IPPO are those at which a quorum of 11 members including at least 3 members of the IPPO Board participate in the voting. Votes on any IPPO matters can be conducted in person or electronically (via telephone, email or other digital media).

While ordinary meetings of IPPO can take place any time the requisite number of members is participating, they will regularly be scheduled during every INTERPACK show.

During these meetings, IPPO members will convene to:

- a. Elect the Board of the Organisation for a term of three years;
- b. Set the membership subscription;
- c. Discuss and/or decide any other questions.

### Extraordinary meetings

Other meetings – *both face-to-face and digital* – will be held from time to time.

Members may be requested to give a brief outline of any interesting developments within their own countries at IPPO meetings. At the discretion of the membership, members' deputies may be invited to attend IPPO meetings, but shall not have voting rights.

## XI. BOARD AND COMMITTEES

IPPO shall have a four-member Board of Directors, comprising a President, a Vice President, a Treasurer and a Secretary General. The Board will call IPPO meetings and extraordinary meetings, establish committees for special purposes, coordinate IPPO activities and make decisions between meetings, as necessary.

- a. The President serves as the CEO of IPPO and is responsible for establishing relationships with other packaging organisations and reviewing and proposing IPPO policies and procedures to the full IPPO Board of Directors.

- b. The Vice President, along with other Board members, is responsible for maintaining relationships with other packaging organizations. The Vice President is the designated successor to the President.
- c. The Treasurer is empowered to administer IPPO funds, to issue cheques for IPPO expenses, maintain IPPO's financial records and provide the membership with an annual report on the financial status of the organisation.
- d. The Secretary General keeps members informed about IPPO meetings, agenda's minutes and any other IPPO activities or subjects.

## XII. SPECIAL COMMITTEES

Special committees can be elected at IPPO meetings, each to be headed by a Board member, to assist the Board.