



---

## In The Spotlight

*Matt Szymanski, VP-Mill Operations, Green Bay Packaging shares his insights with the paper and packaging industry*

---

Matt Szymanski, vice president - mill operations at Green Bay Packaging and chairman of the PaperCon 2017 steering committee recently shared his thoughts with the industry on the importance of investing in employees and encouraging them to learn new technologies and skills so they can be successful within the organization.

### **Industry Collaboration**

I feel it is important for all of us to join together to discuss key issues that are currently affecting our industry and offer solutions or ideas on how we as a whole can make our industry stronger and more competitive in today's marketplace.

Next month, TAPPI's PaperCon will be held in Minneapolis, MN (April 23-26, 2017) providing us with a fantastic opportunity to network with each other and engage in discussions on critical issues, new technologies and best practices as well as the opportunity to educate our employees and young professionals entering the workforce

### **Investing in Employees**

Managers need to invest in their staff and send a team to PaperCon to learn the new technologies and skills they need to be successful within the organization. PaperCon offers significant group discounts in order to make it cost-effective for mills to do so.

At Green Bay Packaging, we have always understood the value in investing in our employees and empowering them to try new ideas and grow as an individual. Back in 1933, our founder, George F. Kress, stated, "If employees don't feel they're accomplishing something, if they're not proud of their work, they won't have original ideas ... The feeling of being on their own, being responsible for their achievements, makes a difference to everyone." We still believe in that culture today and the importance of offering our employees continual opportunities to gain knowledge and skills.



*Matt Szymanski, VP-Mill Operations, Green Bay Packaging insights continued*

---

### **PaperCon's Role in the Future Success of the Industry**

Investing in employees has been a major part of Green Bay Packaging's success and is why I feel strongly that all mills and organizations committed to furthering the growth of the industry must support the industry's conference, PaperCon. It is why I volunteered to be part of the planning committee.

As the Chairman of the Steering Committee for PaperCon 2017, I have first hand knowledge of the efforts our program committee has put into the technical program to ensure that all 120 presentations are high quality and relevant. Each presentation had to undergo an extensive peer review process before being added to the program. Multiple roundtables and expert-led panels have also been added to encourage further discussions on key issues. Tutorials have been expanded to provide young professionals even more opportunities to improve their knowledge and skills.

I ask all industry professionals to the visit the conference website at [www.papercon.org](http://www.papercon.org) and see for themselves how PaperCon can benefit their organization. We need to support our industry conference and invest in the growth of our employees.

*TAPPI would like to thank Matt for sharing his views with PaperCon.*