



PAPERBOARD®
PACKAGING
COUNCIL

PPC *NEXXT*

LEADERSHIP SUMMIT

2025



WEDNESDAY | JULY 30

5:45-8 PM PPC REGISTRATION DESK

Hall of Honor Room

6:00 PM WELCOME RECEPTION | *Hall of Honor Room*

THURSDAY | JULY 31

8:00 AM Breakfast

8:30 AM WELCOME REMARKS

Emily Leonczyk, Executive Director
Paperboard Packaging Council

THE ENDURANCE LEADER

Ann Bowers-Evangelista, President
Llumos

10:30 AM Break

**INDUSTRY PANEL:
LEADERSHIP JOURNEYS**

Roy Hibbs, *Southern Champion Tray*
Hilda Murray, *TPC Printing & Packaging*
Eric Frank, *Koenig and Bauer*

12:00 PM Lunch

**3 HABITS OF CONSCIOUSLY
INTENTIONAL LEADERS**

Dan Irvin, *Professional Speaker & Author*

2:30 PM Break

A DAY IN MY LIFE: REAL TALK DISCUSSIONS

Tiffany Koettel, President
Growth Mindset Sales

4:15 PM CLOSING REMARKS

6:00 PM DINNER + RECEPTION | *Sidecar Social*

FRIDAY | AUGUST 1

7:30 AM Breakfast

8:00 AM **WELCOME REMARKS**
Emily Leonczyk, Executive Director
Paperboard Packaging Council

RADICAL CANDOR WORKSHOP
Mike Pugh, Executive Coach
Radical Candor

9:15 AM Break

RADICAL CANDOR WORKSHOP

11:00 AM Break

RADICAL CANDOR WORKSHOP

12:15 PM **CLOSING REMARKS**





ANN BOWERS-EVANGELISTA

President

Llumos, LLC

Ann Bowers-Evangelista, Psy.D., MBA, is an executive coach with 22 years of experience blending psychology, business, and endurance athletics. She specializes in talent selection, team building, and sustainable leadership, with clients like Verizon and Johnson & Johnson.

Ann holds a Doctorate in Clinical Psychology and an MBA, and she serves in leadership roles with the American Psychological Association. An Ironman triathlete and marathoner, she's also a dedicated volunteer and fundraiser for organizations including the Air Force, Red Cross, Back on My Feet, and Vital Voices.

THE ENDURANCE LEADER: LEADERSHIP LONGEVITY IN A WORLD OF QUICK WINS

Do you ever feel like you are sprinting a marathon? You are not alone. Leaders worldwide are grappling with how to navigate a period of unprecedented uncertainty and change, but some are feeling more stressed and burned out than ever. Building on studied parallels between endurance athletes and successful long-term leaders, the Endurance Leader model is an innovative and perhaps paradoxical approach that puts long-term thinking and behavior at the center of leadership, helping leaders develop a more motivating, sustainable, and productive leadership style. In this dynamic session, leaders will learn to develop an endurance approach that yields superior personal and leadership performance, avoiding burnout and building staying power through adversity.



DAN IRVIN
Professional Speaker
& Author

Dan Irvin is a dynamic speaker, author, and former CEO/COO known for helping leaders cut through distractions to lead more intentional and fulfilling lives. His high-energy presentations blend humor,

structure, and fresh perspectives that challenge the status quo and inspire growth.

Dan's relatable stories and engaging style motivate audiences to refocus, stop glorifying "busy," and embrace meaningful change. Despite a growing fanbase, his biggest supporters remain his wife and three children.

3 HABITS OF CONSCIOUSLY INTENTIONAL LEADERS

In the fast-paced packaging world, strong leadership sets successful teams apart—but many leaders still find themselves reacting instead of leading with intention.

In this actionable keynote, Dan Irvin delivers a relatable, industry-tailored approach to leadership. He shares three practical habits to help leaders cut through distractions, adapt to change, and lead with clarity using his proven SMARTEST Goals framework.

Attendees will leave with simple tools, renewed purpose, and the confidence to lead themselves and their teams with focus and intention.



TIFFANY KOETTEL

President

Growth Mindset LLC

Tiffany Koettel is a sales trainer and consultant with 16+ years in the paperboard packaging industry. Using her expertise in the Sandler Sales System and behavioral tools like DISC, she helps sales teams break revenue

plateaus and build high-performing cultures.

Tiffany partners with leaders to improve prospecting, qualifying, and closing, fostering collaboration and a coaching mindset. Her engaging, practical approach delivers lasting results through workshops, consulting, and coaching.

A DAY IN MY LIFE: REAL TALK DISCUSSIONS

This peer-driven leadership session invites participants to reflect on today's leadership challenges. Leaders will explore middle management hurdles, share insights, and gain new strategies and self-awareness for leading up, down, and across.

Tiffany will open with on-stage interviews featuring three leaders discussing common tensions like influence without authority and communication breakdowns. Then, attendees will break into tables to discuss real leadership scenarios, reflect on the day's learnings, and collaborate on actionable shifts inspired by earlier talks on intentional, sustainable leadership.



MIKE PUGH

Executive Coach
Radical Candor

Mike drives growth and team performance at the intersection of conflict and collaboration. He's been a catalyst in three hyper-growth public tech companies: eFax (founding product team), j2 Global (GM of a \$300M unit), and

RingCentral (SWAT leadership roles). Mike has experience from MVP to a \$10B valuation and is an optimizer at heart.

With an MS in Systems Management, he's led 25+ M&A deals and reorganizations. His test-and-learn style spans creative, engineering, marketing, and product teams. Mike is also a certified mediator and conflict management coach.

RADICAL CANDOR WORKSHOP

This year's program features a transformative workshop on Radical Candor, based on the bestselling book by Kim Scott. Rooted in the powerful idea of "challenging directly while caring personally," Radical Candor is more than a management philosophy—it's a roadmap for building high-performing, trust-based teams. Through expert facilitation, real-world scenarios, and hands-on practice, attendees will gain actionable strategies for giving and receiving feedback that fosters stronger relationships, accelerates team development, and delivers measurable results. Whether you're new to leadership or preparing for your next role, the Radical Candor session will help you become a more confident communicator and a more effective collaborator.



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