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Paper & Packaging Company Launches Leadership Lecture Series at Marietta College with Topic of Taking Risks to Succeed

MARIETTA, OH (April 11, 2014) World Pac Paper launched its *Leadership Lecture Series* at Marietta College (Marietta, OH) on April 11, 2014 with keynote speaker William B. (Billy) Cyr, President & CEO of the Sunny Delight Beverage Company (SDBC). This inaugural lecture series occurred during the annual McDonough Leadership Conference. The World Pac Paper Leadership Lecture Series was started by Founder, Chairman and CEO of World Pac Paper, LLC, Edgar L. Smith, Jr. His vision to promote leadership among students in higher education, along with young & established professionals through a forum, which provides access to prominent CEOs as they share their insights on leadership was realized this spring.

Edgar Smith selected Billy Cyr as the inaugural keynote speaker of this lecture series because of his intellectual curiosity and daring actions to leave a Fortune 100 company, Procter & Gamble, to venture into the entrepreneurial space, while creatively gaining the financial wherewithal and an impressive recruitment of employees to run the company. Mr Cyr's keynote lecture was titled '*Take More Risks: Caution is Over-rated.*' Key takeaways included: 1) Most people overestimate the risk of complete failure 2) the consequences of failure are far less significant than most think and 3) the benefits of failure are much more significant than we think. Edgar Smith said "I was honored to have my friend and fellow Eagle Scout, Billy Cyr, with us at Marietta College as the inaugural keynote speaker for our lecture series." Billy Cyr led the \$400M leveraged buyout of SunnyD and Procter & Gamble's other juice drinks businesses in 2004 in partnership with the private equity firm JW Childs. He recruited 600 employees and raised more than \$250 million in debt financing – all in 90 days. His address to the Leadership Lecture Series audience was compelling, relatable, inspirational and demonstrative of leadership in corporate America and as an entrepreneur. Billy Cyr stated that "it was a joy to see so many highly motivated students, so focused on developing leadership skills. Leadership ability can make the difference between a mediocre effort and an outstanding one and Marietta College and its Leadership Conference with the World Pac Paper Leadership Lecture Series give students the tools to stretch them into being the best leaders they can be. It was a pleasure to meet these students and offer them the insights I have gained in my life." He was presented with applause and great admiration from the students, who were from approximately 10 undergraduate institutions including Marietta College, Wilkes University, University of Richmond, Birmingham-Southern College and other undergraduate institutions, faculty and local/regional/national business leaders.

The McDonough Leadership Center is one of the most dynamic leadership centers in American higher education today. The many programs, events and initiatives help undergraduate students gain a deeper understanding of leadership, practice their leadership skills, and in the process, grow as engaged leaders on campus, in the community and beyond. Edgar Smith, a Trustee at Marietta College, felt this prestigious center was the best place to house his vision for a leadership lecture series. His work with Gama Perruci, Ph.D.-Dean of the McDonough Center, enabled his vision to bring together top CEO's to a new intimate audience. Dr. Gama Perruci commented that "we were very excited to have the inaugural World Pac Paper Leadership

Lecture Series during the 2014 McDonough Leadership Conference. My. Cyr's presentation added greatly to the depth and insights that the conference provided to a national audience. We are very fortunate to have World Pac Paper as a partner in helping emerging leaders gain a greater understanding of leadership through the lessons from outstanding speakers. This lecture series is a wonderful addition to the work that we are doing to educate the next generation of leaders." World Pac Paper was a lead sponsor of this year's McDonough Leadership Conference, enabling students and others from around the country to experience this destination for forward thinking students and faculty interested in actively promoting civic engagement, international leadership, business leadership and research.

The success of the 2014 World Pac Paper Leadership Lecture Series has created energy around upcoming lectures, which will also be held during the McDonough Leadership Conference. Edgar Smith plans to bring many more incredible CEOs to this educational forum during, both, the spring and fall, annually.

About World Pac Paper, LLC

World Pac Paper, LLC, an Inc. 500 and award winning company, is a global distributor of high quality printing & packaging papers and packaging solutions that is a minority business enterprise incorporated in June 2004. World Pac Paper, LLC serves the Fortune 500/1000, commercial printers, catalogers, book and magazine publishers, integrated and independent corrugated converters, folding carton box manufacturers, tube winders, laminators and paper converters.

About McDonough Center

The McDonough Center for Leadership and Business is named in honor of Bernard P. McDonough (1903-1985), a self-made industrialist and entrepreneur who ran wide-ranging global business interests from his Marmac Corporation headquarters in Parkersburg, W.Va. From humble beginnings, he built an industrial empire after World War II with diverse holdings. In 1986, through a generous \$5.5 million gift from McDonough's wife, Alma McDonough, and the McDonough Foundation, Marietta College established the Bernard P. McDonough Center for Leadership and Business. The Center offered one of the first comprehensive undergraduate leadership programs in the United States. Today, McDonough Scholars pursue one of five different academic tracks: International Leadership Studies Major; Minor in Leadership Studies; Certificate in Leadership Studies; Teacher Leadership Certificate; and Engineering Leadership Certificate.

About Marietta College

Located in Marietta, Ohio, at the confluence of the Muskingum and Ohio rivers, Marietta College is a four-year liberal arts college. Tracing its roots to the Muskingum Academy, begun in 1797, the College was officially chartered in 1835. Today Marietta College serves a body of 1,430 full-time students. The College offers 44 majors and has been listed among Barron's Best Buys in College Education and Peterson's Competitive Colleges, and has been recognized as one of the top regional comprehensive colleges by *U.S. News & World Report* and *The Princeton Review*, as well as one of the nation's best by Forbes.com.

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Billy Cyr, President & CEO of Sunny Delight Beverage Company, as inaugural keynote speaker at the World Pac Paper Leadership Lecture Series in Marietta, OH.



Billy Cyr, President & CEO of Sunny Delight Beverage Company and inaugural keynote speaker at the World Pac Paper Leadership Lecture Series in Marietta, OH with Edgar Smith, CEO of World Pac Paper and Marietta College Trustee.