

ROOSTER CALL

PLATTEVILLE OPTIMIST CLUB

CURRENTLY MEETING 7:00 AM FRIDAYS AT COUNTRY KITCHEN, HWY 151, PLATTEVILLE, WI

Friday, August 28, 2015

Attendance: We had 27 Optimists today. Bill VanDeest, today's speaker and current member, brought Aaron Brandt from L & M Corrugated as a guest and to help with the presentation today. Seventeen (17) folks wore their Optimist shirts today (a possible record): Charlie, Ernie, Steve, Eileen, Gary, Maxine, Tom, Ken, Kevin, Maggie, Bob, Fern, Leon, Doug, Ron, Beth, and Teri.

Mystery Greeter: Steve Lane greeted Doug Martin.

Luck of the Draw: With the pot at \$434., Steve Lane was hoping to draw the Joker, but got the Jack of Spades instead, and had to settle for just \$2.

Business Meeting:

- Birthdays celebrated recently or coming up soon: Dave Jones (#103; Naw!! Just kidding; this editor doesn't know how old he is.), Fern Nall, and Barb Stockhausen.
- STILL looking for someone to step forward and take the leadership bull by the horns and agree to be 2nd V.P. for the coming year. The installation banquet is just a month away, September 27th.
- We took a picture of the current board and officers to post to the new website.
- Board Meeting – September 1st at 7:00 AM. Ron Weier will preside at this meeting.
- Dairy Days cheese curd schedule is looking great.
- September 4th will be the business meeting. Ron Weier will preside in Maxine's absence. It is also time for the quarterly Food Pantry Donations.

Program:

Ken Kamps introduced our speakers, Bill Van Deest (right), and his helper Aaron Brandt. They shared the history of L & M Corrugated Container.

In 1979, L&M Corrugated Container was established in Zion, Illinois by Dick Lopes, an experienced industry executive who had worked at a large Chicago packaging firm. Mr. Lopes farmed by Lancaster and flew his own plane down to Zion on a daily basis. Eventually he decided to open plants



closer. Currently, L&M operates two Wisconsin plants, located in Platteville (opened in 2006) and Pleasant Prairie (opened in 2013), which run daily routes to Chicago, Milwaukee, Dubuque, and Madison with stops all across Northern Illinois and Southern Wisconsin. Steve Lopes, the founder's son, is the present day president/CEO. And his son Steven also holds a leadership role.

The Platteville plant was opened in 2006 and has about 20 employees. Bill was hired to introduce the sales force and help develop the company. He didn't know much about cardboard when he started with L & M, but had a lot to tell us. They had many examples to show us. Corrugated cardboard has flutes in the middle whereas chipboard doesn't. The size of the flute determines the strength of the cardboard.

Their cardboard comes in sheets from a plant in Milwaukee. The cardboard comes creased the way you want it by a Swedish machine. It can be creased with the corrugation or against it. Each box is stamped with a circular certification which means has been tested. Color is added to the cardboard after it is creased.

The Platteville location has a box designer. He designs the box to meet the customer's needs. Boxes can be glued or folded (non-glued). He showed us an example of a non-glued Kleenex to protect tissue boxes in the car which would be useful, but cost prohibitive to produce. They make a lot of boxes for cheese curds and had an example of one. They are not the strongest boxes even though the cheese curds taste wonderful.

Most of the boxes are custom made and sent to manufacturers. Due to the life of the product they are limited to how far they can send their product. "Packaging is our passion is their motto" and they do it well. Their clients include Fortune 500 companies as well as small businesses. They put their customer's needs first.

Minutes taken and submitted by Eileen Engelke; edited for "Rooster Call" by Charlie Clark.

