



LifeScience Alley®

# NEWS

Enabling business success in the life sciences.

June 2010

## 9<sup>th</sup> Annual LifeScience Alley Conference & Expo, Dec. 8, 2010 Health Tomorrow – Registration Now Open

As technology, federal health care reform, regulatory changes, and a variety of other factors continue to influence health care innovation and delivery, LifeScience Alley has redesigned the Annual Conference & Expo to examine the trends and offer insights necessary to stay ahead of

the curve.

The theme of this year's Conference & Expo is **Health Tomorrow: What is the Future of Health Care Innovation?**. Industry experts will discuss key health care topics in 14 educational seminars, all designed to provide valu-

able and actionable information to professionals in the *medtech, pharmaceutical, biopharmaceutical, agricultural & industrial biotechnology, and renewable energy* sectors.

### Go to page 8 to view the track seminar listing.

[Register online now](#) to join an expected 1,500 – 2,000 life science professionals from 30+ states, 12+ countries, and over 600 organizations on December 8 at the Minneapolis Convention Center in Minneapolis, Minnesota.

### Sponsor & Exhibitor Opportunities

Register as a sponsor or exhibitor now to reserve your space at the 2010 Conference & Expo. A variety of sponsorships designed for different budgets and audiences are available. This year's redesigned Exhibit Hall includes options for enhanced booth placements and lead retrieval systems, but space is limited. Contact Marsha Golob at The Event Group at 763-548-1307 or [marsha.golob@eventshows.com](mailto:marsha.golob@eventshows.com).

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LifeScience Alley®  
NINTH ANNUAL  
CONFERENCE  
& EXPO 2010

HEALTH TOMORROW<sup>SM</sup>

## People With Disabilities Find Job Matches in Medical Product Packaging Industry

*ProAct individuals work on detailed jobs, prepping items for distribution and modifying product packaging for improved sales*

**O**n the production floor at ProAct, Inc. in Eagan, a non-profit that employs people with disabilities, packaging jobs for health related items line many areas. Some are corrective, fixing labeling and packaging to better suit a customer's products. Others, such as a product promotion for Impressions, Inc., pull together multi-step processes with careful assembly and organization for bulk mail shipping.

Large labels are applied to cardboard tubes using custom made "jigs." The tubes are spring loaded to partially eject personalized promotional materials addressed

to recipients. More than 10,000 are sorted for bulk mailing on a tight schedule that sets volume goals for each day's work.

Using a combination of regular workers with disabilities and temporary employees, labor is matched on a daily basis to the job volumes required. This flexibility adds to the nonprofit company's efficiency. "The planning piece here is as good as I've seen it in manufacturing," said ProAct Sales Manager Randy Petterssen, who came to ProAct last year after spending more than 20 years in industrial distribution and product development. Elaborate



production jobs are broken down into pieces and completed, step-by-step.

While matching people with disabilities to specific tasks, Production Director Dave Cavalier said ProAct isn't looking for sympathy for its people, but competes in the regular marketplace where high standards and future jobs are always top of mind. "Some don't want to give our people enough credit. They have skills to offer and successes," said Cavalier. "When they go home at the end of the day, they say 'I did this job and made money.' That's what's kept me here for 32 years – the clients."

Medical device manufacturers and health product distributors have brought a large variety of jobs to ProAct, some that others have turned away because of difficult challenges, Cavalier explained. Price is always a

concern, but problem solving and actually completing the job correctly are even more important, he said.

Some customers even get emotional, said Cavalier, when they see ProAct's people with developmental and physical disabilities at tables filling boxes with products on the 65,000 square-foot Eagan work floor. The company also has a similar sized operation in Red Wing.

While servicing a myriad of production customers, ProAct serves individuals experiencing barriers to employment and self-sufficiency due to developmental disabilities, traumatic brain injuries, mental health issues, physical limitations, impairments that interfere with vision and hearing, and other related conditions. More information is available by calling 651-686-0405, and at [proactinc.org](http://proactinc.org).

