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CUSTOM
Rollers for quality finish



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FEBRUARY 2010

SERVING CONVERTING EXECUTIVES SINCE 1927

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□ **What are the key qualities of a successful leader?**

A visionary point of view, the ability to maintain a high level of integrity, the ability to be credible, the ability to be action- and results-oriented, and the ability to take measured risks (in order to win, you must be ready to lose).

me to plan ahead—to set goals and empower employees to work toward achieving their own goals without having someone look over their shoulders.

□ **Any hobbies?** World music. Music is a universal language. I can develop an understanding of a country's

Make sure you identify *YOUR* niche & develop a *value proposition* that meets the **needs** of your customers.

□ **What sustainability efforts has your company made?** Our efforts have been primarily recycling and peak energy balancing. We are working on developing printed, sustainable labels as part of our product offerings.

culture by examining the types of music created by its people. In today's global environment, understanding different cultures is very important.

□ **What do you most enjoy about your job?** Everyone at Hooven-Dayton works hard, and it is rewarding when we achieve our goals. It is always good to see people feel good about themselves and the environment we have created here.

□ **Who's your personal hero?** I have four. My father taught me to be kind, to share, and to contribute to the growth of any community in which I live. Nelson Mandela exemplifies endurance and an open heart. Through Bill Clinton, I learned to focus on the greater good for society even in the face of adversity. From Bob Johnson I learned that to be successful in business, you have to be the best and that being mediocre should always be avoided.

□ **Have any management books influenced you?** *The One Minute Manager* by Ken Blanchard and Spencer Johnson inspired

□ **Christopher Che**

□ **President/CEO of Hooven-Dayton Corp.**
 □ **Management style** | Depend on talented, experienced people; provide a collaborative environment with decentralized decisionmaking

□ **How did you get into the converting business?** After a 15-year career as CFO in various manufacturing companies, I decided to become an entrepreneur. our ability to keep up with technology and provide quality and innovative products.

□ **What is the key to growing a business in a bad economy?** You need a strong value proposition that emphasizes an understanding of the customer's needs. It's the best time to increase marketing activities.

□ **What is the biggest threat to the converting industry right now?** Pricing pressures from customers that may hinder

□ **What do you know now that you wish you had known when you started out in business?** The environment can change quickly. You need to be constantly prepared for that.



About Hooven-Dayton Corp.
 □ 8060 Technology Blvd., Dayton, OH 45424; 937-233-4473
 □ www.hoovendayton.com
 □ Founded 1935; 2 plants; 70 employees
 □ **Specialization** | Labels, flexible packaging, coupons

What management books have influenced you? Share your perspective. Write to yolanda.simonsis@penton.com.