



# 2010

FALL CONFERENCE



## Fiscally Fit

*Get in Shape Tools for Success*

November 5-7

Kingston Plantation

Brighton Tower

Myrtle Beach, SC

# THE BOTTOM LINE THE BOTTOM LINE THE BOTTOM LINE

Only the smart survive! Remember you are the prime investment in your company. What else can you do or learn to bring more value to your company. Learn what your competition doesn't know. Understand how to become profitable in challenging times. You owe it to yourself, your clients and your employees.

Networking! Share new ideas and solutions with your peers in a relaxed resort setting. Build stronger bonds with your key employees and make lifelong connections with others in your industry and Association.

Learn from the experts! The 2010 Fall Conference is specifically designed to target all aspects of business operations. Big or small, two man shop to hundreds of employees, these programs are designed to make better owners, managers, and businesspeople. Come learn how to maximize your company's position in today's marketplace.

Who should attend? All printing and imaging business owners and key management personnel will benefit from these programs.

## WHAT THEY WILL LEARN:

How to manage a company by the numbers.

Analyzing sales force.

How transition can impact a company.

Creative tools to market a business.

Technology investments

And more



# THE LOCATION THE LOCATION THE LOCATION



Kingston Plantation is one of the largest resort complexes in Myrtle Beach. The resort sits on 145 acres and offers a wide variety of activities nearby. This oceanfront resort is just minutes from everything else there is to enjoy in Myrtle Beach – from amusement parks, to shopping, to NASCAR racing, live dinner shows, and over 2,000 restaurants and more than 100 golf courses.

## ROOM RATE

Kingston Plantation room rate \$85 per night + \$8 per day resort fee + tax. Rooms will be in either Brighton or South Hampton Tower. Conference meetings will be in the Brighton Tower.

## ROOM BLOCK

To make reservations, call Kingston Plantation direct at (800) 876-0010. Ask for the group code **PFC**.

**CUTOFF DATE:** October 21, 2010

## CONFERENCE CANCELLATION POLICY

A \$25 fee will apply if conference registrations are cancelled on or before October 21st. After that date, no refunds are allowed, however substitutions are welcome. Individuals must cancel their own reservations by calling Kingston Plantation at (800) 876-0010.

**DRESS CODE:** Resort Casual.



# THE PROGRAMS THE PROGRAMS THE PROGRAMS

SIZE DOES MATTER [Stuart Margolis - Saturday 8:00 - 10:00 am]

*As a company's size changes, adjustments need to be made. Whether right-sizing or growing, how can you optimize opportunities to strive and thrive at new sales levels?*

- What are an owner's critical objectives for success?
- Metrics to monitor between different reporting periods when the size of your firm is changing.
- How to use critical information and benchmarks
- Corrective measures to take when you're not making the mark
- How to analyze chargeable hours to maximize equipment utilization
- Creative modifications to staffing and shifts
- Changes in pay rates, benefits and fringes
- Price estimates vs. actual amounts charged
- Establishing "break even" on a "cash basis"
- And much more

TRANSITION IN DIFFICULT TIMES [Frank McPherson - Saturday 10:15 am - 12:00 pm]

*How to adapt to new technology and cope with the financial climate*

- Bringing your company into the Digital World
- What services add to the bottom line
- Determining what makes money and what loses
- Analyzing your sales force
- Partnering with clients, not just selling
- Is your management and staff versatile
- Why "value added" means "more profit"

YOU CAN'T MANAGE WHAT YOU DON'T MEASURE! [David Pitts - Saturday 1:00 - 2:00 pm]

*Classic Graphics, one of the Carolina's largest printing companies and 2010 NAPL Management Plus Hall of Fame winner shows you the financial and other measurements they use to manage their business.*

- Rolling 12 Month Numbers – Why they matter.
- Which numbers to look at daily, monthly and annually.
- Taking the NOISE out of your numbers, and getting to the signal.
- Value Added vs. Sales – Which one do you track?
- Value Added Breakeven – How we calculate it.
- Relative Sales Representative Value – How we calculate it.
- EBITDA – do you care? Your banker does.
- Debt Service Coverage Ratio – How to calculate it and why it matters.

SATURDAY AFTERNOON ROUNDTABLES

Attendees may participate in two sessions of the following topics.

Social Media Tips  
Scott Titus

Let's be Frank  
Frank McPherson

Marketing on a Shoestring Budget  
John Cassidy

CREATIVE CLIENT COMMUNICATIONS! [Dr. Taz Tally - Sunday 9:00 - 11:00 pm]

*CS 5 – Using the Creative Suite for Creative Client Communications.*

- Using Bridge and PDF to review, sort, label, distribute, comment on and select marketing images
- Examples of marketing pieces
- Using Grayscale to capture attention
- Sharp looking POP displays for your lobby
- Creating simple, sharp email event invites and using Templates to simplify your S&M goals
- Using PDFs for client proofs and comments
- Kindles, iPads and you?

# THE SPEAKERSTHE SPEAKERSTHE SPEAKERS

## STUART MARGOLIS [MARGOLISBECKER, LLC]



Stuart Margolis is a partner of MargolisBecker, LLC. A Certified Public Accountant, Stuart specializes in strategic profit planning for companies

specializing in the allied graphic arts industries. Recognized nationally for computation of the annual Printing Industries of America Ratio Studies, he is an industry expert in financial benchmarking and profit recovery.

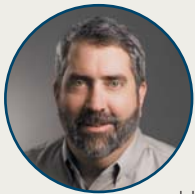
## FRANK MCPHERSON [DIGITAL COUNSELLING WORKS INC.]



Frank McPherson is the president of Digital Counselling Works, Inc. Frank began his career in the printing industry in 1958. He is a graduate of the prestigious City and Guilds Institute of London's Graphic Arts

Program. His diversified experience within the industry has given him the experience to navigate his way through his new-found passion of Variable Data Printing, and targeted marketing solutions. Frank is on the Advisory Board/Variable Data Printing at Printing Industries of America in Pittsburgh, and a member of the Digital Printing Council Steering Committee.

## DAVID PITTS [CLASSIC GRAPHICS]



Co-Owner of Classic Graphics David became interested in printing in high school and earned statewide recognition for his work in Vocational Industrial Clubs of America.

He meet his business partner

Bill Gardner while working nights as pressmen, they started Classic Graphics in 1983. David soon realized he had a passion for technology, which

was poised to immerse the printing industry, and a desire to start his own business. David and Bill developed their business ethics early, declining work from his and Bill's former employer, even though they desperately needed clients. "It was difficult in those days," recalls David. "For six months Bill and I did everything at Classic and each held parttime jobs." David's passion for technological advances has served Classic well, keeping it positioned as an industry leader.

## DR. TAZ TALLY [TAZ TALLY SEMINARS & PHOTOGRAPHY]



Dr. Taz Tally is President of Taz Tally Seminars, a computer publishing, consulting, and training company. Taz is the author of numerous books including his most recent book *Acrobat and PDF Solutions*, as well as *Electronic Publishing: Avoiding*

*The Output Blues* a textbook on electronic publishing fundamentals and Postscript file preparation, and *Avoiding The Scanning Blues* a comprehensive guide to desktop scanning, which was chosen as a featured selection of the DoubleDay book club. In addition, Taz has published the *UMAX MagicScan Manual*, and *SilverFast: The Official Guide*, which are distributed worldwide.

# THE SCHEDULE THE SCHEDULE THE SCHEDULE

## FRIDAY, NOVEMBER 5

4:00 - 6:00 PM

Check In

6:00 - 7:00 PM

Welcome Reception

7:00 PM

Dinner on your own

## SATURDAY, NOVEMBER 6

7:30 - 8:00 AM

Continental Breakfast

8:00 - 10:00 AM

"Size DOES Matter"

by Stuart Margolis, CPA, MT, MargolisBecker

Break

10:00 - 10:15 AM

"Transition in Difficult Times"

by Frank McPherson, Digital Counseling Works

10:15 - Noon

Lunch for meeting attendees

12:00 - 1:00 PM

1:00 - 2:00 PM

"You Can't Manage What You Don't Measure"

by David Pitts

2:15 - 3:00 PM

Roundtables: Session 1

3:00 - 3:45 PM

Roundtables: Session 2

Attendees may select two of the following three topics:

"Social Media Tips" Scott Titus

"Let's be Frank" Frank McPherson

"Marketing on a Shoestring Budget" John Cassidy

3:45 - 4:00 PM

Roundtable: Wrap-Up

6:30 - 7:30 PM

Reception

7:30 - 9:30 PM

Dinner and Program

## SUNDAY, NOVEMBER 7

8:00 - 9:00 AM

Continental Buffet

9:00 - 11:00 AM

"Creative Client Communications" by Dr. Taz Tally

Taz Talley Seminars and Photography

11:00 AM

Check out

# 2010 PICA FALL CONFERENCE REGISTRATION

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

\* Register by September 30, 2010 to receive the Early Bird Rate!

PICA MEMBER	FEE (October 1st)	*EARLY BIRD RATE
1st Individual	\$205	\$164
1st Couple	\$355	\$300
2nd Individual (from same company)	\$175	\$150
2nd Couple (from same company)	\$325	\$275
<b>**NOTYET MEMBER</b>		
1st Individual	\$405	\$345
1st Couple	\$605	\$515

\*\*NotYet members that join PICA by 12/31/2010 receive the difference in registration fees as a credit towards your annual dues.

Conference Attendee Fee includes: All conference materials, Friday & Saturday receptions, Saturday breakfast, lunch & dinner and Sunday breakfast.

Spouse/Guest Fee includes: Friday & Saturday receptions and Saturday dinner.

First Registrant \_\_\_\_\_ \$ \_\_\_\_\_

Email (first registrant) \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

Second Registrant \_\_\_\_\_ \$ \_\_\_\_\_

Email (second registrant) \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

TOTAL DUE: \$ \_\_\_\_\_

## METHOD OF PAYMENT

Check enclosed [make payable to PICA Fall Conference]

Credit Card [select one]:       Visa       MasterCard       Amex

Card Number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on Card \_\_\_\_\_

Address \_\_\_\_\_

CONFIRMATION WILL BE SENT UPON RECEIPT OF PAYMENT INFORMATION.

Return registration form to: PICA • PO Box 19488 • Charlotte, NC 28219-9488

Telephone: (704) 357-1150 or (800) 849-7422 • Fax (704) 357-1154

Questions email [cjepps@picanet.org](mailto:cjepps@picanet.org)

The Printing Industry of the Carolinas, Inc.  
PO Box 19488  
Charlotte, NC 28219-9488

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