



# FALL CONFERENCE

SUCCESS NETWORK  
TALENT LEARN  
FOCUS PLAN SHARE  
ENERGIZE GOALS  
PROFIT LEADER

November 4-6, 2011 • Kiawah Island, SC • Kiawah Island East Beach Villas

# EDUCATION SESSIONS

## Business Transformation

*Presented by: John Foley, Jr., Founder/CEO of Grow Socially and Jerry Scher, Founder, Principle and Coach, Peak Focus*



In today's evolving worlds of marketing & communications, nearly everyone is consuming information on a variety of devices at warp speed. The role of the printer is evolving; however, the speed at which printers are adapting isn't keeping pace. This seminar provides a blue print for print service providers to transform their businesses into a marketing service provider model. It will also provide insight on assessing the suitability of your current sales team, identifying the next generation sales professional, and designing a systematic approach to finding the right sales talent.

It's not just hiring employees today, its finding & keeping talent! This session will define talent requirements to execute your new strategy, profile key positions to ensure success: And remove the challenge of hiring and attracting new talent.

## Print Color Management

*Presented by Chuck Koehler, Heidelberg*



If you're a printing company executive wondering how to increase profits in a down economy, this is the best presentation you could possibly attend. In a fast-paced presentation allowing for questions and answers, find the answers to questions like: How can I actually reduce makeready times, saving labor and material costs, with my existing equipment? I think I'm making money, but how do I truly find my actual production costs for specific customers? And more. This information can propel your company to profits when all others are struggling.

## Generational Issues in the Workplace: Managing Baby Boomers, Gen Xers and Millennials

*Presented by Susan Nofi, Heidelberg*



This presentation addresses the many differences in work ethics, communicational skills and other issues between people of different generations. We are at a point in time where knowledge is not being transferred because of today's multi-generational workforce – traditionalists, baby boomers, and generations Y and X rarely interact with each other and often don't recognize each other's skills or work ethics.

## Why do Marketing Campaigns Fail?

*Presented by German Sacristan, Eastman Kodak*



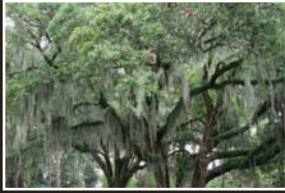
Why should your customers choose you? What can you do for them that others can't? This session will show you an effective campaign methodology that will help your customers increase their chances for a better ROI. If you are wanting to start moving away from a commodity business...AND start pricing based on value – then do not miss this session.

## Selling Print in an Integrated Market

*Presented by Daniel Dejan, Sappi Paper*



An interactive workshop discussing the benefits of mentoring and education, consultative selling, team selling and suggestions for providing useful, practical and tangible value-added products and services as a part of your company's value proposition to become a "business asset" as opposed to a "vendor" to customers.



**Kiawah Island is...**

a resort unlike any other. Guests enjoy world-class recreational facilities, excellent meeting facilities, and comfortable villas located on beautiful Kiawah Island.

**Enjoy...**Ten miles of wide, immaculate, ocean beach on which one might walk or cycle for hours and hours without interruption. Soothing by day, utterly romantic by night, the beach is complemented by the island's river, meandering lagoons, and pristine marshlands, and closes each sun washed day safe beneath its own star studded southern sky.

**Relax...**Scenic View Villas on Kiawah Island are surrounded by wooded areas, tranquil lagoons and are located on the East Beach of Kiawah Island Golf Resort.

## IS YOUR COMPANY INVOLVED IN PRINT AND VISUAL COMMUNICATIONS?

"INSPIRATION DOES EXIST, BUT IT MUST  
FIND YOU WORKING." - PABLO PICASSO

DO YOU...  
MANUFACTURE?  
DIRECT MEDIA?  
MARKET? SOME  
OR ALL OF THESE?

This is a must attend  
event for your company.  
Plan for your future.

DON'T JUST DO WHAT WORKS!

# SCHEDULE OF EVENTS

## Friday, November 4

4:00 - 6:00 pm  
7:00 - 9:00 pm  
9:00 - 10:30 pm

Conference Registration Open  
Dinner on your own  
Dessert Reception

## Saturday, November 5

7:30 - 7:50 am  
7:50 - 8:00 am  
8:00 - 10:00 am

Continental Breakfast  
Welcome Introductions & Invocation

### **Business Transformation:**

#### **Part I: Discover Your Place as a Market Service Provider**

*John Foley, Jr. and Jerry Scher*

10:00 - 10:15 am  
10:15 am - 12:00 pm

Break

### **Business Transformation: (continued)**

#### **Part II: Challenges of Hiring & Attracting New Employee Talent**

*John Foley, Jr. and Jerry Scher*

Lunch for meeting attendees

12:00 - 1:00 pm  
1:00 - 2:30 pm

### **Print Color Management**

*Chuck Koehler*

2:30 - 2:45 pm  
2:45 - 4:15 pm

Break

### **Selling Print in an Integrated Market**

*Daniel Dejan*

6:30 - 7:30 pm  
7:30 - 9:30 pm

Reception

### **Dinner & Keynote**

*Jim Dunn, CEO Heidelberg*

## Sunday, November 6

7:30 - 7:50 am  
8:00 - 9:00 am

Continental Breakfast

### **Generational Issues in the Workplace:**

#### **Managing Baby Boomers, Gen Xers & Millennials**

*Susan Nofi*

9:00 - 9:15 am  
9:15 - 10:45 am

Break

### **Why do Marketing Campaigns Fail?**

*German Sacristan*

11:00 am

Check out

PLAN LEARN  
ENERGIZE SHARE  
GOALS

TALENT  
FOCUS PLAN  
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REGISTRATION FEES

**Register by September 30, 2011 to receive the Early Bird Rate!**

<b>PICA MEMBER</b>	<b>Early Bird Rate</b>	<b>October 1<sup>st</sup> Fee</b>
1st Registrant	\$170	\$204
Additional Registrant (from same company)	\$162	\$194
Spouse/Guest (not attending the meetings)	\$117	\$140
Company _____		

**NOT-YET MEMBER\*\***

**1st Registrant	\$306**	\$408**
**Spouse/Guest (not attending the meetings)	\$210**	\$280**

*\*\*Not-Yet members that join PICA by 12/31/11 receive the difference in registration fees as a credit towards your annual dues.*

**Conference Registrant 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 only.

**2011 REGISTRATION FORM**

First Registrant _____	<b>COST</b>
Email (first registrant) _____	\$ _____
Spouse/Guest Name _____	\$ _____
Second Registrant _____	\$ _____
Email (second registrant) _____	\$ _____
Spouse/Guest Name _____	\$ _____
Third Registrant _____	\$ _____
Email (third registrant) _____	\$ _____
Spouse/Guest Name _____	\$ _____

**Method of Payment**

**TOTAL DUE:**

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  
 P: (704) 357-1150 or (800) 849-7422 • F: (704) 357-1154 • E: cjepps@picanet.org

Kiawah Island East Beach Villas, Kiawah Island, South Carolina – just 21 miles from the cobblestone streets of historic downtown Charleston, South Carolina, Kiawah Island provides an unforgettable coastal setting for our 2011 Fall Conference.

Kiawah Island offers the perfect venue for our conference. Far from the maddening crowd on a secluded barrier island untouched by commercialism, Kiawah Island is devoid of stoplights and fast-food outlets and blessed with wide stretches of pristine beach and ancient moss-draped oaks. It offers the perfect secluded setting for effective business meetings. Its natural setting allows participants to remove themselves from today's tumultuous world and focus on the important strategies of developing their business plans without distraction.

## THE LOCATION

**Room Rate:** One bedroom Villa \$119 plus tax • Two-bedroom Villa \$156 plus tax  
Rooms will be in the Kiawah Island East Beach Villas. Conference meetings will be held in the conference center.

Check in is at 4:30 PM. To make reservations, call Kiawah Island direct at 800-654-2924, ask for the group booking number 9343 when making reservations.

**Cutoff date for Rooms:** October 20th, 2011

**Conference Cancellation Policy:** A \$25 fee will apply if conference registrations are cancelled on or before October 17<sup>th</sup>. After that date, no refunds are allowed, however substitutions are welcome. Individuals must cancel their own reservations by calling Kiawah Island at 800-654-2924.

**Dress Code:** Resort Casual

LEARN RECHARGE

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