

2015 LEADERSHIP CONFERENCE

September 20-22, 2015

- LEADERSHIP & MANAGEMENT CONFERENCE**
September 20-22, 2015
- CASINO NIGHT**
September 20th, 2015
- GRAND CEREMONY SPONSORED BY MILLCRAFT**
September 21st, 2015
- 2015 GOLF OUTING**
September 22nd, 2015

START

CHANGING THE PERCEPTION OF AN INDUSTRY

We've brought in 9 industry leading speakers with bold ideas for solving big problems.

WHERE TO BEGIN?



Look inside for details and accompanying Sunday sessions!

LEADERSHIP & MANAGEMENT CONFERENCE

SUNDAY | SEPTEMBER 20, 2015

3:00 PM TO 4:30 PM | OPENING GENERAL SESSION HR Roundtable

Jim Kyger, Assistant Vice President of Human Resources
PIA



Opening the 2015 Leadership Conference, Jim Kyger will discuss important topics regarding human resources and how to prevent possible issues in the near future. Discussions on health care law, recruiting and training, drug testing, and the U.S. Department of Labor will be some of the highlights. He will also address any concerns you may have, to help drive your company in the right direction. If your company is registered for the conference, feel free to bring your human resource employees to this session at no charge!

4:30 PM TO 6:00 PM | PANEL DISCUSSION Commercial Printers Introduction to Packaging

Moderated by Tara Halpin, President, Steinhauser
With Dale Skinkis, Graphic Edge Printing & Packaging;
Wayne Welkner, President, J & J Printing



As a commercial printer, have you thought about the potentially lucrative "package printing" market but didn't know how to get started? This panel discussion will explore the overall packaging landscape, general packaging types, and more. Join us to learn the general difference between commercial printing and packaging printing, and what synergies and opportunities commercial printers already may have in this space.

6:15 PM TO 8:15 PM

Casino Night

Sponsored by Printers 401K

MONDAY | SEPTEMBER 21, 2015

Registration begins at 7:00 am. Continental breakfast and coffee

7:30 AM TO 8:15 AM | EARLY BIRD SESSION Three Strategies Guaranteed to Create New Revenue for Your Company

Joe Manos, Executive Vice President
MindFireInc



During this session, Joe Manos will show you three new strategies for generating new business for your company, regardless of your company size or the services offered to your customers. These strategies will create opportunities that translate into increased revenue to close out 2015, and will provide you with a fast start in 2016.

8:15 AM TO 9:45 AM | OPENING KEYNOTE SESSION AR - The Future of Print

Beck Besecker, President
Marxent Labs



Technology continues to create new opportunities and challenges for the Printing Industry. Learn which technologies you will need to adopt today and how they can make your business more productive and profitable. Beck will address the important role Augmented Reality will have in the industry, and what companies can do to implement this exciting technology.

9:55 AM TO 11:25 AM | GENERAL SESSION Selling Using a Value Proposition

Leslie Groene, President
Groene Consulting



Acquiring new customers takes time and effort, but once on board, they create excellent opportunities; maintaining these relationships should be a high priority. Learn how to become a trusted provider for customers by overcoming objections, understanding clients' needs, delivering ROI and Total Cost of Ownership. Connect with us to discover how to turn sales into more than just a number!

11:25 AM TO 12:55 PM | GENERAL SESSION Today's Marketing Strategies

Mark McBeath, Assistant Vice President
The Cincinnati Insurance Co.



Whether it was carefully designed and built or just developed over time, your company is a brand. What does that brand represent? Are you marketing it? If you're not and wanted to start marketing today, how would you do it? Do you have to be in social media? Where do you find the best advice? We'll consider these questions and more, using some of the experiences of The Cincinnati Insurance Companies as examples. The good news is that there are fundamental approaches that would be valuable for organizations of all types.

THANK YOU
TO OUR SPONSORS!



September 20-22, 2015

Quest Business and Conference Center | 8405 Pulsar Place, Columbus, Ohio 43240

will be available.

12:55 PM TO 1:45 PM | LUNCH | INDUSTRY BRIEFING

Join our speakers at lunch, for more opportunities to have your questions answered one-on-one.

1:45 PM TO 3:00 PM | GENERAL SESSION

Decide: The One Common Denominator of All Great Leaders, The EOS Model

Gene Moorhead
EOS



Business growth happens as a result of what the owner and leadership teams do inside the four walls of each organization. This general session will help you and your leadership team make better and faster decisions. In addition, you'll learn a simple and effective decision-making track that can be used by every company to solve issues that have been lingering for days, weeks, months, and even years.

3:10 PM TO 4:55 PM | GENERAL SESSION

I Don't Want To Be A Marketing Services Provider... But I Want Some Exciting, New Services to Provide My Customers!

Joe Manos, Executive Vice President
MindFireInc



In this session, you will learn about a number of exciting and high value new services every company can offer their customers to create competitive differentiation. Discover how to stop being just a vendor, while becoming a key strategic partner for your customers. You will leave this session with strategies and tactics you can leverage immediately, without becoming a marketing services provider.

6:00 PM TO 8:30 PM

16th Annual Print Excellence Awards Grand Ceremony

Sponsored by Millcraft



TUESDAY | SEPTEMBER 22, 2015

STERLING DISTRIBUTION 10TH ANNUAL PRINTING INDUSTRIES OF OHIO • N. KENTUCKY

GOLF TOURNAMENT

The New Albany Links Golf Club



8AM Registration/Donuts & Coffee

9AM Shotgun Start/Four-Person Scramble

This full-day tournament brings vendors, printers, paper merchants and suppliers together to enjoy a beautiful day of golf, contests, cash prizes, a buffet lunch and awards. There will be cash prize holes and a chance to win \$10,000.00 in our hole-in-one competition. This fun-filled industry event is the perfect opportunity to meet new business contacts or treat your customers and employees to a fantastic day on the links.

You'll enjoy being a part of this year's tournament. Call or fax in your foursome to the Association office today or let us pair you with other golfers.

Golf Tournament sponsorship is an easy way to build brand recognition on the course! We have affordable sponsorship options to fit every budget and sponsorship allows premier exposure to over 100 industry golfers! Call the Association office for more information.

REGISTER EARLY
for a chance to win an entire
iLearning package!
Deadlines for early entries is
August 29th.

REGISTER ONLINE by visiting our
secure registration page at
www.pianko.org

Fax your registration
614.794.2049
or mail to

Printing Industries of Ohio • N. Kentucky
P.O. Box 819, Westerville, Ohio 43086



LEADERSHIP & MANAGEMENT CONFERENCE

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ACCOMMODATIONS:

A block of rooms has been reserved at the Fairfield Inn and Suites, Columbus/Polaris 9000 Worthington Road, Columbus Ohio 43082, located adjacent to the Quest Business and Conference Center. A special rate of \$119 per night (plus all applicable taxes) is being offered. Contact the Fairfield Inn and Suites at 614-568-0770 by August 31st to get this rate. Ask for the Printing Industries of Ohio • N. Kentucky room block. To make accommodations online please follow the Fairfield link on our website or use Group Code P10P1011.

CANCELLATION POLICY FOR ALL EVENTS:

The Association incurs costs to reserve your registration. Therefore, cancellations must be received in writing to Printing Industries of Ohio • N. Kentucky on or before September 14, 2015 to receive a full refund. Cancellations received after September 14, 2015 will be subject to a 20% cancellation fee. Refunds will not be granted after Wednesday September 16, 2015 for no shows. You may however, transfer our registration to another member of your company, without penalty. Fax cancellations in writing to 614.794.2049, Att: Reservations.

REGISTRATION & FEES

ENTIRE CONFERENCE & GOLF PACKAGE

Includes one golf registration and full access to all events September 20th-22nd including Grand Ceremony. Please also complete golf registration.

Association Member | **\$550** each registrant _____ \$550 = \$ _____
Non-Member | **\$695** each registrant _____ \$695 = \$ _____

ENTIRE CONFERENCE PACKAGE

Includes one registration and access to all events September 20th-21st including Grand Ceremony. *Does not include Golf Tournament.*

Association Member | **\$425** each registrant _____ \$425 = \$ _____
Additional Registrant | **\$250** each registrant _____ \$250 = \$ _____
Non-Member | **\$575** each registrant _____ \$575 = \$ _____
Additional Registrant | **\$375** each registrant _____ \$375 = \$ _____

MONDAY, SEPTEMBER 21ST GRAND CEREMONY

Includes admission to Cocktail Reception, Grand Ceremony, Dinner and Two Beverage Tickets.

Per Registrant | **\$85** each registrant _____ \$85 = \$ _____
Corporate Table of 10 | **\$750** each registrant _____ \$750 = \$ _____

MONDAY, SEPTEMBER 21ST INDIVIDUAL SESSIONS

Association Member | **\$95** each registrant _____ \$95 = \$ _____
Non-Member | **\$175** each registrant _____ \$175 = \$ _____

MONDAY, SEPTEMBER 21ST LUNCH W/ SPEAKERS (THEMED TOPICS)

\$65 each registrant _____ \$65 = \$ _____

2015 GOLF TOURNAMENT REGISTRATION INFORMATION

Registration includes a round of golf, cart, coffee & donuts, lunch prizes and two beverage tickets. You can register a foursome or we will place you with a group.

Date: Tuesday, September 22nd, 2015
Format: 4-person Scramble
Location: New Albany Links
7100 New Albany Links Dr.
New Albany, OH 43054
614-855-8532
Cost: **\$135** per golfer / \$500 per foursome

EVENT SCHEDULE

8:00 am Reg/Breakfast
9:00 am Shotgun Start
2:00 pm Lunch/Prizes

Primary Registrant _____ Company _____
Phone _____ Email _____
Name #2 _____ Company _____
Name #3 _____ Company _____
Name #4 _____ Company _____

Interested in being a sponsor of the golf tournament?
Call Printing Industries of Ohio • N. Kentucky at 888.576.1971 for info.

REGISTRATION INFORMATION USE ADDITIONAL SHEET IF NECESSARY

Company Name _____ Company Address _____

Company City _____ State _____ Zip _____ Phone _____

REGISTRANTS

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

Name _____ Title _____ Email _____

PAYMENT INFORMATION

Invoice Me Check Enclosed Visa, MC or AmEx

Conference Total \$ _____

Golf Tournament Total \$ _____

GRAND TOTAL

\$ _____

Credit Card # _____ Expiration _____

Signature _____