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2019 LEADERSHIP  
CONFERENCE

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09.15-17.2019

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LOCATION

**QUEST  
CONFERENCE  
CENTER**

8405 PULSAR PLACE  
COLUMBUS, OH 43240

# guest speakers

**DEBORAH  
CORN**

*Print Media Centr*



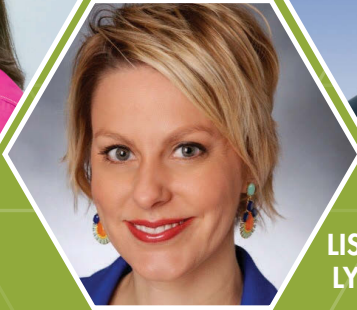
**ANDREW  
PAPAROZZI**  
SCIA



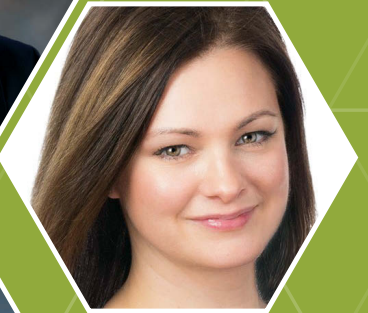
**ADRIANE  
HARRISON**  
PIA



**LISBETH  
LYONS**  
PIA



**TRISH  
WITKOWSKI**  
*Foldfactory*



**JAY FOSTER**  
*Flex Metrics  
by SoftSolutions*



**JIM TRESSEL**

*Youngstown State University*



# schedule

## SUNDAY, SEPTEMBER 15

3:00 - 4:30 pm | Opening Session

### ***Managing the Modern Workplace: How to Handle Drugs, Staffing, and All Things HR***

Adriane Harrison, Director of HR, PIA

Staffing your company with reliable, skilled employees is harder than ever. Adriane Harrison, Director of Human Relations at Printing Industries of America, will help you understand the challenges of managing legal and illegal drugs in the workplace, and will provide suggestions for finding new employees. The session will end with a Q&A related to these and any other HR issues.

4:30 - 6:00 pm | Panel Session

### ***In the Mind of a Millennial***

Moderated by: Rachel Rossman

Featuring: Jen Jackson, Phototype; Sam Nutis, Nutis Visual Communications Group; Alli Redinger, Robin Enterprises

Attracting millennials and the next generation into the workforce is increasingly becoming more difficult for our industry. This panel of successful millennials will discover what makes them different (or the same) as others in their generation. We will learn from their perspectives and experiences, and explore the struggles they faced throughout their careers.

6:15 - 8:15 pm

### ***CASINO NIGHT***

Sponsored by Printers 401K



# MONDAY, SEPTEMBER 16

7:30 - 8:00 am REGISTRATION OPENS | Continental Breakfast

8:00 - 9:15 am | Opening Session

## ***Prospects, Profits and The Phantom Zone***

Deborah Corn, Intergalactic Ambassador to The Printerverse,  
Print Media Centr

The race to deliver a successful customer experience more often starts with a click, than a handshake. This discussion will examine why the “experience” of you needs to be a strategy across all communication channels, and significant opportunities for connection, sales and relationship building with print customers when no one is around.

9:30 – 11:00 am | Keynote Session

## ***State Of The Industry***

Andrew Paparozzi, Chief Economist, SGIA

This session will investigate the commercial printing industry’s performance and prospects. Topics will include print’s business climate, expectations for sales and profitability, industry convergence, diversification beyond print, and how printers are approaching three trends that are redefining communication: personalization, integration, and interactive/mobile.

11:15 - 12:45 pm | General Session

## ***10 Big Ideas: Add “WOW” To Your Print + The Secrets of Engaging Mail***

Trish Witkowski, Chief Folding Fanatic, Foldfactory

Are your clients feeling uninspired and questioning the future of print? Get them out of their funk with 10 compelling ideas that will help them add a wow-factor to their print! This bold and visual presentation by Trish Witkowski of Foldfactory.com will showcase the best of digital and conventional print in 10 fun categories, like adding texture, creating dimension, going wild with ink, using great paper, integrating technology, using creative formats, and more. She’ll share real-world examples from her legendary print sample collection, and will explain how these print strategies can be applied to mail for maximum impact.

12:45 - 1:45 pm | LUNCH with Legislative Update

## ***Print Powers America: Policy & Political Update***

Lisbeth Lyons, V.P. Government Affairs, PIA

PIA Vice President of Government & External Affairs Lisbeth Lyons will provide an update on key legislative initiatives on Capitol Hill, the current political dynamics in Washington, D.C., and what printing executives can do now to advocate on behalf of their companies and the industry in the 116th Congress.

1:45 - 3:15 pm | General Session

## ***The Industrial Internet of Things***

Jay Foster, Flex Metrics by SoftSolutions

Transformative technologies fundamentally change the competitive business landscape. Think of how the print sector was impacted by Computer to Plate (CTP) and Digital Inkjet technologies over the past 20 years. The Industrial Internet of Things (IIoT) promises to bring similarly transformative technology. Maximizing the value of IIoT will involve changes across People, Processes, and Technology. We will explore what IIoT means and how to best get started on the journey towards what some are calling the Fourth Industrial Revolution.

3:30 – 5:00 pm | General Session

## ***Creating Opportunity***

Andrew Paparozzi, Chief Economist, SGIA

How printing company leaders can turn what's happening and what's ahead into an opportunity rather than a threat. Actions discussed will include amplifying the voice of the customer; deciding what is and isn't an opportunity given a company's resources, capabilities, and circumstances; defining competitive advantage; and building employer brand.

6:00 - 9:00 pm

## ***20<sup>TH</sup> ANNUAL PRINT EXCELLENCE AWARDS GRAND CEREMONY***

Featuring: Jim Tressel, President of Youngstown State University

Jim will present Macte Virtute. It's Latin, an imperative, that means: "Increase excellence." The world is shrinking. Competition is stiffer. There's a paradigm shift across all levels of the education landscape. We must respond decisively. It's imperative that – as institutions and as individuals – we set our goals high and increase excellence in everything we do. Join us to hear Jim's presentation, and to celebrate the *best of the best* printing in Ohio and northern Kentucky!

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**TUESDAY, SEPTEMBER 17**

8:00 - 9:00 am REGISTRATION OPENS

9:00 - 3:00 pm

# **14<sup>th</sup> ANNUAL GOLF OUTING - SHOTGUN START**

NorthStar Golf Club | Sunbury, OH

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Blocks of rooms have been reserved at two hotels adjacent to the conference center. The Fairfield Inn and Suites/9000 Worthington Road/Columbus, Ohio 43082, is offering a special rate of \$124 per night (plus all applicable taxes); they can be contacted at (614) 568-0770. The Hampton Inn and Suites/8411 Pulsar Place/Columbus, Ohio 43240 is offering a special rate of \$121 per night stay (plus all applicable taxes); they can be contacted at (614) 885-8400. Contact either location and ask for the Printing Industries of Ohio • N.Kentucky room block by September 2<sup>nd</sup> to get these special rates. To make accommodations online please follow the links on our website.

*The Association incurs costs to reserve your registration. Therefore, cancellations must be received in writing by Printing Industries of Ohio • N.Kentucky on or before September 9, 2019 to receive a full refund. Cancellations received after September 9, 2019 will be subject to a 20% cancellation fee. Refunds will not be granted after Wednesday, September 11, 2019 or for no shows. You may however, transfer your registration to another member of your company, without penalty. Fax cancellations to 614.794.2049, Attn: Reservations.*

Register online by visiting our secure registration page at [www.pianko.org](http://www.pianko.org) or fax your registration 614-794-2049

# 2019 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 17th, 2019

**Format:** 4-person Scramble

**Location:** NorthStar Golf Club  
1150 Wilson Rd  
Sunbury, OH 43074  
(740) 524-4653

**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 \_\_\_\_\_

# thank you

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