



Printing Industries  
of OHIO • N.KENTUCKY



**EMERGE**  
LEADERSHIP FORUM

# Which road will you choose?

Marketing Service Provider



Print Service Provider



## September 14th - 16th, 2014

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

The name says it all: Emerge Leadership Forum.

The ultimate goal of this conference is for the top decision makers to emerge at the end of it with a clear direction on where to take their companies. The industry is ever changing. There are companies who have remained print-centric, companies that have evolved into marketing service providers and others that are not sure which direction to take. There is no correct answer that applies to all companies. This is why we are having industry leaders present both directions that companies are taking today through highly informative and interactive sessions. Both the print centric option and the marketing solutions provider option have benefits and challenges. This conference will help you to strategically determine what option is best for your company and learn from those who are doing it best. — Jason Schultz, Great Lakes Integrated

PEA Grand Ceremony  
September 14th, 2014

Emerge Forum  
September 14 & 15th, 2014

Casino Night  
September 15th, 2014

Golf Outing  
September 16th, 2014

## SUNDAY | SEPTEMBER 14TH 2014 SCHEDULE

3:00 - 4:30 PM

### Opening Group Session | HR ROUNDTABLE with Jim Kyger (PIA) General HR Topics

- Finding Good Employees
- Employee Handbooks and Contracts
- Motivating, and recognizing employees — different size companies
- Pre-screening, Background checks
- Internal Communications/Documentation
- Other topics, Jim Kyger

4:30 - 6:00 PM

### Second Group Session | Inkjet Trends and Opportunities Where Is Inkjet Technology Today and Where Is It Going?

A Panel Discussion Hosted by **Elizabeth Gooding**, Gooding Communications Group

Opens with a 10-20 minute presentation from Elizabeth on Selling the Value of Ink Jet, followed by a 10 minute presentation by the following companies:

- Komori — Nanotechnology
- HP — Large Format Printing
- Xerox — Market Integration

As a vendor, what are you working on? How will it impact our customers and potential customers as it relates to speed, quality and substrates?

6:00 - 9:00 PM (Social Hour Starting at 6PM)

## PRINT EXCELLENCE AWARDS | GRAND CEREMONY

## MONDAY | SEPTEMBER 15TH 2014 SCHEDULE

8:15 - 9:45 AM

### Which Road Will You Choose? Industry Leaders Discuss Their Decision

Panel Discussion Hosted by **Pat Bush**, Bush Integrated - Chairman, Board of Directors

Panelists: **Ken McNerney**, Think Patented (MSP) — **David Pilcher**, Freeport Press (Printer) — **Jeff Ekstein**, Willow Printing Group, Concord, Ontario Canada, National PIA Chairman  
15-20 minute presentations & intros by panelists, 30 minutes of Q & A

- What Is Your Business Model?
- How Has It Changed In the Last 10 Years?
- Where Do You See Your Company In The Next 5 Years?

9:45 - 10:45 AM

Marketing Service Provider ▼

Print Service Provider ▼

### The Advantages Of Being An MSP

**Jason Schultz**, Great Lakes Integrated

- Create additional value and solve more problems for customers
- Expand your market/customer base
- Use additional services to drive other parts of your business
- Get away from transactional, commodity-based sales
- Move upstream with customers and make them more sticky
- Add additional revenue and higher profits

### The Advantages Of Being A Printer

**Jim Basch**, Fine Line Graphics

- Define who you are and what you do
- Differentiate yourself from your competitors
- Discover your customers' pain point(s)
- Define and understand your customer base
- Invest in equipment and train your employees to improve profitability
- Find your core competencies
- Find quality Value Added Services
- Is print a dying product that will not die?

**BREAK 10:45 - 11:00 AM**

11:00 - 12:00 PM

### Selling New Technology To Your Sales Team and Customers

**Elizabeth Gooding**, Gooding Communications Group

This session will use the introduction of inkjet as an example, but the lessons learned are applicable to the introduction of any major technology changes or offerings, such as digital printing or multi-channel marketing to an offset shop. The first part of this presentation will talk about preparing the sales team and the second will provide tools for creating a marketing plan to support their sales success with the new technology.



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paper, printing, industrial and packaging supplies



# MONDAY | SEPTEMBER 15TH 2014 SCHEDULE (CONTINUED)

Marketing Service Provider ▼

Print Service Provider ▼

12:00 - 1:00 PM

## How To Gear Up Internally

Ken McNeerney, Think Patented & Jason Schultz, Great Lakes Integrated

- Evaluate current capabilities and products and services (in-house vs. strategic partnerships)
- The types of employees needed
- The technology you will need
- How to determine pricing for new products and services
- Internal cultural shift
- Work flow (for both digital and traditional media)

## Workflow Solutions for Large and Small Printers

David Pilcher, Freeport Press  
Vicki Blake, EFI

David Van Voorhees, Adobe  
Patrick Kerr, Kodak

- Web-To-Print storefront solutions to reduce touchpoints
- Preflight job parameters that lower risk of file issues
- Digital proofing solutions that work
- Conversion tools from print to digital
- Automation tools like JDF to streamline workflow
- Breaking down geographic boundaries using automation

1:00 - 2:30 PM

## Luncheon | Table Discussions on Themed Topics | Box Lunches Served

- Challenges of Financing (**David Pilcher**): Pioneer Grants, Business Development Grants, ITC and Ohio Department of Development
- 3D Printing (**Bill Stahl**, Rapid Directions) • Using LinkedIn for Recruiting (**Adam Silk**, Digital Print Solutions)

2:30 - 3:30 PM

## Now That You're Diversified...How Can You Tune It Up and Grow! David Olberding, Co-CEO Phototype

A member's perspective that has "been there...done that" when it comes to making changes and prospering. All while thriving in a supposedly dead industry - PrePress!

- Begins with understanding your strengths and weaknesses.
- Developing a strategic plan...it really drives all your decisions.
- What changes do you need to make organizationally to truly get there?
- Adopting a true management system.
- Having the kahunas (on many fronts) to make it happen?

## The Value of Current and Emerging Print Technology Press Retailers/Offset & Digital

Komori, Graphco, Xerox, and HP | Mark Sparks, Tap Packaging

The manufacturer's perspective on how a printer can use existing and emerging technology to become more competitive in today's marketplace

- A look at the crossover point Digital to Offset
- Understanding efficiency gains that can be achieved with new technology
- A look at Disruptive Technologies on the horizon to consider when purchasing new equipment

BREAK 3:30 - 3:45 PM

3:45 - 5:00 PM

## Multi-channel Marketing & Automation | Joe Manos, MINDFIRE

- Facts and figures
- Channels to utilize
- How and what to track
- Best markets
- How to add marketing automation to a campaign

5:30 - 7:30 PM

Join Us for an exciting evening at *Casino Night*



# TUESDAY | SEPTEMBER 16TH

Hewlett Packard & Sterling Paper

**9th Annual**

Printing Industries of Ohio • N.Kentucky

**Golf Tournament**

NorthStar Golf Club, Sunbury, OH

8:00 AM Registration/Donuts & Coffee

9:00 AM 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, prizes, a buffet lunch and awards. There will be 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 we can 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.*

Please fax your registration to 614-794-2049 or mail to:  
Printing Industries of Ohio • N.Kentucky  
P.O. Box 819, Westerville, OH 43086  
You can also register securely online at [www.pianko.org](http://www.pianko.org).

# EMERGE LEADERSHIP FORUM

REGISTER ONLINE by visiting our secure registration page at [www.pianko.org](http://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

## ACCOMMODATIONS:

A block of rooms has been reserved at the Fairfield Inn and Suites, Columbus/Polaris 9000 Worthington Road, Columbus, OH 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 September 5th to get this rate. Ask for the Printing Industries of Ohio • N.Kentucky room block. To book accommodations online please follow the Fairfield link on our website, [www.pianko.org](http://www.pianko.org).

## 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 8th, 2014 to receive a full refund. Cancellations received after September 8th, 2014 will be subject to a 20% cancellation fee. Refunds will not be granted after Wednesday, September 10th, 2014 for no-shows. You may however, transfer your registration to another member of your company, without penalty. Fax cancellations in writing to (614) 794-2049, Attn: Reservations.

## REGISTRATION & FEES

### ► ENTIRE CONFERENCE & GOLF PACKAGE

Includes one golf registration and full access to all events September 14th - 16th including Grand Ceremony. *Please also complete golf registration at right.*

Association Member | \$550 each registrant @ \$550 = \$ \_\_\_\_\_

Non-Member | \$695 each registrant @ \$695 = \$ \_\_\_\_\_

### ► ENTIRE CONFERENCE PACKAGE

Includes one registration and access to all events September 14th - 15th 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 = \$ \_\_\_\_\_

### ► SUNDAY, SEPTEMBER 14TH 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 table @ \$750 = \$ \_\_\_\_\_

### ► MONDAY, SEPTEMBER 15TH INDIVIDUAL SESSIONS

Association Member | \$95 per session @ \$95 = \$ \_\_\_\_\_

Non-Member | \$175 per session @ \$175 = \$ \_\_\_\_\_

### ► MONDAY, SEPTEMBER 15TH LUNCH W/TABLE DISCUSSIONS (THEMED TOPICS)

\$65 each registrant @ \$65 = \$ \_\_\_\_\_

## 2014 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 16th, 2014

Format: 4-Person Scramble

Location: NorthStar Golf Club  
1150 Wilson Road  
Sunbury, OH 43074  
740-524-GOLF (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 Address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

## PAYMENT INFORMATION ☐ Invoice Me ☐ Check Enclosed ☐ Visa, MC, or AmEx

Conference Total \$ \_\_\_\_\_

Golf Tournament Total \$ \_\_\_\_\_

Grand Total

\$ \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration \_\_\_\_\_

Signature \_\_\_\_\_