

Spring Conference

Printing Industry Financial Executives



**PRINTING
INDUSTRIES
OF AMERICA**

Printing Industry Financial Executives (PIFE) Spring Conference

**Baltimore Hilton, Baltimore, Maryland
May 17–19, 2010**

Printing Industry Financial Executives (PIFE) is a core member service of the Printing Industries of America and provides education, services, and networking opportunities for chief financial officers, directors of finance and administration, and other financial managers at graphic arts firms that are members of Printing Industries of America. PIFE will be meeting in conjunction with the *Offset & Beyond* conference to take advantage of its dynamic programming, real-time tactical insight, and direction featuring experts who will share their knowledge and impart practical, real-world applications, best practices, and solid solutions in the leadership, operations, production, digital, and especially financial arenas.

PIFE members will have the opportunity to meet face-to-face and experience programming developed specifically for PIFE—ask burning questions, seek clarification, share what works and what doesn't, and network with your peers. PIFE members can also attend any of the programs and events offered as a part of the *Offset & Beyond* program.

Schedule

Sunday, May 16, 2010

8:00 p.m.

Arriving early? Join PIFE members informally (self-hosted) in the lobby bar

Monday, May 17, 2010

7:30 a.m.

Continental Breakfast and Registration

8:00 a.m.

PIFE Welcome

Julie Petrangelo, Chairman, PIFE Advisory Committee

8:15 a.m.

SAS 70 with Brenda Bijate

There are a number of printers who are doing variable-data print and handling sensitive client information—such as bank statements, credit card information, name and address information—that are being requested to obtain an SAS 70 audit or similar certification. Some printers are able to assure customers of this security based on their own internal control procedures in place; however, the SAS 70 provides third-party assurance of these controls and is becoming more prevalent and, in some cases, required. In this session, you will learn: 1) What an SAS 70 audit is (and is not); 2) The difference between a Type 1 and Type 2 audit; and 3) How can you prepare for an SAS 70 audit.

10:00–10:30 a.m.

Break

10:30 a.m.–12:30 p.m.

Peer Exchange

Here is your opportunity to ask the questions that are on your mind and those of your fellow financial executives.

12:30–1:00 p.m.

Offset and Beyond Resource Lunch

Spend one-on-one time with industry experts and suppliers who can offer innovative approaches and products designed to help you achieve maximum efficiency and profitability.

1:00–2:45 p.m.

General Session

(PIFE reserved tables)

Sponsored by Sun Chemical Corporation

It's Your Ship: Management Techniques from the Best Damn Ship in the Navy

D. Michael Abrashoff, former Navy Commander and author, It's Your Ship

Mike Abrashoff tells the inspiring story of how the USS Benfold was transformed into the best ship in the Navy by empowering the crew to take ownership and improve every aspect of the way things were done. Attendees will come away with dozens of practical and actionable ideas to make a difference in their own organizations.

Future of the Printed Product and Critical Trends in Print Buying

James Mikol, Executive Vice President, Global Director, The Print Management Exchange, The Leo Burnett Company

With current market conditions changing on a daily basis, what industry trends should you be paying attention to? Add the print buyer/consumer into the mix—buying behaviors and the greening of the landscape—and you have a whole new set of challenges. It's time to think beyond print and discover media mixes that can help you gain the competitive edge in today's economy.

3:00–4:15 p.m.

Concurrent Sessions

Financing Your Business in a Challenging Economy

Today's economy is squeezing printers with financing issues: securing credit lines, obtaining credit for an equipment purchase, acquisition funding, restructuring/refinancing to achieve lower payments, and more. Listen as printers and industry-specific commercial and equipment lenders discuss the problems, the reason behind the problems, and the solutions that work.

4:15–4:30 p.m.

Refreshment Break

4:30–5:45 p.m.

Concurrent Sessions

Successfully Navigating the “New Normal” Economy: Key Financial Indicators

Tough times spur new directions and fuel ideas to navigate in the “new normal” economy. Trends and key metrics, the credit crunch perspective, employment data, stock prices, inflationary pressure, and consumer confidence are just some of the areas that will be touched on in this session. Discover strategies and tactics to reposition your company today!

6:00–7:00 p.m.

Attend this informative Chowder Reception with Tabletop Resources

7:00 p.m.

Enjoy a walk around the Inner Harbor or meet up with your fellow attendees after exploring on your own.

Tuesday, May 18, 2010

7:00 a.m.

Continental Breakfast

7:30–8:30 a.m.

Employee Free Choice Act with Jim Kyger

EFCA still lives, are you prepared? Despite the recent special election in Massachusetts where Senator Scott Brown was elected, the Employee Free Choice Act still lives. Big labor has already stated that it expects some form of the bill will move forward this spring. And, even if the bill stalls, the administration is currently working to stack the National Labor Relations Board with members who will impose EFCA-like case-law and rule making in addition to placing judges on the federal bench who will rule in favor of card-check type NLRB decisions. Are you prepared? Immunize your firm with Jim Kyger's prescription.

Schedule

8:30–10:45 a.m.

General Session

Print Executive Outlook

Michael Murphy, President, Japs-Olson Company

Planning to stay in printing for another decade or more? Print is being attacked for its loss of value and importance. Now more than ever, it is essential for the industry to communicate that print is a multi-touch, cross-media brand campaign. Murphy will explore the good, bad, and ugly trends that are predicted to shape the industry, as well as discuss how printers can prepare for the negatives and capitalize on the positives.

Harry V. Quadracci VISION Award and BIA Hall of Fame Award

Supplier Executive Outlook

Barry R. Nelson, Senior Vice President, Sales, NewPage Corporation

Barry R. Nelson will give an inside view of today's challenges for the paper business—price fluctuations; mill and end-user inventory disruptions and closures; the uncertain exchange rates and impact on supply; world competition; emergent needs in sustainability; and the erratic green paper demand. Willett will also discuss “prospects for the future” and how paper companies can help their customers solve problems and offer solutions that increase efficiencies and productivity.

10:45 a.m.–12 p.m.

Concurrent Series

Maintaining Power, Profitability, and Print

Value is in the eye of the beholder—your customer! Turning the conversation away from price and towards value requires an in-depth understanding of the customer's issues and how you can provide the solutions. This session will examine real-world examples of services that will enhance the value proposition with your customers.

The Perfect Storm: It's Time for Digital Printing

Offset isn't going anywhere, but it must be successfully incorporated into the digital realm in order to achieve maximum benefits. Explore what is happening in the digital arena and learn how offset and digital work together to the good of the client's marketing projects.

12:00–2:00 p.m.

Lunch—Reserved Tables

The Honorable Kevin McCarthy, U.S. House of Representatives (invited)

The printing and graphic communications industry is affected, in particular, by legislative initiatives in the areas of environmental, health care, labor, postal, and tax policies. The Honorable Kevin McCarthy, U.S. House of Representatives, has been invited to address the audience on these issues and more.

2:00–3:15 p.m.

Concurrent Series

Dealing with the New Health Care System: What Are Your Plans?

The national health care debate in Congress has the attention and concern of all employers. What does the final result mean for you and your employees? How should your company respond with regards to health care plan design and other health care related benefits? Learn key questions to ask when assessing your firm's options.

Digital

Updates in Digital Technology: Toner, Offset, Inkjet, ROI, and Run Lengths (Strengths and Weaknesses)

This session will cover the latest details on digital technology in the three major categories: sheet, roll, and flatbed. We will also examine acquisition considerations—digital versus traditional production; toner versus inkjet production; and sheetfed versus roll-fed production. Applications that stand to gain the most from moving to digital—direct mail, promotional, point-of-purchase, photo books, books on demand, transpromo, label, and versioned publications—will also be covered.

3:15–3:30 p.m.

Refreshment Break

3:30–4:30 p.m.

Closing Peer Exchange

Meeting Hotel

Baltimore Hilton

401 West Pratt Street

Baltimore, Maryland 21201

443-573-8700

http://www1.hilton.com/en_US/hi/hotel/BWICHH-Hilton-Baltimore-Maryland/index.do

PIFE at Offset & Beyond Conference attendees will be offered a special conference rate of \$199 per night. To make your reservation, please contact the hotel directly.

The Hilton Baltimore hotel lies in the exciting Inner Harbor district downtown, a prime business, historic, and cultural district in [downtown Baltimore, Maryland](#). The hotel is directly connected to the Baltimore Convention Center, adjacent to [Camden Yards](#), and across from M & T Stadium, home of the Baltimore Ravens. The Hilton Baltimore hotel is a newly opened property, designed to impress and accommodate every need of today's traveler.

Tour

A tour of Three Bindaries is available on a first come, first served basis. For more information regarding the PIFE at Offset & Beyond Conference, please contact Justin Goldstein, manager, Printing Industry Financial Executives at 412-259-1806 or jgoldstein@printing.org



Registration

Printing Industries of America
Printing Industry Financial Executives (PIFE) Spring Conference

PIFE at Offset & Beyond • May 17-19, 2010 • Baltimore Hilton • Baltimore, Maryland

Three easy ways to register!

Mail form to: Member Central, 200 Deer Run Road, Sewickley, PA 15143 • fax to 412-749.9891 • Call 412-259-1802

Please complete this form in full. Registration fees are based on Printing Industries of America membership as PIFE is a core member benefits and will be verified upon receipt of registration. Payment must accompany registration form to be processed.

Registrant Information

Name: _____ Nickname: _____
Company: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____

PIFE at Offset & Beyond Registration Fee:

Early Bird Member before April 20	\$495
Registration after April 20	\$595
Spouse/Guest	\$125

Payment Options

Checking enclosed totaling \$ _____ payable to Printing Industries of America/WOA

Please charge my registration(s) total \$ _____ to Master Charge Visa American Express

Cardholder's Name (please print) _____

Card No. _____ Exp. Date _____

Signature _____

Printing Industry Financial Executives (PIFE) Spring Conference