

INTRODUCING

THE 2017 LEADERSHIP CONFERENCE

SEPTEMBER 24-26

- > HUMAN
RESOURCES
ROUNDTABLE
- > CYBER
SECURITY



INDUSTRY EXPERTS



CASINO NIGHT

- > LESSONS
IN LEAN
- > SELLING TO A
NEW GENERATION
- > MARKETING YOUR
BUSINESS
- > TECHNOLOGICAL
ADVANCEMENTS



STERLING DISTRIBUTION
12TH ANNUAL
GOLF TOURNAMENT



18TH ANNUAL
PRINT EXCELLENCE AWARDS
MILLCRAFT GRAND CEREMONY

LOCATION

QUEST BUSINESS CENTER

8405 PULSAR PLACE
COLUMBUS, OH 43240

LEADERSHIP & MANAGEMENT CONFERENCE

SUNDAY | SEPT. 24, 2017

3:00 - 4:30 PM | OPENING SESSION

HR ROUNDTABLE

Adriane Harrison (PIA)
General HR Topics



Human Relations has a constant presence in the workplace with ever-changing policies. The most sought-after HR service is helping companies with day-to-day issues, many that executives or HR managers are facing for the first time. Adriane will be addressing how to handle these circumstances, while addressing what to expect in the coming year. Join us and bring your HR director for **free** to hear how to approach your changing and growing workforce!

4:30 - 6:00 PM | SECOND SESSION

CYBER SECURITY

David Mauro
All Covered, IT Services Division of Konica Minolta



For decades, IT security and the risk of a data breach was solely a worry of the IT department. But those days are gone, yet we still come across leaders who fail to understand: IT security and a data breach are the responsibility of the C-suite. David Mauro will be presenting key topics to help you limit risk including: why IT security matters, national trends and statistics, anatomy of a data breach, creating the right culture-era of accountability, best practices, and how to spot phishing emails.



6:15 - 8:15 PM | CASINO NIGHT
SPONSORED BY PRINTERS 401K

MONDAY | SEPT. 25, 2017

7:30 - 8:00 AM | REGISTRATION OPENS
CONTINENTAL BREAKFAST

8:00 - 9:15 AM | OPENING KEYNOTE SESSION
DISCOVERING HIDDEN PROFIT – ADVANCED
SUPPLY-CHAIN DECISION MAKING

Robert Martichenko, LeanCor Supply Chain Group



There is no question that building a culture of continuous improvement is a progressive evolution that takes time, with many hard lessons learned along the way. Join Robert Martichenko as he discusses the lessons he has learned while building organizational cultures focused on lean thinking and relentless business improvement. Blending personal and professional experiences, Robert addresses current-day challenges as well as opportunities that exist in our new world of constant disruption. In the end, Robert shares knowledge that will allow today's business leaders to continue down the path to successfully discover hidden profit.

9:15 - 9:30 AM | BREAK

9:30 - 10:45 AM | GENERAL SESSION
LEAN PANEL DISCUSSION

Moderated by: Jim Workman, PIA



Panel Participants: Jim Hopkins, Hopkins Printing;
Peter Flottman, Flottman Company; Brad Sharp,
Bookmasters

To continue our lean discussion, Jim Workman, PIA, will moderate a panel that will focus on different phases of the lean process. Jim Hopkins of Hopkins Printing joins the panel with immense experience. Peter Flottman, Flottman Company, will discuss what his 3-4 years implementing lean have brought to his company. Finally, we have Brad Sharp, Bookmasters, who is interested in beginning the lean process.

10:45 - 11:00 AM | BREAK

11:00 - 12:15 PM | GENERAL SESSION
SELLING PRINT TO A NEW GENERATION

Vanecia Carr, Domtar Paper Company



As the largest group of people in the labor force, millennials have incredible spending power and Vanecia believes they're an untapped market for many printers. She will present an opportunity to transform the way you market yourself to tap into these people, and sell print to a new generation. In this presentation, Vanecia will dig deeper into the details of this very diverse generation and help you focus your selling tactics to reach this audience.

12:15 - 1:45 PM | LUNCH WITH LISBETH LYONS, PIA

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NEW DIRECTION
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PRINTERS
Presented by Universal
800-300-3000

TUESDAY | SEPT. 26, 2017

1:45 - 3:00 PM | GENERAL SESSION HOW TO BE A GO-TO PRINTER

Vanecia Carr, Domtar Paper Company



1. HOW CAN I GET INVOLVED CLOSER TO THE BEGINNING OF A PRINTED PROJECT?
2. HOW DO I GET THE CUSTOMER TO COME BACK TO ME VS. THE COMPETITION?

The truth is, there isn't a "quick fix" to achieve these objectives. But, as a high-end print buyer, Vanecia will tell you from experience there is one difference between her trusted, go-to printers and the ones that don't make the cut. By involving them early and often, projects become better. One thing she noticed is that the "value" she gets from her go-to printers doesn't begin and end with a printed project. Vanecia's go-to's consider adding value an ongoing process. Because of this, they are always top of mind. In this presentation, she will cover the best ways to help your clients get you involved at the front end of the project and keep them coming back, job after job.

3:00 - 3:15 PM | BREAK

3:15 - 4:30 PM | QUICK SESSIONS: TECHNOLOGICAL ADVANCEMENTS IN THE INDUSTRY

PRINTING INKS AND THE REGULATORY ENVIRONMENT

Lisa Fine, Joules Angstrom UV Printing Inks

Regulatory issues have long been a factor in printing ink development and even performance. Analytical capabilities have made it easier than ever to determine migration of ink components in food packaging, for instance. But has this made the job of printing compliant packaging easier or more confusing? The relevance of some of the current trends and capabilities will be discussed.

3D VISUALIZATION

Matthew Heller, Phototype

In this session Matthew will talk about the process of developing 3D renders for packaging and displays. This is a great service to show your customer what the final product is digitally without making a physical sample. These renders are used in E-commerce, sales presentations, marketing materials etc. for the end-client.

POD AUTOMATION TECHNOLOGY INNOVATION

Tim Hull, Think Patented

Tim will focus on a streamlined POD process automation solution that was recently developed at Think Patented. It consists of both a pre-packaged print-on-demand solution coupled with a custom software application solution, with back-end interface that was developed in-house, resulting in a total "no touch" solution that provides several benefits.

STERLING DISTRIBUTION 12TH ANNUAL PRINTING INDUSTRIES OF OHIO • N.KENTUCKY GOLF TOURNAMENT | BENT TREE 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.



6:00 - 9:00 PM

18TH ANNUAL PRINT EXCELLENCE AWARDS MILLCRAFT GRAND CEREMONY

Featuring: Tom Ryan, Head Wrestling Coach for The Ohio State University
Tom Ryan has led the Ohio State wrestling program to unprecedented heights, culminating in 2015 with the program's first-ever national championship. Tom is very familiar with positioning his athletes to succeed in a tough environment; a task that many managers, CEOs and owners face daily. He will discuss his experiences and provide advice for everyone, as we celebrate all of the Print Excellence Award winners. The Grand Ceremony will honor best of the best printing in Ohio and northern Kentucky!



LEADERSHIP & MANAGEMENT CONFERENCE

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

ACCOMMODATIONS:

A block of rooms has been reserved at the Fairfield Inn and Suites, Columbus/Polaris 9000, Worthington Road, Columbus Ohio 43082. They are offering a special rate of \$109 per night (plus all applicable taxes); contact them at 614.568.0770 by September 8th to get this rate. Ask for the Printing Industries of Ohio • N.Kentucky room block. To make accommodations online please follow the links on our website.

CANCELLATION POLICY FOR ALL EVENTS:

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 18, 2017 to receive a full refund. Cancellations received after September 18, 2017 will be subject to a 20% cancellation fee. Refunds will not be granted after Wednesday, September 20, 2017 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.

REGISTRATION & FEES

ENTIRE CONFERENCE & GOLF PACKAGE

Includes one golf registration and full access to all events September 24th-26th 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 24th-25th 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 25TH GRAND CEREMONY

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

Per Registrant | **\$90** each registrant _____ \$90 = \$ _____
Corporate Table of 10 | **\$800** each registrant _____ \$800 = \$ _____

MONDAY, SEPTEMBER 25TH INDIVIDUAL SESSIONS

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

MONDAY, SEPTEMBER 25TH LUNCH W/ SPEAKER

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

PAYMENT INFORMATION

☐ Invoice Me ☐ Check Enclosed ☐ Visa, MC or AmEx

Conference Total \$ _____

Golf Tournament Total \$ _____

GRAND TOTAL

\$

Credit Card # _____ Expiration _____

Signature _____

2017 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 26th, 2017

Format: 4-person Scramble

Location: Bent Tree Golf Club
350 Bent Tree Rd.
Sunbury, OH 43074
740-965-5140

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 _____