

**SEPTEMBER  
16TH - 18TH**

# THE IMPORTANCE OF PROPER PLANNING

**2018**

**LEADERSHIP  
CONFERENCE**

LOCATION

**QUEST  
CONFERENCE  
CENTER**

8405 PULSAR PLACE  
COLUMBUS, OH 43240

TOPICS INCLUDE:

**STATE OF THE  
INDUSTRY**

**OUTSIDE  
BOARD**

**ACCELERATE  
GROWTH**

**PRINT BUYER  
INTEL**

# 2018 LEADERSHIP CONFERENCE

**SUNDAY** | SEPT. 16, 2018

**3:00 - 4:30 PM | OPENING SESSION**  
**UNITING GENERATIONS FOR SUCCESS,  
SUCCESSION PLANNING**

**Carol Butler**, Goering Center

When it comes to succession planning, family and private business owners face unique and considerable challenges. Contemplating a transition brings up hard questions and big decisions that affect everyone involved. How and to whom do I transfer ownership and leadership? When and at what price?

Potential successors face related issues. They often ask themselves: Am I ready? Can I do it on my own? What is the business worth? These are just some of the many questions raised during succession planning. Please join Carol Butler who will be presenting eight key steps to prepare both generations for a successful transition of control and ownership.



**4:30 - 6:00 PM | SECOND SESSION**  
**FIRESIDE CHAT: MY PERSONAL JOURNEY IN  
SUCCESSION PLANNING & WHY YOU SHOULD  
CONSIDER AN ESOP**

**Bryan Hall**, Graphic Visual Solutions



Bryan and his wife Wendy have spent the past ten years actively working on a formal succession and retirement plan. Bryan will share what they have learned along the way including the importance of working with professionals who can assist and who encouraged him to pull cash and assets out of the business along the way vs. keeping everything inside the business. He will also share the various exit options that he considered and why an ESOP was the best option for him and his wife.

**6:15 - 8:15 PM**



*Sponsored by* **Printers 401K**

**MONDAY** | SEPT. 17, 2018

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

**8:00 - 9:15 AM | OPENING KEYNOTE SESSION**  
**STATE OF THE INDUSTRY**

**Michael Makin**, Printing Industries of America

What is in store for print markets for the balance of 2018 and moving into 2019? What market segments will fare better than others? And what strategies should printers employ to ensure profitability going into the future? These questions and others will be addressed by PIA's President and CEO, Michael Makin, in the opening keynote of the conference.



**9:15 - 9:30 AM | BREAK**

**9:30 - 11:00 AM | GENERAL SESSION**  
**THE VALUE OF AN OUTSIDE BOARD**

**Wes Gipe**, Aileron



Despite the fact most business owners understand the inherent value of an outside perspective, few are armed with the knowledge and resources to build an effective outside board. Whether you are a one-person shop or employ hundreds, we'll explore the hallmarks of an effective Advisory Board, and discover how to recruit advisors with relevant expertise that will serve as a bastion of personal and professional support.

**11:00 - 11:15 AM | BREAK**

**6:00 - 9:00 PM**

**19TH ANNUAL PRINT EXCELLENCE AWARDS GR**

*Featuring:* **John Raithe**, Colorbar, Inc.

John is the President of Colorbar Inc. in Michigan, and is a longtime member of our industry of Directors. Approximately three years ago, John was diagnosed with Multiple Myeloma and he recovered, and even more astonishing, he participated in a climb of Mount Everest as a Foundation this past March. Join us to hear about his journey, and to celebrate the best of

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# SEPTEMBER 16-18, 2018

QUEST CONFERENCE CENTER | 8405 PULSAR PLACE, COLUMBUS, OHIO, 43240

## 11:15 - 12:45 PM | GENERAL SESSION EIGHT IMPERATIVES TO GROWING YOUR BUSINESS...DURING A CHALLENGING ECONOMY

**Peter Schaefer**, New Direction Partners

In a highly competitive industry, printers must focus on two things to succeed: efficiency and growth. The first delivers a better bottom line; the second produces a more robust top line. In this session, Peter Schaefer of New Direction Partners will focus on eight imperatives for growing your printing business. Remember that, in a mature market, if you don't grow, you will run out of business to make more efficient!



## 12:45 - 1:45 PM | LUNCH WITH PARTNERS

## 1:45 - 3:15 PM | GENERAL SESSION HIGH GROWTH LEVERS – HOW TO ACCELERATE THE GROWTH OF YOUR BUSINESS

**Mark Faust**, Echelon Management



Could you double your sales? Mark believes many of us could and he has seen it happen hundreds of times in his 28 years of sales and strategic growth consulting. While Mark has worked with several companies in our industry, he will share concepts that scale to any industry (so invite your team, colleagues and friends). These best practices are from hundreds of the best CEOs and sales leaders from dozens of different industries with which he has worked.

## 3:15 - 3:30 PM | BREAK

## 3:30 - 5:00 PM | GENERAL SESSION

## TALES FROM THE TRAILS OF #PROJECTPEACOCK: WHAT PRINT CUSTOMERS DON'T KNOW ABOUT DIGITAL PRINT CAN KILL YOUR BUSINESS

**Deborah Corn**, Print Media Centr

Deborah Corn has met with more than 600 print customers from agencies and brands since 2017 through #ProjectPeacock, an inkjet, toner and wide format show-and-tell brought right into their conference rooms to share the new opportunities available with digital print. Get the inside scoop on what these customers care about, why they won't talk to you, and how to set yourself apart from the printer pack to reach them in a meaningful way.



## TUESDAY | SEPT.18, 2018

## 8:00 - 9:00 AM | REGISTRATION OPENS

## 9:00 - 3:00 PM 13th ANNUAL GOLF OUTING SHOTGUN START NorthStar Golf Club Sunbury, OH

*Sponsored by*  
**Sterling Distribution**



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.

## AND CEREMONY

ry, including eight years on the PIA National Board  
nd struggled to get by day-to-day. Miraculously  
fundraiser for the Multiple Myeloma Research  
the best printing in Ohio and northern Kentucky!





# 2018 LEADERSHIP 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 \$115 per night (plus all applicable taxes); contact them 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 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 10, 2018 to receive a full refund. Cancellations received after September 10, 2018 will be subject to a 20% cancellation fee. Refunds will not be granted after Wednesday, September 12, 2018 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 16th-18th 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 16th-17th 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 17<sup>TH</sup> 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** \_\_\_\_\_ \$800 = \$ \_\_\_\_\_

### MONDAY, SEPTEMBER 17<sup>TH</sup> INDIVIDUAL SESSIONS

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

### MONDAY, SEPTEMBER 17<sup>TH</sup> LUNCH W/ PARTNERS

**\$65** each registrant \_\_\_\_\_ \$65 = \$ \_\_\_\_\_

## 2018 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 18th, 2018

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