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join in the celebration!

2012



LEADERSHIP



MANAGEMENT



CONFERENCE

2012 Leadership & Management Conference

August 5–7, 2012

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

Sunday, August 5, 2012

Join us for **Printers' Day at The Ohio State Fair**. All Ohio printing industry employees (members and non-members of the Association) receive FREE admission to the fair on this day. Family members get in for \$2.00 each. Visit our booth in the MarketPlace and stop by the Cardinal Picnic shelter for a free lunch between 1:00 p.m. and 3:00 pm.

Kick-off the Conference with the **PIEF Reception and Hospitality Suite** – 6:00 p.m. to 9:00 p.m.

Join us as we recognize our new and renewing PIEF scholars. Hear a panel of industry professionals discuss the future of our industry along with the latest technologies presented at the **drupa** conference.

Refreshments will be served with hors d'oeuvres.

Monday, August 6, 2012

Registration begins at 7:00 a.m. A continental breakfast and coffee will be available.

Opening Keynote Presentation - 7:30 a.m. to 9:00 a.m.

The State of Our Industry: Creating Our Own Recovery

Joe Truncale, President & CEO

National Association for Printing Leadership (NAPL)

Learn more about your Association's newest partner, NAPL. Joe will explore the outlook for our industry through 2015, cyclical change and structural change or why things aren't going back to the way they were, picking our value proposition carefully, getting capital investment right, building a new labor force for our new industry, lessons learned from the great recession, and creating a "Recovery Manifesto."

Morning General Session - 9:00 a.m. to 10:45 a.m.

Print in the New Media Mix

Daniel Dejan,

North American ETC Print & Creative Manager

Sappi Fine Paper

Daniel is back to discuss how the print industry can maintain and grow its share by proving its effectiveness as part of the communications mix. How does print complement social networking and the Internet? How will eReaders and tablets impact publishing and readership? This presentation focus is on generating visibility for the concept of print as a superior communications mix within the creative community and among advertising and marketing decision makers and influencers.

Morning Breakout Sessions - 11:00 a.m. to 12:30 p.m.

Selling in the New Economy – Scarlet Room

Rick Farrell, President

Tangent Knowledge Systems

This presentation is based on Rick's upcoming book, "Selling Has Nothing To Do With Selling." Learn how to differentiate yourself from your competition; how to qualify and disqualify opportunities; how to avoid commoditization; how to get to the real story about whether your prospect will change, buy and why; and how to transition from being a solution seller to a problem based seller.

Creating Business Opportunities with Social Media – Gray Room

Will Guthrie, President & CEO

Blue Laser Design

NOTE: You can bring your social media person at no cost for this session.

Bring your laptop, iPad or tablet along for this hands-on session. This session is not geared for beginners, but everyone is welcome. Look at various ways to use Facebook, LinkedIn and Twitter to help build stronger relationships with customers, partners and suppliers within the printing industry. Explore unique ways to take advantage of the interactive nature of social media to scout out valuable leads, track your ROI through the use of analytics, monitor and manage the online reputation of your business and various other subjects. Plus, we'll show you how to make posting and tweeting easier by integrating all social media accounts into one location.

Lunch - 12:30 p.m. to 2:00 p.m.

Politics Unplugged

Lisbeth Lyons, Vice President of Government Affairs

Printing Industries of America

Lisbeth will present a raw look at the election dynamics heading into the November 2012 election, including the impact the upcoming election will have on our industry's legislative agenda and tips on how employers can be more involved in the industry's political efforts. She will also provide an update on the "hot" legislative issues, such as postal reform, health care, the Supreme Court ruling, and updates on where tax reform stands at the time of the conference.

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Afternoon General Session - 2:00p.m. to 3:30 p.m.

In Defense of U.S. Paper and Print

Derek Smith, Owner
Derek Smith & Associates

Based on his book "In Defense of U.S. Paper and Print" Derek will discuss aspects of sustainability that include what has driven the market for sustainability in paper and print? What corporations look for in sustainable supplies and suppliers? What does sustainability in print specifically mean and why marketing the sustainability of your company is so vital.

Afternoon Breakout Sessions - 3:45p.m. to 5:15p.m.

Prospecting for New Business – Scarlet Room

Rick Farrell, President
Tangent Knowledge Systems

Rick brings years of sales work and sales consultation to this presentation to help you find a better and more profitable prospect. He will discuss what do you say to get customers to share more information about their problems; how do you determine if they are just shopping for a quote and aren't serious about changing; how to set up more appointments on the phone by looking and sounding different; how to learn to use questions to help the customers find their own answers and come to their own solutions without you having to persuade and convince them – everyone loves to buy but hates to be sold.

Quick Response Codes & Augmented Reality in Print – Gray Room

Daniel Dejan,
North American ETC Print & Creative Manager
Sappi Fine Paper

Daniel will explore using WebCam, Smart Phone and Tablet technology through an intriguing look and discussion at the amazing new emerging field of Augmented Reality (AR) and how print-based AR codes are being used in relation to a variety of businesses, tourism, sales, marketing and retail.

Grand Ceremony - 6:00p.m. to 9:00p.m.

You're invited to join us for a wonderful evening showcasing the best in our industry. This grand event is the celebration to recognize the Best of Category Winners and ultimately the Best of Show in each division. The Rising Star and the Judges' Awards will also be presented at this event. Bring your artistic eye with you as you'll once again have the opportunity to choose this year's Grand Ceremony People's Choice Award.

Our special guest for the evening is Laura Lawton-Forsyth, Chairperson of Printing Industries of America, Board of Directors and President, Lawton Printing, Inc.

GOLF

AUGUST 7 2012

Seventh Annual Printing Industries of Ohio • N. Kentucky Golf Tournament

NorthStar Golf Club, Sunbury, OH

8:00 a.m. Registration/Breakfast

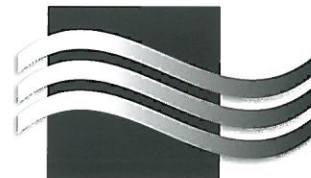
9:00 a.m. Shotgun Start/Four person scramble

This full-day tournament brings together printers, paper merchants, suppliers and vendors to enjoy a fun day of golf, contests, prizes, a buffet lunch and awards. There will be longest drive and longest putt holes and a chance to win a NEW Nissan 370Z in our hole-in-one competition. This event is the perfect opportunity to meet new business contacts or treat your customers and employees to a great day on the links.

You'll enjoy being a part of this year's event. Call or fax in your foursome to the Association office today or we can pair individuals with other golfers.

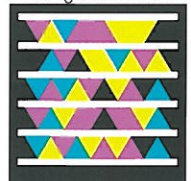
Golf Tournament sponsorship is a great way to build brand recognition on the course!

We have affordable sponsorship options to fit every budget and sponsorship allows excellent exposure to more than 120 industry golfers!
Call the Association office for more information.



Printing Industries
of OHIO • N.KENTUCKY

To Register Online:



Leadership & Management Conference

Please fax your registration to 614-794-2049 or mail to:

Printing Industries of Ohio • N.Kentucky
P.O. Box 819, Westerville, Ohio 43086.

You can also register securely online at www.pianko.org.

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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 \$112 per night (plus all applicable taxes) is being offered. Contact the Fairfield Inn and Suites at (614) 568-0770 by July 15, 2012 to get this rate. Ask for the Printing Industries of Ohio • N. Kentucky group code of PIOPIOA.

REGISTRATION & FEES

WHOLE CONFERENCE & GOLF PACKAGE

Includes one golf registration and full access to all events August 5th - 7th including Grand Ceremony. *Please also complete golf registration at right.*

ASSOCIATION MEMBER

\$500 each registrant

_____ @ \$500 = \$ _____

NON-MEMBER

\$675 each registrant

_____ @ \$675 = \$ _____

WHOLE CONFERENCE PACKAGE

Includes one registration and access to all events August 5th & 6th including Grand Ceremony. *Does not include Golf Tournament.*

ASSOCIATION MEMBER

First registrant - \$395

_____ @ \$395 = \$ _____

Add'l registrant - \$200

_____ @ \$200 = \$ _____

NON-MEMBER

First registrant - \$525

_____ @ \$525 = \$ _____

Add'l registrant - \$350

_____ @ \$350 = \$ _____

MONDAY, AUGUST 6TH INDIVIDUAL SESSIONS

ASSOCIATION MEMBER

\$75 per session

_____ @ \$75 = \$ _____

NON-MEMBER

\$125 per session

_____ @ \$125 = \$ _____

MONDAY, AUGUST 6TH LUNCH W/ LISBETH LYONS

\$45 per Registrant

_____ @ \$45 = \$ _____

MONDAY, AUGUST 6TH GRAND CEREMONY

Includes admission to Cocktail Reception, Grand Ceremony, Dinner and Two beverage tickets.

Per registrant Corporate Table of 10

_____ @ \$85 = \$ _____ @ \$750 = \$ _____

REGISTRATION INFORMATION

(USE ADDITIONAL SHEET IF NECESSARY)

Company Name: _____

Company Address: _____

Company City: _____

State: _____

Zip: _____

Company Phone _____

FAX: _____

Registrants:

Name: _____

Title: _____

Email Address: _____

Name: _____

Title: _____

Email Address: _____

Name: _____

Title: _____

Email Address: _____

2012 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, August 7, 2012

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

Schedule:

8:00 am
Registration/ 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!

PAYMENT INFORMATION

A. Conference Total \$ _____

B. Golf Tournament Total \$ _____

C. Grand Total \$ _____

☐ Invoice Me

☐ Check Enclosed

Made payable and mailed to Printing Industries of
Ohio • N. Kentucky, PO Box 819, Westerville, OH 43086

☐ Credit Card (Visa, Mastercard, AmEx)

CC# _____

Exp. Date _____

Signature _____

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 Monday, July 30, 2012 to receive a full refund. Cancellations received after July 30, 2012 will be subject to a 20% cancellation fee. Refunds will not be granted on or after Wednesday August 1, 2012, or 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.