

## IPMA 2009 KEYNOTE SPEAKERS



**Frank Romano** is Professor Emeritus, School of Print Media, Rochester Institute of Technology. His career has spanned 50 years in the printing and publishing industries. Many know him best as the editor of the *International Paper Pocket Pal*, or have read one of the thousands of articles he has written. He is the author of 46 books, including the 10,000-term "Encyclopedia of Graphic Communications" (with Richard Romano), the standard reference in the field. His books on QuarkXPress, InDesign and PDF workflow were among the first in their fields. He has authored most of the books on digital printing. He has founded eight publications and his columns appear in *WhatTheyThink.com*. He is also the editor of the *EDSF Report*. Romano wrote the first report on on-demand digital printing in 1980 and ran the first conference on the subject in 1985. He has conceptualized many of the workflow and applications techniques of the industry and was the principal researcher on the landmark *EDSF study "Printing in the Age of the Web and Beyond."* He has been quoted in the *New York Times*, *Wall Street Journal*, *Times of London*, *USA Today*, *Business Week*, *Forbes*, and many other newspapers and publications, as well as on TV and radio. He teaches courses at RIT and other universities and works with students on unique research projects.

### The 21st Century In-Plant Printing Operation

Tuesday June 9 - 8:30 am

The in-plant printing facility has morphed from an offset and copying orientation to a digital printing wonder. Digital printing is the primary in-plant reproduction technology. Copier and paper-based workflows are now replaced by digital workflows. The in-plant operation continues to evolve:

1. Digital printing and the MFP have been the principal change agents for in-plant reproduction.
2. Monochrome printing dominates and is declining slowly. Color volumes are increasing.
3. Bindery/finishing is a primary reason for equipment selection and expansion.
4. In-plant wide format inkjet printing is growing in use.
5. Utility printing is gravitating to online and commercial services.
6. In-plant operations leverage system automation to reduce staffing.
7. Page count and finishing are key determinants as to whether a job is produced via centralized or distributed methods.
8. The larger the in-house reproduction functionality, the larger the host organization's print buy from commercial services.
9. Mergers and acquisitions by the host organization have increased in-plant printing volumes.
10. In-plants are discovering the value in more frequent benchmarking to assess and improve efficiency.
11. Centralized printing is more cost effective than decentralized printing.

Learn how all this change will benefit in-plants now and in the future.

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*A digital printing and publishing pioneer and marketing expert, Barbara Pellow helps companies develop multi-media strategies that ride the information wave. Whether developing a strategy to launch a new product, building a strategic marketing plan or educating your sales force on how to deliver an effective value proposition, in her role as Group Leader, InfoTrends, she brings the knowledge and skills to help companies expand and grow business opportunity.*

*Before joining InfoTrends, Pellow was the Chief Marketing Officer of Kodak's Graphic Communications Group, where she was responsible for all marketing activities for the division. Prior to joining Kodak, Pellow was the Gannett chair in integrated publishing sciences in Rochester Institute of Technology's (RIT) School of Printing Management and Sciences. As chair, she focused on the relationship between traditional paper-based media and emerging electronic new media. She has also served as Corporate Vice President of Marketing for IKON Office Solutions; Corporate Vice President of Marketing for Indigo; Vice President and General Manager for the Xerox Document Production Systems Group; and Director of the On Demand Printing and Publishing Service at CAP Ventures, an internationally known firm specializing in the digital document and print on demand industry. A frequent speaker and recognized author, she can be reached at [barb\\_pellow@infotrends.com](mailto:barb_pellow@infotrends.com) and 585 554 4144.*

### **In-Plants – Thrive in a Difficult Economy Wednesday, June 10 - 1:30 pm**

#### **In-Plants – Thrive in a Difficult Economy**

These are extremely trying times for CEOs, CIOs and other senior executives of enterprises of all sizes. In March 2009, Infotrends released a study on the In-Plant of the Future that looked at the current state as well as strategies that in-plant managers are implementing to “thrive” in a difficult economy. CEOs and other business leaders no longer are allowing aggressive business investments without more rational strategies, better metrics on return on investment and a direct, positive impact on customer value. Economic challenges are forcing enterprises to return to a sound economic review process for potential new investments. This session will discuss how in-plant executives can more effectively support their organizations in difficult times, as well as how they are justifying the right investments in technology.



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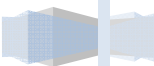
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**Bob Neubauer** is editor of *In-Plant Graphics*, the only magazine in the world dedicated to in-plant managers. He has served as editor of the Philadelphia-based publication since October, 1994.

### **In-Plant Highlights: The Year in Review** **Tuesday, June 9 – 11:30 am**

Bob Neubauer, editor of *In-Plant Graphics magazine*, will present his observations of the evolving in-plant industry, highlighting some of the major developments and trends since the last conference. Since 1994, Neubauer has served as editor of the Philadelphia-based publication. Prior to this position, he was a managing editor at *Printing Impressions* magazine. Very active within the in-plant industry, he has attended all of the major in-plant conferences, and has visited more than 100 in-plant operations around the U.S., Canada and Australia.



## IPMA 2009 GOLD SPONSOR KEYNOTES

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### GOLD SPONSOR CANON

Tuesday, June 9 – 3:00 pm



### GOLD SPONSOR KODAK

Wednesday, June 10 – 8:30 am

Keynote Presenter Elaine Wilde  
Kodak's VP of Sales (US&C)

Did you know a recent study by PRIMIR identified the in-plant market as the #1 install base for digital electrophotographic printers? With adoption climbing above 85% on these devices, some in-plants are eyeing the next big print technology -- high speed inkjet.

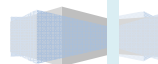
Join Kodak for an information-packed educational session on high-speed inkjet printing and discover the opportunities this technology will create for in-plant print providers.

Learn about:

- Key applications
- Successful in-plant case studies
- Plus the latest updates on the new Kodak Stream inkjet technology

Elaine Wilde, Vice President of Sales, United States and Canada, Digital Printing Solutions, Kodak's Graphic Communication's Group, will serve as Keynote Presenter for this special event. Since joining Xerox in 1976, she has held a variety of sales, marketing, and general management positions including Senior Vice President & General Manager for Worldwide Graphic Arts, Vice President of Marketing & Strategy for Public Sector Operations, and Vice President of Integrated Document and Industry Solutions.

Ms. Wilde has a personal passion for this marketplace and tremendous respect for the customers who have led the way in the technology transformation of this industry. As leader of U.S. industry marketing in 1994, she created Graphic Arts Marketing Managers, a graphic arts customer council and a customized business strategy for this market to support industry focused applications. As the Vice President of Solutions and Services Business, she led the development and deployment of Production and Print Solutions for the Commercial Printer. Now at Kodak, she is leading the transition of the US&C product sales force to a Digital Printing Solutions sales force to include Inkjet, Workflow and Electrostatic technologies.



## IPMA 2009 GOLD SPONSOR KEYNOTES

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### **GOLD SPONSOR RICOH**

**Tuesday, June 9 – 2:00 pm**

#### **Thriving in Interesting Times**

Environmental, economic and technological changes are affecting us all. Join us for this keynote session where we explore the ways in which they are impacting in-plant operations and discuss 4 ways to leverage them to our advantage.

*Greg Cholmondeley has worked for printing systems technology companies for more than 25 years. Today he is Manager of Segment Marketing Programs for Ricoh Americas Corporation's Production Printing Business Group. This role includes responsibility for marketing strategy and program development for the in-plant printing market throughout the United States.*



### **GOLD SPONSOR XEROX**

**Monday, June 8 – 8:30 am**

#### **Strategies and Key Attributes of Successful In-Plant Printers**

Eric Armour, President, Global Business and Strategic Marketing Group at Xerox will lead a panel of industry experts who will discuss strategies and key attributes of successful in-plant printers.

Mr. Armour is responsible for the worldwide management of Xerox's \$5 billion production and \$8 billion office businesses, including product marketing and launch, and strategic planning. The production business offers high end systems, software and services for the graphic communication industry, including production publishing, transaction printing and enterprise-wide printing. Armour directs Xerox's efforts to leverage the complimentary power of digital printing in the offset market, targeting key growth opportunities such as just-in-time printing and on-demand book publishing.

In the office he is responsible for marketing of Xerox technology, software and services for offices small to large. He is charged with accelerating growth for Xerox's portfolio of black and white (monochrome) and color multifunctional systems and networked printers; advancing Xerox's proprietary solid ink color printing technology; and expanding the company's share of the small and mid-size business market.



*10:45 am – 11:30 am*

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## **A Case Study: How One In-Plant Assumed the Management of Multifunctional Printers**

This information-packed session outlines the trials and triumphs experienced as the LDS Church Printing Division took on the new responsibility for managing IT printers and multifunctional devices. They will also share details of their just-completed, mammoth project to replace over 7,500 cost-per-copy copiers with MFPs across the U.S. and Canada.



*Larry Wright, CGCM, is the manager of Publication Support at The Church of Jesus Christ of Latter-day Saints. An IPMA member since 1981, he has served on several committees including IPMA's Conference Planning Committee, Certification Committee, and Awards Committee. Wright has also served as IPMA's Utah Chapter President, Vice President, and Regional Conference Chairperson. The last four years Wright has also helped in managing the In-Print competition.*

*During the past two years, Kevan Clegg has served as the manager of Copier Administration, Electronic Pre-press, and 2 small-job printing shops for The Church of Jesus Christ of Latter-day Saints. Prior to this assignment, Clegg served as an accountant for the Church and private sector businesses. He is an IPMA member and holds the professional designation of Certified Internal Control Auditor (CICA).*

## **Establishing Budgeted Hourly Rates**

**Michael Pletka – Xerox**

Accurate cost information and management is a key component to successfully managing any in-plant operation. In this session, Michael Pletka, Business Development Consultant, Eastern Sales Operations, Xerox Corporation, will walk you through the process of building budgeted hourly rates for both digital and offset presses, using these to create estimates that reflect the true total cost of the job to your organization. Participants will also be provided with Microsoft Excel-based models they can use to easily create accurate budgeted hourly rates for their operation's equipment using the process described in this session.



*In this role Mr. Pletka serves as a strategic consultant to Xerox iGen customers, offering assistance in creating business and market development strategies to maximize their investment in Xerox digital printing solutions. He is also responsible for delivering many of the New Business of Printing Business Development Services, including marketing plan development, sales training and 1:1 marketing and web-to-print application development and re-engineering. Previously Mr. Pletka was Manager, Customer Business Development in Xerox's Production Systems Group, where he was responsible for the development and launch of many ProfitAccelerator<sup>®</sup> Business Development Resources, including ProfitQuick<sup>®</sup>, a financial modeling tool used worldwide by sales and print providers to help understand the financial implications of investing in digital technology. He has over 12 years of experience in the*

*graphic communications industry, including digital and offset print production and workflows, and is an expert in cost estimation and variable data printing. Having earned a B.S. in Printing Management and an MBA from Rochester Institute of Technology, he performed research at the RIT Printing Industry Center in digital business models and the opportunities in variable data printing, and is the co-author of Data-Driven Print: Strategy and Implementation.*

### **Managing Your In-Plant in a Recession**

The times are changing. To stay in the game, in-plants need to have a plan. This information-packed session will outline success strategies for not only assessing your present situation, but also developing a realistic game plan for the next 6 months to 2 years.



*Jerry Sampson, the national business development manager for xpedx Business Imaging, is responsible for expanding specialized xpedx business services to in-plant printers across North America. Sampson, a 15-year print industry veteran, has spent his career designing and implementing management and technical programs for commercial and in-plant printers. Prior to joining xpedx, Sampson spent a decade as vice president of development and e-procurement for Prime Digital Printing, Dayton, Ohio. Through the xpedx and Prime Digital Printing consulting relationship, Sampson has worked directly with hundreds of in-plants throughout the country.*

### **Trends in Corporate Marketing – ROI**

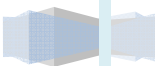
**Beth Ann Kilberg-Walsh, Manager, Production Marketing Communications - Xerox**

The Xerox Cross-Media Personalization Approach ...More targeted. More personal. And much more relevant. Don't miss this special session focusing on how Xerox' direct marketing campaigns garnered high responses.



Drawing upon more than two decades of marketing communications experience, Beth Ann "B.A." Kilberg-Walsh, manager of Production Marketing Communications, is helping to transform how Xerox markets its Global Business & Solutions Marketing Group products to customers. Recognized as a leading practitioner in 1-to-1 business-to-business communications, Beth Ann and her direct marketing team use personalization and customization strategies - enabled by Xerox digital printing technology - to grow existing customer relationships and develop new ones.

The results speak for themselves. Beth Ann's programs often yield double-digital response rates and industry accolades. In addition to 1-to-1 communications, Beth Ann also manages focused programs and events, cross-media campaigns, and web-to-print initiatives. One of her integrated direct-marketing programs in September won a prestigious "Golden Ink Award."



2:30 pm – 3:15 pm

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## The Anatomy of a Marketing Campaign

With today's technology, in-plants really can play a bigger role in an organization's marketing efforts. This presentation will reveal:

- How in-plants can greatly increase revenue opportunities by becoming a bigger part of the marketing value chain;
- The basics of understanding a marketing campaign... and to realize the value you can offer with the tools and data that you have;
  - How you can use variable data and personalized landing pages to increase the success of mailers;
  - How you can fill the need to market with other channels... along with print, you can help execute and measure e-mail efforts, website forms, business reply cards, and more!



*John P. Foley, Jr. is the founder of interlinkONE, and has served as the President and CEO since the company's inception in 1996. He is widely recognized for his visionary approach in designing Internet business applications that meet the changing needs of dynamic Print, Fulfillment and Mail Service Provider organizations, also known as Marketing Service Providers.*

## Inkjet or Toner? Which Technology is Better For Your Production Environment?

Join us as we compare and contrast inkjet and toner printing techniques and devices, discuss market trends, and explore your options.

- Current primary alternatives available for digital production color devices
- Trends and forecasts for digital production color
- Total cost of ownership (TCO) and return on investment (ROI) for various digital technologies
- How these various digital technologies compare in image quality, functionality, speed, and reliability
- New inkjet technology developments from HP, RISO, and others
- What applications and production environments are best for which technology
- Environmental aspects of inkjet



*David Murphy is the Vice President of Marketing for RISO, Inc, having held sales and marketing positions with the company for the last 17 years. RISO manufactures and sells the ComColor series of inkjet printers, the fastest cut-sheet full color inkjet printers on the market. Mr. Murphy is responsible for the entire scope of product marketing for the Americas. He holds an MBA and a BS degree in marketing and has conducted field research on user applications for ink-based printing systems in Europe, Asia, and the Americas.*

### **Turning Clients onto New Digital Services**

The world is changing. You're offering, or considering new digital color, VDP, and Web-to-print services. Learn how to promote them and to grow your business.



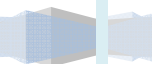
*Greg Cholmondeley has worked for printing systems technology companies for more than 25 years. Today he is Manager of Segment Marketing Programs for Ricoh Americas Corporation's Production Printing Business Group. This role includes responsibility for marketing strategy and program development for the in-plant printing market throughout the United States.*

### **Marketing by Integrating Variable Data and the Internet with Print**

Gain insights into variable data, digital storefronts and personalized urls to increase sales to your customer base. Debbie Pavletich, Briggs & Stratton Corporation, and Arie Abecassis, President and COO of MindFire will share research and programs developed utilizing these three vital components of effective marketing programs.



*Debbie Pavletich is the manager of Graphic Services at Briggs & Stratton, the world's largest producer of air-cooled gasoline engines, where she has managed a team of 33 professionals since 1992. Her accomplishments include the initiation of a successful external sales effort and the consistency of the department's significant financial contribution to its parent organization. She currently serves as IPMA's International President.*



*4:30 pm – 5:15 pm*

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## **Offset to Wide Format: A Nuts & Bolts Discussion**

Learn how Fred Meyer reduced costs and improved quality by migrating its sign printing from a 23"x29" 4-color offset press to digital wide format ink-jet printers. If you want to make the transition, side-step the typical pitfalls and get profitable with minimal delay, this presentation is for you. Fred Meyer's wide format project will be outlined from conception to profitable operation, covering suitable applications, cost-justification, equipment considerations, as well as how to solve typical production problems.



*Dana Bauer, who specifies equipment and processes for Fred Meyer in Portland, Oregon, helped to initiate the wide format project and had hands-on experience every step of the way. Bauer holds a Bachelor of Arts Degree in Communication Arts, and a Masters in Humanities from California State University. An IPMA member since 1998, he is vice president of the Portland Chapter, and former IPMA Awards Chairperson.*

## **Our Digital Future**

Are you prepared for a digital world? How will digital impact your shop and what are the advantages of going digital? In addition to providing his digital perspective of the present and future, Jimmy Stewart will invite one-on-one questions and discussion with participants. This session should prove invaluable to anyone considering the digital possibilities.



*Jimmy Stewart has been involved in the printing and mailing industry for 45 years. His primary focus has been on the in-plant segment of the industry, except for three years in commercial printing sales. Stewart currently serves as a Vice President with the Federal Home Loan Bank of Atlanta, and Manager of the Mail/Print Services of the Bank.*

## **What to Expect from a Web-to-Print Solution**

Learn what to expect when rolling out a Web-to-Print solution, either Hosted (Off-Site) or Licensed (On-Site), and what factors can make for a successful implementation. While this discussion applies to any web-to-print solution, it is based on the successful strategies Rochester Software Associates, Inc. has developed by delivering WebCRD, Rochester Software Associates's (RSA) award-winning Web-to-Print solution, for a variety of industries and at large and small clients.



*Tim Kelly is RSA's Senior Vice President responsible for Sales, Marketing, Strategic Planning, Customer Service and Operations. Having joined RSA in 1994, Mr. Kelly has 30 years of experience in the software industry. During his tenure at RSA, he has helped RSA become a leader in Web-to-Print, Variable Data, Legacy Transform and Output Management software solutions. RSA's solutions are distributed by industry leaders including Xerox, IKON, Canon, Ricoh, Kodak, Danka, Konica Minolta Sharp and Toshiba.*

### How to Make Océnomics work for your Printshop

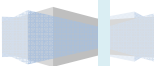
Learn how the basics of Océnomics can help you to

- Build Client Turst
- Reducs Costs
- Enhance the services portfolio
- Maximize Productivity.

Learn these simple steps to make your print shop efficient, streamlined, sustainable and profitable.



*Eric de Goeijen, Vice President, Marketing—Eric, who has a total of 28 years of industry experience, joined Océ in 1985. Since then he has served in a variety of national and international capacities, with responsibilities in sales, business development and marketing management for both operating companies and Océ headquarters. As Vice President of Marketing for Production Cut-sheet and Océ PRISMA software, Eric is responsible for leading Océ efforts to grow market share and leadership in this segment of the production print market. In addition to his focus on cut-sheet color and monochrome solutions, Eric is responsible for extending Océ’s reach and visibility in the areas of workflow software and professional services.*



*10:30 am – 11:15 am*

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## **Address Cleansing and an Update on the Intelligent Mail Barcode**

Join your in-plant mailing colleagues for all review of the latest requirements from the USPS on address cleansing including suggestions on ways to reduce returned mail. In addition, an update will be presented on the Intelligent Mail Barcode incentives as required by the USPS and what it all means to in-plant print shops and mailers.



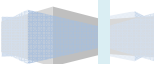
*With 33 years of experience, Rob Lingard has been involved in a variety of business environments including international insurance, printing production, cost management, purchasing, and disaster recovery. He is the manager of Central Services for Deseret Mutual Benefit Administration in Salt Lake City, where he is deeply committed to quality and process improvement. Lingard has served as President, Vice President and Treasurer of IPMA's Utah Chapter.*

## **Get What You Want: Justifying Equipment and Software Purchases**

Wanting involves intention. It means you have to be willing to work to get what you want. If that describes you and you need equipment or software for your operation, don't miss this presentation and workshop. You will leave with a detailed outline that can be followed to get exactly what you want for your unique situation.



*Richard Griffin is the Director of Campus Printing, the in-plant for Central Piedmont Community College. He is also the founder of Press Statistics, a consultancy for offset press acquisition and printing operations. Griffin's professional career spans a variety of roles including flyboy, press helper, pressman, supervisor, pressroom manager and plant manager.*



### Shifting Strategies for In-Plants from Surviving to Thriving

During challenging economic times, many companies seek to cut expenses in services considered not core competences such as the in-plant printing facility. The question becomes how can an in-plant shift the perception of an expense and expendable to the opinion that it's high value and worth every penny?

This workshop will focus on how leading companies have made the shift from surviving to thriving. Strategies include implementing new tools to increase productivity and customer perception, creating products and services with greater value, as well as building and refining workflows that reduce time and costs. Case histories of companies that have used these strategies will be shared and questions frequently asked by in-plants will be answered.



*Author, trainer and consultant Howie Fenton has worked with graphic communications companies nationwide for the past two decades. He audits 30 companies a year, specializes in in-plant and outsourcing analysis, has a client list of over 500 companies and is reputed to have never analyzed a workflow or production strategy he could not improve. As a consultant, Fenton specializes in digital printing, digital workflows, and the strategic management of in-plant and commercial printers. He has authored five books on digital printing, scanning, color management, and digital technologies. He writes for the NAPL Business Review and is frequently featured in national trade and business magazines.*

### SFI Certification

As green issues become more mainstream, companies are turning to the Sustainable Forestry Initiative® (SFI) certification process to help meet their corporate social responsibility goals and objectives. Jason Metnick, Director of Market Access and Product Labeling, will discuss with you the SFI® program and the steps to become SFI chain of custody certified. The SFI® chain of custody program ensures the integrity of the SFI product as it moves through the supply chain from the forest to the shelf.



*Jason Metnick is the director of market access and labeling for the Sustainable Forestry Initiative (SFI Inc.) program, a third-party forest certification system in North America. The SFI® standard, one of the largest sustainable forestry certification programs in the world, is based on principles and measures that promote sustainability including measures to protect for water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value.*

For more information about the SFI program, visit [www.sfiprogram.org](http://www.sfiprogram.org)



9:30 am – 10:30 am

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## Color Management

Color **can** be consistent from proof to press and from press to digital equipment. Discover the need to measure color and how it can improve consistency. Understand the benefits of becoming a G7 certified master printer.



*Brian Patterson brings to this presentation 28 years of experience within the printing industry. On staff at Briggs & Stratton Corporation for the past 25 years, he serves as the Pressroom Supervisor for the Graphic Services department, one of the largest internal print operations in Wisconsin. The department provides a full range of design, desktop publishing, printing, bindery, and literature fulfillment services and utilizes sheetfed, digital and web presses to output production.*

## Tools to Train and Develop Your Team

Training and developing the members of your team is crucial to the success of your team. Generation X and Y workers especially desire training and development opportunities. In this presentation 15 tools to train and develop your people will be shared and elaborated upon. Developing an understanding of these tools will help you customize opportunities for your people, and help you develop an even more High Performance Team.



*Wes Friesen, EMCM, EMCM, MQC, ICP, CMA, CFM, CM, APP, PHR, CCM, CTP, is the Manager of Revenue Collection & Community Offices for Portland General Electric, a utility with over 800,000 customers and an annual revenue of about \$1.5 billion. Friesen manages several departments including Printing & Automated Mail Services, Cash Remittance Services, Customer Pay Options and Community Offices. Over the years he has been a recipient of the Technical Excellence Award from MailCom & MSMA. PGE has also been named Mailer of the Year by the Greater Portland Postal Customer Council, as well as received a Partner in Progress award, IPMA's Management Award and NAPL's Gold Award. Having earned a B.S. in Business Administration from George Fox University and an MBA from the University of Portland, Friesen has been an award winning university instructor for the past 25 years.*

### **The Building Blocks for the perfect RFP (Request for Proposal)**

Every RFP is different and unique to the services and equipment needed by your organization. But whether you are seeking high-volume digital devices, a copier fleet contract or even a press, the building blocks should be the same from your organization. This session will focus on the technology, industry knowledge and support from various departments that are absolutely essential to build a clear, direct and concise RFP.



*Kevin Field has served as Administrator for Virginia Beach City/School Printing and Mail Services in Virginia Beach, VA, since 2001. An active member of IPMA since 1986 and a Certified Graphic Communication Manager, Field serves as Chairperson of IPMA's Conference Planning Committee. He has also served as IPMA's 2008 Awards Chairperson and Co-Chair of the CGCM Exam Committee; President of the Metropolitan Washington Chapter; President, Vice President and Secretary of the Philadelphia Chapter.*

### **Web to Print E-enabling Your Business**

The electronic ("e") enablement of business processes related to marketing, selling, buying, and producing print products has already changed the normal order of the graphic communications value chain. Web-to-print services have become commonplace and this session is dedicated to hearing about success strategies in the in-plant environment. During the session, InfoTrends will share key results from its recent Multi-Client Study entitled, E-enablement: The Future of Graphic Communications. You will also hear from industry peers about why and how e-enablement has become essential to their in-plant.

*A digital printing and publishing pioneer and marketing expert, Barbara Pellow helps companies develop multi-media strategies that ride the information wave. In her role as Group Leader, InfoTrends, she brings the knowledge and skills to help companies expand and grow business opportunity.*

*Before joining InfoTrends, Pellow was the Chief Marketing Officer of Kodak's Graphic Communications Group, where she was responsible for all marketing activities for the division. Prior to joining Kodak, Pellow was the Gannett chair in integrated publishing sciences in Rochester Institute of Technology's (RIT) School of Printing Management and Sciences. As chair, she focused on the relationship between traditional paper-based media and emerging electronic new media. She has also served as Corporate Vice President of Marketing for IKON Office Solutions; Corporate Vice President of Marketing for Indigo; Vice President and General Manager for the Xerox Document Production Systems Group; and Director of the On Demand Printing and Publishing Service at CAP Ventures, an internationally known firm specializing in the digital document and print on demand industry. A frequent speaker and recognized author, she can be reached at [barb\\_pellow@infotrends.com](mailto:barb_pellow@infotrends.com) and 585 554 4144.*



*2:30 pm – 3:15 pm*

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## **Job-Tracking, Web-Based Workflow: Who, What, When, Where & Why**

If you have questions related to job-tracking and web-based workflow, this session is guaranteed to deliver answers. Come to this discussion prepared to share what works for you as participants explore the Who, What, Where, and Why of these two very relevant topics. Brad Johnson will share some of the successes and failures he has experienced, trying to leverage these new methods of using the web for business practices. He will also review some of the current systems available.



*As the Senior Engineer for the Church of Jesus Christ of Latter-day Saints, Brad Johnson has become an authority on the power and perils of job-tracking and web-based workflow. His in-depth understanding of the processes and his down-to-earth presentation style have attendees coming back year after year. Don't miss this opportunity to share your experiences and gain valuable support.*

## **Money-Saving Tips for Creating Your Own On-Line Job Ticket**

Why purchase job ticketing and tracking software when you can create your own? Save your organization money and be a hero by designing your own. This session will share the steps you can take in partnership with your IT department to create superb on-line job tickets that are designed specifically to meet your individual needs.



*Chris Barclay began his printing career in 1977 while still in high school. He went on to earn a bachelors degree from Central Connecticut State University. Having sold printing for a small commercial printer and working in the shop on weekends, in 1989 he was offered the position of manager of Printing and Mailing Services at Connecticut College.*

### Mail Room Security – What You Need to Know

Work must go on! This session will share steps for securing your mailroom against potential threats and ways you can prepare your staff for possible incidents that could interfere with work processes.



*Rob Lingard brings to this presentation 33 years of experience in a variety of business environments including international insurance, printing production, cost management, purchasing, and disaster recovery. He is the manager of Central Services for Deseret Mutual Benefit Administration in Salt Lake City, where he is deeply committed to quality and process improvement. Lingard has served as President, Vice President and Treasurer of IPMA's Utah Chapter.*

### Winning Strategies for Managing Your Employees

Rick Wise, the Director of Printing Services at the University of Missouri – Columbia, will share his experiences, insights and lessons learned from managing a successful, award-winning team of 75 full-time and 12 part-time in-plant employees. He will offer those strategies that have worked, as well those that have not worked, while managing a printing operation.



*Rick holds a Masters in Public Administration and a Bachelors Degree in Journalism from the University of Missouri. While managing Printing Services, he has served as an adjunct faculty member for three semesters, while teaching a course on The Graphics of Journalism at the MU School of Journalism. Prior to joining university as Manager of Customer Services for Printing Services in 1989, Rick managed a commercial printing company for 13 years.*

*Printing Services was established in 1934 as an in-plant at the University of Missouri. The operation features both offset and digital toner printing. The main 53,000 square foot plant is located off campus; while there are also five satellite Digiprint (formerly QuickCopy) Centers located around the campus. The in-plant generated approximately \$8.2 million in revenue during fiscal year 07/08.*



*3:30 pm – 4:15 pm*

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## **Best Practices for In-House Mail Operations**

Discover proven methods to successfully develop world-class in-house operations – whether it's printing, mailing, document management or any other function. Ten important keys to success will be covered: great management, maximizing your most important resource – people, working with business partners, measuring performance, justifying resources, marketing your services, commitment to quality, redundancy/back-up, continuous learning & improvement, and the 3 "Ps" approach to world class operations. Proven and practical techniques from successful in-house operations will be shared. Come prepared to learn some new ideas that can help your operation be even more successful!



*Wes Friesen, EMCM, EMCM, MQC, ICP, CMA, CFM, CM, APP, PHR, CCM, CTP, is the Manager of Revenue Collection & Community Offices for Portland General Electric, a utility with over 800,000 customers and an annual revenue of about \$1.5 billion. Friesen manages several departments including Printing & Automated Mail Services, Cash Remittance Services, Customer Pay Options and Community Offices. Over the years he has been a recipient of the Technical Excellence Award from MailCom & MSMA. PGE has also been named Mailer of the Year by the Greater Portland Postal Customer Council, as well as received a Partner in Progress award, IPMA's Management Award and NAPL's Gold Award. Having earned a B.S. in Business Administration from George Fox University and an MBA from the University of Portland, Friesen has been an award winning university instructor for*

*the past 25 years.*

## **Prepress Quark vs. Indesign -- Does It Matter?**

What tools are available within these 2 award-winning desktop publishing applications to help produce print projects for your customers? Brad Johnson will discuss and demonstrate the feature sets of each application. Don't expect an argument or determination from me which is better, that is up to you to decide. Here is a hint, secret sauce = PDF



*Brad Johnson is the Senior Engineer for the Church of Jesus Christ of Latter-day Saints. He is an expert at creating pdf files, or any files for that matter. This is a superb opportunity to ask questions and get answers to all of your design questions in detail! His get-the-facts approach to today's technology is always on target. No wonder attendees typically request encore presentations every year from this very knowledgeable presenter.*

### Web Ordering and Print on Demand -- “Yes, We Can!”

In this session the LDS Church and BYU Printing Services will explore the opportunities and challenges of providing Web Access Ordering and Print-On-Demand to students, facility and in-plant customers. It will explore the challenges these In-plants have faced in designing and implementing Web Access Ordering and POD both in customer service and their manufacturing areas. They will also discuss their success and what they see as the future opportunities.

*Doug Maxwell, KFC, is the director of Print and Mail Services at Brigham Young University. He has been a member of IPMA since 1997 and currently serving in the presidency of the Utah Chapter. He has a Bachelor's degree from BYU. He has been involved in printing for 32 years and has been involved in every facet of printing from lead type to ownership.*



*Larry Wright, CGCM, is the manager of Publication Support at The Church of Jesus Christ of Latter-day Saints. An IPMA member since 1981, he has served on several committees including IPMA's Conference Planning Committee, Certification Committee, and Awards Committee. Wright has also served as IPMA's Utah Chapter President, Vice President, and Regional Conference Chairperson. The last four years Wright has also helped in managing the In-Print competition.*

*During the past two years, Kevan Clegg has served as the manager of Copier Administration, Electronic Pre-press, and 2 small-job printing shops for The Church of Jesus Christ of Latter-day Saints. Prior to this assignment, Clegg served as an accountant for the Church and private sector businesses. He is an IPMA member and holds the professional designation of Certified Internal Control Auditor (CICA).*

### Why Customized Communications? Why Now?

Customized communications offer a world of opportunity for in-plants to provide new value-added capabilities to meet the needs of the marketing professional. With a customized communications portfolio you can:

Deliver measurable results and ROI to clients



- Remain competitive by offering new value-added services
- Generate new sources of revenue from value-added services
- Take advantage of production efficiencies, “lights out” operation, and expanded market share opportunities through Web-enabled automated workflows
- Offer new services to drive volume to their devices

In this session, Barb Pellow will define the various market segments, explore the business opportunities, provide real-world examples and success stories, as well as present a ‘how-to’ approach for getting started.

