

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

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 and 585 554 4144.

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 to more effectively supporting their organizations in difficult times as well as how they are justifying the right investments in technology.

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***Bob Neubauer**, Editor-in-Chief of In-Plant Graphics magazine, will provide insights into the most significant trends impacting in-house operations.*