

The Future of Graphic Imaging

PICAE_{XP}OO

'09

Learn.
Share.
Succeed.

The Grandover Resort

Greensboro, North Carolina

March 20 & 21, 2009

THE GRANDOVER RESORT: GREENSBORO, NC

MARCH 20 & 21, 2009

FRIDAY – MARCH 20, 2009

Noon-7:30pm		PICAEexpo Exhibits Open	
12:30-2:30pm	F-1	Introduction to the Fulfillment Industry	Tom Quinn
	F-2	Evolution of Print Industry: Where have we been and where are we headed?	Jim Aust
	F-3	The LeaseSpeak™ System: Your Guide to Saving Money on Leases	Mary Redmond
	F-4	The Selling Owner	Bill Farquharson
2:30-3:30pm		Refreshments in Exhibit Hall	
3:30-5:30pm	F-5	How to Price Fulfillment	Tom Quinn
	F-6	Building for Success	Frank McPherson
	F-7	How to be H.E.A.R.D. in Your Next Negotiations: Win More Every Time	Mary Redmond
	F-8	Why Aren't You Selling More?	Bill Farquharson
5:30-7:30pm		Reception & Door Prize Drawing	

SATURDAY – MARCH 21, 2009

9:00-11:00 am	S-1	Mailing 101 for the Printing CSR	George Heinrich
	S-2	Best Practices in Color Reproduction	Dan Remaley
	S-3	How Digital Changes Your Work Flow	Frank McPherson
	S-4	Who's Making Money at Digital Printing...and How?	Bill Farquharson
11am-4:30pm		PICAEexpo Exhibits Open	
11:30am		Luncheon & Door Prize Drawing	
12:30-2:30pm	S-5	Designing Mail to Maximize Postal Discounts	George Heinrich
	S-6	Printing to Gray Balance	Dan Remaley
	S-7	How Important is the Right Choice of Software & Hardware?	Frank McPherson
	S-8	Sales Triathlon	Bill Farquharson
2:30-4:00pm		Refreshments & Grand Door Prize Drawing	
5:30-10:30pm		42nd Annual PICA Awards Reception & Banquet*	

* Discounted registration fees for the PICA Awards festivities are available for participants of the PICAEexpo. Go to www.picanet.org and click on the PICA Awards logo for details and registration form – or call (704) 357-1150 or (800) 849-7422.

PICA EXPO EXHIBITORS



Business Card Express of Charlotte

115 Business Park Drive • Indian Trail, NC 28079-9432
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EFI is the world leader in color digital print servers, and controllers; superwide format printers and inks, industrial inkjet printing systems and print management, Web-to-print and proofing solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits.



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James Tomlinson • james.tomlinson@xpedx.com
www.xpedx.com

xpedx is one of the largest business-to-business distribution companies in North America, providing a wide variety of printing papers, graphics, packaging and janitorial-sanitary supplies and equipment from manufacturers worldwide. Conducting business with the majority of Fortune 1000 companies, customers include printers and publishers, manufacturers, retailers, governments and facility managers.



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Patrick Cleghorn, Director of Business Development
pcleghorn@carolina.rr.com • www.prisco.com

Prisco (Printers' Service) is the world's leading manufacturer and distributor of offset pressroom chemistry including fountain solution, roller wash, blanket wash, coatings, silicone, oil and lubricants and adhesives. Prisco's extensive line also includes printing blankets and miscellaneous pressroom supplies. PriscoTech offset press process control equipment covers a range of applications including water management, chemical blending, chemical recycling and waste reduction. Ask us about Prisco Digital at the expo.



RocketPrint Software

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T (336) 267-7272
Gil Newsom, Managing Director • gil@rocketprintsoftware.com
www.rocketprintsoftware.com

Web2Print Solution

RocketQuotes is designed to integrate seamlessly into your existing website giving you a complete e-Commerce storefront that can handle all transactions with your customers such as Instant Online Quotes, Fulfillment/Inventory Management and Print-on Demand orders. Integrate those orders into RocketWorkflow to track and manage all the orders in the shop.

PICA EXPO EXHIBITORS



PICA Insurance Group

P.O. Box 19889 • Charlotte, NC 28219-0998
T (704) 357-1150 or (800) 849-7422 • F (704) 357-9390
Ralph Doster, Managing Director • rdoster@picanet.org
www.picanet.com

The PICA Insurance Group is uniquely qualified to serve Carolina printers, both large and small. We are more than just an agency selling employee and business insurance. We are business advocates dedicated to providing the best coverage, rates and plans available for Medical, Dental, Life, Disability, Workers' Compensation, Property and Casualty coverage, homeowners and personal auto.



Printers 401k

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South Town & Country, MO 63017
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Printers 401k is designed exclusively for printing companies who want to reduce their administrative responsibilities, lower fiduciary exposure, and save time and money. The program is endorsed by 11 affiliates of the Printing Industries of America, including PICA.



KBA North America

7323 Rocking Chair Lane • Hoschton, GA 30548
T (404) 915-1052 • F (802) 764-5158
Sam Creel – Regional Sales Manager • screel@kba-usa.com
www.kba-usa.com

KBA North America, a part of the Koenig & Bauer Group, one of the largest press manufacturers in the world, supplies a wide range of press models. These range from the Genius 52 UV 20-inch to the Rapida 205 81-inch on the sheetfed side and web offset presses as well. The company prides itself on its long leadership in large format, its three consecutive awards from the prestigious PIA/GATF InterTech committee, and its 181-year-old family-owned management team. The company has offices in Toronto, Ontario; Williston, VT; and Dallas, Texas.



Hewlett Packard – Indigo Division

14608 Lora Lynn Court • Huntersville, NC 28078
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Ron Brescia, Commercial Accounts Manager ronald.brescia@hp.com •
www.hp.com/go/indigo

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. HP serves more than one billion customers in more than 170 countries on six continents. The Image and Printing Group within HP is a leading manufacturer of High Quality Digital Press solutions, Large Format and Super Large format Sign Solutions and Specialty Printing Technologies for the Graphic Arts market.



RotaDyne

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Kim Barham – Carolinas' Account Manager
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"Everything that Rolls": Come by and talk to us about roller performance, care and maintenance. Be prepared for ongoing changes in ink and fountain solution that can affect your rollers! We can save you time and money!

PICA EXPO EXHIBITORS



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T (336) 993-4132 • F (336) 993-5698
Mike Bell, CEO or Jimmy Morris, Manager
mike.pressclean@earthlink.com jimmy.pressclean@earthlink.com •
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Pressclean has a 40,000 sq. ft. refurbishment facility, offering full turnkey service from inspections, removal, refurbishment and setup/print test, employing fully trained technicians, also offering chemically electroplating "on site" cylinder repairs by one of the best in the business, all repairs are guaranteed for life.



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Allen Shives • allen@ultimateprintfinishing.com

In addition to traditional print finishing equipment, Ultimate Print Finishing specializes in digital print finishing. Creasers, folders, bookletmakers, paper cutters, drills, numbering systems, staplers, UV coaters, perfect binders and coil binders are a few of the products we offer. With sales and support for top brands such as Duplo, Morgana, Challenge, MBM, Triumph, Rhin-O-Tuff, ExactBind, Prism and Saber.

xerox



Xerox Corporation

4201 Congress Street, Suite 250 • Charlotte, NC 28209-3476
T (704) 551-2000 • F (704) 551-2082
Scott Titus, Graphic Communications Representative
Scott.Titus@xerox.com • www.xerox.com

Come see the Xerox Graphic Communications Team at the PICAExpo and find out how we help our Xerox PICA members grow both revenues and profits. We will showcase our Profit Accelerator tools, industry presentations and show how we help you and your sales people spot new revenue opportunities.



Coyne Textile Services

215 Commerce Street • Duncan, SC 29334
T (866) 546-2359 • F (864) 433-9285
Mike Pucak, General Manager
mike.pucak@coynetextileservices.com
www.coynetextileservices.com

Coyne is your one-stop source for everything you need to keep your employees and facilities looking great. Whether you have a single location or multi-locations nation-wide, Coyne provides the highest quality products and reliable service. With 80 years of experience, Coyne's knowledge and resources keep the environment cleaner and safer. Learn more about our unique environment programs and services, and you'll understand why so many companies use Coyne's printer towels, uniforms, dust control, and other absorbent needs.



American Recycling of SC, LLC

1240 White Horse Road • Greenville, SC 29605
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Ron Moore • rmoore@amrecycling.com • www.amrecycling.com

American Recycling is a recycling company that specializes in medium to large printers, publishers, and packaging companies throughout the Carolinas.

For qualified companies we offer installation and financing on baling and trim removal systems. We specialize in designing systems that offer quality and value. We are not equipment salesmen, so we only recommend what is best for the given need.



TOM QUINN

Tom Quinn, Director of Fulfillment Services for the Mailing & Fulfillment Service Association (MFSA), utilizes his 30 years of experience in the fulfillment industry to educate and guide members in the area of fulfillment.

Friday, 12:30-2:30PM

Seminar #F-1: "Introduction to the Fulfillment Industry"

This program covers the basic definitions and types of fulfillment; the work normally completed in a fulfillment center; the importance of the fulfillment software package; and how to select a fulfillment process. Case studies will be utilized to emphasize key points. The concept of workflow diagrams will be introduced to better understand the fulfillment process.

Who Should Attend: Owners, VP of Operations, and VP of Sales

Friday, 3:30-5:30PM

Seminar #F-5: "How to Price Fulfillment"

Are you leaving money on the table on handwork jobs? Do you know how to price a fulfillment program? Do you know how to get double digit bottom line performance from your fulfillment center? The answers to these questions and many more will be provided in this presentation. Learn how to establish selling price labor rates; the importance of time/motion studies; how to price for everything from storage to pur's. Take the mystery out of pricing fulfillment by attending this course.

Who Should Attend: Senior management personnel currently offering or planning to add a fulfillment service.



JIM AUST

Jim Aust is a Business Analyst for Eastman Kodak, and his job is to study printers' productivity and costs and to monitor how these numbers change with technology and workflow advancements.

Friday, 12:30-2:30PM

Seminar #F-2: "Evolution of the Print Industry:

Where has it come from and where is it headed?"

Jim will share his expertise and insights regarding: What are the average commercial printer's major numbers today – productivity, job volumes, and costs by department? What issues are impacting – and will continue to impact – the printer's life for the next 5-10 years? What challenges does this bring in understanding the profit margins contributed by each major work center? What are the economics, productivity, breakeven points against offset, and profit contribution of 4/C digital presses?

Who should attend: Owners and senior management.



MARY REDMOND

Mary Redmond, is Founder and President of Independent Lease Review, Inc. – a client-side advocate consulting firm, which prides itself on saving clients 5%-15% on every lease contract. After nearly 28 years in the leasing industry, including more than 21 years working for leasing companies, Mary knows the business, the "tricky terms" and negotiable areas in leases.

Friday, 12:30-2:30PM

Seminar #F-3: "The LeaseSpeak™ System: Your Guide to Saving Money on Leases"

The Department of Commerce reports that 80% of all companies lease equipment. Studies report that in 2009, over \$600 billion dollars of equipment and software will be financed. Business owners face unprecedented economic challenges. Many owners will be in survival mode as they search for keys to remain profitable; increase revenue; retain skilled and valuable employees; maximize return on investment (ROI); and finance growth.

Join Mary and learn 10 confusing lease terms that will no longer mystify you; how to spot hidden costs and requirements in every lease; what attorneys and accountants don't see; lease contract management tracking essentials; and 5 changes you should negotiate into every lease.

Who should attend: Business owners, CFOs, finance staff, plant and operations managers.

Friday, 3:30-5:30PM

Seminar #F-7: "Negotiations: How to Get More of What You Want Every Time"

How do you get more from every negotiation and not damage relationships? You are in negotiation when you labor and sweat to get the best price on a new digital press, close a new customer, or craft a loan agreement with your banker.

In this workshop, Mary shares 5 keys to successful negotiations: Homework: research both sides needs and wants; Engage in fact finding and listen for clues; Assess missing facts; Recommend the best fit, price or plan; and Document the final agreement

Participants will have an opportunity to expand their own comfort zone using a practice negotiation.

Who should attend: Owners, management, sales & customer service personnel who want to improve negotiation skills.



BILL FARQUHARSON

Bill Farquharson is a nationally-known industry sales trainer and coach. His energetic sales seminars are grounded on 25+ years of successful sales experience. Bill also is a monthly columnist and Blogger for Graphic Arts Monthly.

Friday, 12:30-2:30PM

Seminar #F-4: "The Selling Owner"

This program covers the challenges faced by owners who also have the responsibility of selling, and it will give them ideas to grow sales despite the distractions.

Who should attend: Owners of small to mid-size printing companies.

Friday, 3:30-5:30PM

Seminar #F-8: "Why Aren't You Selling More?"

The top sales obstacles are covered in this presentation, including overcoming objections, voice mail, time management, etc. Ideas for a successful prospecting process also will be shared with attendees.

Who should attend: Sales managers, representatives, trainees – or anyone else involved with print sales.

Saturday, 9:00-11:00AM

Seminar #S-4: "Who's Making Money at Digital Printing... and How?"

This presentation covers the secrets uncovered by those who are finding profits in digital and VDP.

Who should attend: Owners, sales managers and sales

PICA EXPO SEMINARS

representatives of firms that currently have or are in the process of purchasing a digital press.

Saturday, 12:30-2:30 PM

Seminar #S-8: "Sales Triathlon"

The three most popular answers to the question, "Why aren't you selling more?" make up the three topics covered in this session: Time Management, Voice Mail, and Overcoming Objections. So important is improving skills in these three areas that this session is repeating the information given Friday. Don't miss this session twice!

Who should attend: Sales managers, representatives, trainees – or anyone else involved with print sales.

**GEORGE HEINRICH, PPHD, CMQCS,
OMG, CMDP**



George Heinrich, a.k.a. "The Postal Professor," has been in the mailing industry for almost 40 years. Along with owning two direct mail companies, he has served in leadership positions with some of the most respected graphic communication companies in the country. Although he has never worked for the USPS, George is recognized as a postal authority and mailing operations specialist.

Saturday, 9:00-11:00AM

Seminar #S-1: "Mailing 101 for the Printing CSR"

One-stop shopping is becoming increasingly important to your customers. Whether the mailing is being processed in-house or through an outside vendor, the printing CSR must have a basic understanding of USPS rules and regulations to effectively manage this work.

Who should attend: CSR's and graphic designers who manage or produce mail pieces for the customer.

Saturday, 12:30-2:30PM

Seminar #S-5: "Designing Mail to Maximize Postage Discounts"

Many times graphic designers create mail pieces that do not meet USPS regulations and customers end up paying hundreds, even thousands of dollars in unnecessary postage.

Attendees will gain the knowledge that will allow them to generate creative mailing packages that produce results and still qualify for the greatest postage discounts.

Who should attend: CSR's and graphic designers who manage or produce mail pieces for the customer.

DAN REMALEY



Dan Remaley, a 40-year industry veteran, served as a PIA/GATF consultant from 1996-2007, and has helped hundreds of printers define color reproduction standards and quality issues by learning how to measure, document, and decipher data. Dan's methods dramatically improve operations, customer satisfaction and profitability by solving film, proof, plate, and presswork problems.

Saturday, 9:00-11:00AM

Seminar #S-2: "Best Practices in Color Reproduction"

This combination of lecture and hands on training is unique to the industry, because it covers the entire printing process. Scanning, proofing, platemaking and press are evaluated for 'best practices' showing the relationship to each other. Like the industry, you can get information about each area, but there isn't a comprehensive book, or instruction that describes the "process" as a whole.

Your will learn the requirements and numbers behind SWOP, GRACoL, SNAP, PROP, etc.

Who should attend: Excellent seminar for anyone who is around, or touches color lithography.

Saturday, 12:30-2:30PM

Seminar #S-6: "Printing to Gray Balance..."

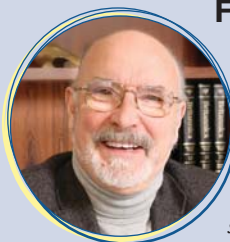
Most recently there has been a lot of discussion about "printing to gray balance". The new GRACoL (G7) describes the methods to achieve gray balance at press.

What's so important about gray balance at press?

Bring sheets from your print runs and we'll measure them in class. We'll also cover the use of a GATF test form.

Who should attend: Prepress and pressroom managers and technicians who are responsible for consistent color reproduction.

FRANK MCPHERSON



Frank McPherson, President of Custom Data Imaging Corporation, began his printing career in 1958. His career has spanned every aspect of the industry, and this diverse experience helped him navigate his way through his new-found passion of Variable Data Printing and targeted marketing solutions. Custom Data Imaging Corporation today is recognized as one of the leading proponents and advocates of VDP in North America, and Frank enjoys sharing his success with others by educating users and producers alike on the benefits of digital print and VDP.

Friday, 3:30-5:30PM

Seminar #F-6: "Building for Success"

Learn how to take your company as it is today and transform it into a "New" company utilizing Digital Print and the Value-Added opportunities it provides. All aspects of the business will be covered from developing a new business plan, to changing your "Printer's Image" using re-branding and marketing.

Who should attend: Owners and upper management.

Saturday, 9:00-11:00AM

**Seminar #S-3: "How Digital Changes Your Company...
Front to Back"**

When evaluating Digital Print as a new service and opportunity for your company, the question asked most often is – "How will it impact current business?" This session will help you understand how it will affect every department – from sales and administration through to production management and workflow.

Who should attend: Management, administrative, sales and production personnel.

Saturday, 12:30-2:30PM

Seminar #S-7: "How Important is the Right Choice of Software & Hardware?"

The equipment and software purchase decisions you make should be determined by your "New Business Plan"; not by the "Build It and They Will Come" approach. This session will look at the "The Good, The Bad and The Ugly" of what can happen – with or without a plan. (Note: this is not an equipment evaluation session).

Who should attend: Owners, production managers and digital production managers.

VISIT WITH EXHIBITORS

- Meet face-to-face with the leading vendors of the industry
- Learn about the latest technology, programs and services
- Explore opportunities for new business
- Network with old & new friends at the social events
- Door prizes awarded each day!

EXHIBIT HOURS:

(no charge for exhibits only)

11:00am-7:30pm Friday – March 20, 2009

10:00am-4:00pm Saturday – March 21, 2009

SPECIAL EVENTS:

(nominal fee for non-seminar attendees)

5:30-7:30pm Friday – Reception & Door Prizes

11:30-12:30pm Saturday – Luncheon & Door Prizes

LEARN FROM INDUSTRY EXPERTS

16 EDUCATIONAL SEMINARS

(PICA Members: \$75 each; 'Not-Yet' Members: \$130 each)



The Printing Industry of the Carolinas, Inc.

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Charlotte, NC 28217
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(800) 849-7422
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www.picanet.org

THE GRANDOVER RESORT: GREENSBORO, NC MARCH 20 & 21, 2009 – REGISTRATION FORM

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Email _____ Phone _____ Fax _____

PAYMENT METHOD:

Check # _____ Credit Card MC VISA AMEX
 Credit Card # _____ Expiration Date ____/____ (mm/yy)
 Name on Card _____
 Billing Address _____

SEMINAR FEES:

	PICA Members	Not-Yet Members
Per Class	\$75 each	\$130 each

FEE includes a 2-hour program, handout materials, and refreshments.
 Friday tickets include the reception that evening; and Saturday tickets include the luncheon.

SEMINAR REGISTRATIONS:

Name - Please print	Email	Friday Seminars		Saturday Seminars	
		12:30-2:30pm	3:30-5:30pm	9-11 am	12:30-2:30pm
_____	_____	F-____	F-____	S-____	S-____
_____	_____	F-____	F-____	S-____	S-____
_____	_____	F-____	F-____	S-____	S-____
_____	_____	F-____	F-____	S-____	S-____
_____	_____	F-____	F-____	S-____	S-____
_____	_____	F-____	F-____	S-____	S-____

_____ # of Seminars @ \$75 or \$130 = \$ _____

OTHER FEES:

	PICA Members	Not-Yet Members
Friday Night Reception only	\$45 per person	\$90 per person
Saturday Luncheon only	\$35 per person	\$65 per person
Exhibits only (Friday or Saturday)	No Charge	No Charge



of Tickets for

Friday Reception @ \$ _____ = \$ _____
 Saturday Luncheon @ \$ _____ = \$ _____
 Exhibit ONLY

Names for badges:

TOTAL Amount Due: \$ _____

*Please complete this form and send it with payment to PICAExpo '09, PO Box 19889, Charlotte, NC 28219 or fax to (704) 357-1154.
 (Hotel reservations are not included in PICAExpo registration fees.)*

Housing: Call the Grandover Resort at 1-800-472-6301 to make your reservations. The PICA room block is limited and will be released on February 14, 2009. So act promptly to get the PICA group rate of \$145 single and \$165 double, plus tax. For alternate housing, call PICA at (704) 357-1150.

Cancellation Clause: Registration fees, except for a \$25 non-refundable processing fee, will be refunded for cancellation if received by March 2, 2009. Refunds will not be issued for no-shows or cancellations after March 2. Substitutions, however, will be accepted.

For more information about the PICAExpo '09, call (800) 849-7422 or (704) 357-1150 or e-mail gdoster@picanet.org.