

PLGA Global Operational Conference
February 24-26, 2010
Hilton Downtown
Miami, Florida

Embracing the Future: The Gravure Perspective

Keynote Speakers:

Keynote Speaker: Dr. Joe Webb is one of the graphic arts industry's best-known consultants, forecasters, and commentators. He is the director of WhatTheyThink's Economics and Research Center.



A 30-year veteran of the graphic arts industries, his "Mondays with Dr. Joe" column has become a must-read feature on WhatTheyThink since 2003. His quarterly economic forecast webinars help C-level executives, owners, and analysts interpret what changes in the economy, technology, and the industry, mean for their strategic decisions. He was the founder of the influential TrendWatch information service, which was sold to Reed Elsevier in 2000.

In the 1990s, Dr. Webb conducted benchmark research for GAMIS on the flexography market, the installed base of printing and packaging equipment for NPES, and founded the TrendWatch Packaging survey. He recently was the primary speaker in an economic webinar for the Tag and Label Manufacturing Institute (May 2009) and also recently contributed to a major research project for a private client that encompassed the packaging market. Joe Webb: Through the WhatTheyThink Economics & Research Center, Dr. Webb tracks employment in the packaging industries and analyzes retail and consumer data for sales and other trends that are useful in predicting packaging trends and issues.

He is a Ph.D. graduate of the NYU Center for Graphic Communications Management and Technology (1987) and serves on the Center's Board of Advisors. He holds an MBA in Management Information Systems from Iona College (1981) and was a magna cum laude graduate in Managerial Sciences and Marketing from Manhattan College (1978), and was a member of the economics honor society. He has taught graduate and undergraduate courses in marketing, market research, quantitative analysis, business policy, and organizational behavior. He started in the industry with Agfa's Graphic Systems Division and was later a marketing executive with Chemco Photoproducts, entering consulting full time in 1987. Among his publications is the controversial "Renewing the Print Industry."

Keynote Speaker Sponsored By

FlintGroup

Keynote Speaker: Don Blohowiak

All around you, things are changing—customer demands, employee expectations, intense industry competition... How can you lead in this extreme environment? How do you keep your staff focused and productive when you're a bit distracted yourself? This fast-paced, interactive session, led by Don Blohowiak, an experienced manager, noted author, and certified executive coach, goes way beyond the clichés and bumper sticker slogans for a frank, helpful look at managing effectively in a whirlwind.



You'll leave with renewed confidence and a set of useful tools to help you build both higher levels of trust and productivity among your coworkers. All without stretching them, or you, any thinner.

Don has managed in, consulted to, and coached executives in companies that have undertaken gut-wrenching changes—including one that reduced staff by half while improving both employee morale and customer satisfaction. He admits that great change can be distracting and discouraging. But, he says, you definitely can help people to re-commit to their work and improve productivity, innovation, and results. The "secret"? People's productivity and commitment to quality output is a choice they make. And a leader's actions greatly influences that choice.

Don Blohowiak held executive management posts for more than 20 years in Fortune-500 companies, high-tech start-ups, and not-for-profits in four time zones. He has written seven management books and hundreds of articles on leadership. Since 1995 he has been a leadership development consultant to some of the world's most successful organizations. He holds a graduate certificate in leadership coaching from Georgetown University and is working on his PhD in behavioral science.

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Wednesday February 24, 2010

Noon PLGA Global Board Meeting/Lunch

2:00 – 6:00 pm Registration

6:00 – 8:00 pm Print Quality Award Presentation/Reception

7:00 pm Awards Presentation

Thursday February 25, 2010

8:00 – 8:30 am Registration/
Continental Breakfast

8:30 – 8:45 am **Conference Opening Remarks;**
PLGA Global President **Max Testa** &
PLGA Global Executive Director **Jim Lepp**

8:45 – 10:15 am **Conference Keynote Address**
Dr. Joe Webb

Dr. Joe Webb is one of the graphic arts industry's best-known consultants, forecasters, and commentators. He is the director of WhatTheyThink's Economics and Research Center.

10:15 – 10:30 am Coffee Break

10:30 am – 11:50 am **How to Sell Gravure**
Moderator: Randy Butler, Printpack

Selling Gravure in a Competitive Marketplace

Danny A. Webb—a Sales Manager for **Dominion Packaging, Inc.**— has an effective, no-nonsense approach to selling and is sharing his thoughts with the us in this dynamic session. Danny has been in the gravure industry over 30 years and brings a wealth of knowledge to the conference.

An Enterprising Approach to Gravure Selling

Brian Sullivan—**Brian Sullivan Inc.**, a sales consulting company specializing in individualized sales skill development—presents strategies to successfully identify and position Gravure Selling. His unique approach to selling is thought provoking and extremely effective.

11:50 am - Noon
Presentation of the Educational Foundation Scholarship & Lifetime Achievement Award, Committee Update Reports and Presentations

Educational Foundation Update and Presentation of this Year's Scholarship Award winner;
Laura Hatch, Director PLGA Educational Foundation

Noon – 1:15 pm Lunch

1:15 – 2:45 pm **Color Compliance - Part I**
Moderator: Annette Crampton, MillerCoors

One of the many benefits of Gravure is consistency. End users demand consistent print quality and color. How do we as an industry respond to this demand?

Color Communication in the Digital Age - **Brian Ashe, X-rite**
Linking Color Specification to Gravure Reproduction - **Scott**

Thompson, Southern Graphic Systems

Color Conformance, an End User Perspective - **Annette Crampton, MillerCoors**

2:45 – 3:00 pm Break

3:00 – 4:15 pm **Color Compliance - Part II**
Panel Discussion

Moderator: Annette Crampton, MillerCoors

CPG Perspective and Brand Color Management, Design to Print, DNA of Color, Characterization & Repeatability, Inks & Ink Systems, Proofing, Instrumentation

Brian Ashe, X-rite; Robby McReynolds, Graphic Packaging International; Kenneth Masters, Flint Group; Scott Thompson, Southern Graphic Systems; Garrett Long, Southern Graphic Systems; Craig Rider, MillerCoors

4:15 – 5:00 pm **Introducing the Tabletop Exhibitors**

Tabletop Exhibitors deliver brief, two-minute presentations describing their companies and tabletop exhibits

5:00 – 7:00 pm **Vendor Table Top Exhibition/Reception**

Friday February 26, 2010

8:00– 8:30 am Coffee/Continental Breakfast

8:30– 10:00 am **Keynote Address**

Leading When It's Fast & Furious: Don Blohowiak

This fast-paced, interactive session goes way beyond the clichés and bumper sticker slogans for a frank, helpful look at managing effectively in a whirlwind. You'll leave with renewed confidence and a set of useful tools to help you build both higher levels of trust and productivity among your coworkers.

All without stretching them, or you, any thinner.

10:00 – 10:15 am Break

10:15– 11:30 am **Generational Interaction in the Workplace**
Nona Woolbright, Clemson University

Building on last year's presentation, Nona expands on the new generation making its way into the workforce and how we approach them as either coworkers or managers can result in either a positive or disappointing outcome for all concerned.

11:30 am Conference Adjourns

Location & Accommodations:

The Hilton Downtown, Miami
1601 Biscayne Blvd., Miami, FL 33132
305-374-0000 or 800-445-8667
Group rate cut off: Monday, January 26, 2010



The Hilton Downtown overlooks Biscayne Bay and has an outdoor heated pool and fitness center. Metro Mover station at the hotel offers fast access for shopping, restaurants, golfing, etc.



Hotel accommodations are not included in the conference fee and are the responsibility of individual attendees. Please make reservations by calling the Hilton Downtown directly and asking for the Packaging and Label Gravure Association Conference rate of \$209.00 for King/ Doubles + state and local taxes.

Registration Fees & Payment:

PLGA Members, \$500; Non-Members, \$800. Fee includes 2 continental breakfasts, 1 lunch, 2 evening receptions, refreshment breaks, access to conference exhibit, and conference proceedings. Conference fees must accompany registration. Major credit cards are accepted. Checks must be in U.S. dollars payable to Packaging & Label Gravure Association Global. Please complete form below and send with payment to the address indicated or go online for a registration form.

Table Top Exhibition:

Conference presentations are designed to have minimal commercial content. To accommodate commercial interests who wish to display literature, demonstrate equipment and meet customers, prospective customers and associates, an exhibit area is adjacent to the conference area. Exhibitors are asked to submit a short paragraph—two or three sentences—that describes their exhibit. These will be included in the published proceeding of the conference. A draped table, chairs, and electrical outlet are provided for two days. Members: \$300; non-members: \$800.

Cancellation Policy:

Substitution from the same company may be made at any time. Cancellation requested in writing and received a full 10 days before the event will receive a full refund. Cancellations received in writing less than 10 days before will be assessed a \$150 fee to cover administrative costs. People who do not show will not receive a refund.

Reception:

Cocktail and hors d'oeuvres will be served at both receptions on February 24th & 25th. Everyone is cordially invited to attend, socialize, network, and make plans for dinner and the evening. Spouses are invited to attend and encouraged to meet each other and, if interested, plan activities together.

Dress:

Dress will be business casual throughout the event.

PLEASE SEND REGISTRATION FORM & PAYMENT TO:

Packaging & Label Gravure Association Global (PLGA Global)
18481 Royal Hammock Blvd., Naples, Florida 34114
Tel: 920-217-6059 • Fax 239-775-1741 • e-mail: jlepp@leppandassociates.com

Name: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Tel: _____ Fax: _____
Personal e-mail: _____
Company Web Site: _____
Badge Name (please print): _____

Registration Fees: Members: U.S. \$500, Non-Members: U.S. \$800

Method of Payment:

- Check enclosed - Payable to Packaging & Label Gravure Association Global (PLGA Global)
- Credit Card: VISA MasterCard AMEX

Account Number: _____ Expiration Date: _____ Amount: _____

Signature: _____

- I am unable to attend but wish to purchase the conference proceedings for \$300.
- Registration for tabletop is enclosed.

Visit PLGA Global at www.plga.com