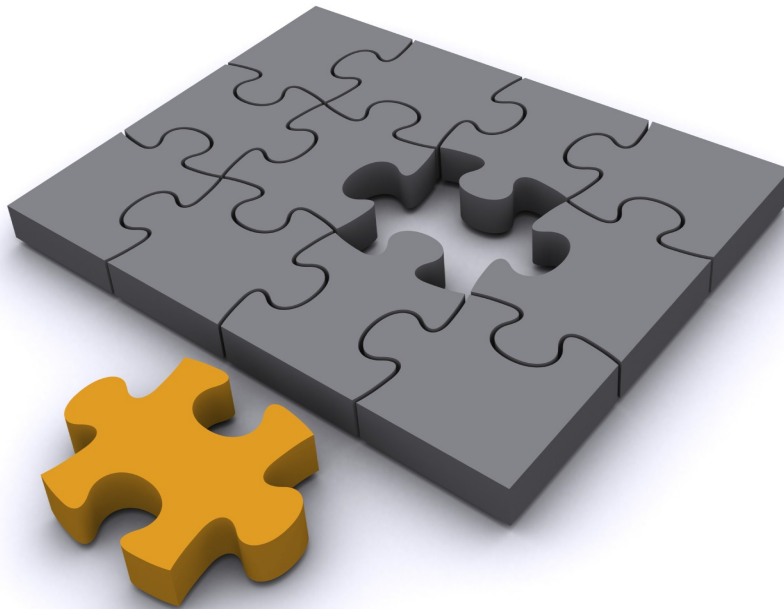


# GAA

## Advanced Pressroom Seminar

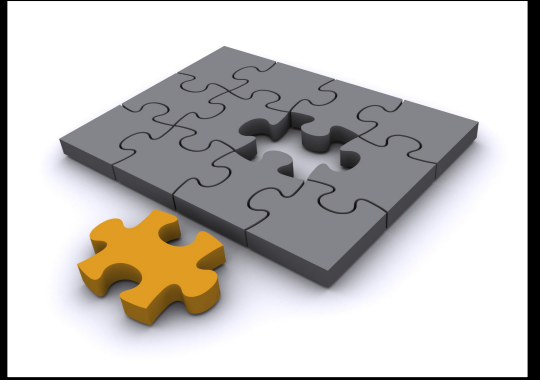
*...the rest of the puzzle*



**October 26-29, 2009**  
**Western Michigan University**  
**Kalamazoo, MI**

# GAA

## Advanced Pressroom Seminar



The GAA Advanced Pressroom Seminar takes the gravure process to the next level in gravure pressroom training. Utilizing the framework built during the GAA Basic Gravure Seminar, this course will provide in-depth discussion and hands-on training in areas pertinent to today's gravure pressroom.

Focusing on the gravure press fingerprinting process, you will learn to identify and isolate variables that feed the press including substrate, ink, press, pre-press and cylinder parameters. Determining how to develop optimum press settings resulting in predictable print results will be taught. At the conclusion of the course, you will have the knowledge to successfully complete the long process of fingerprinting a gravure press.

### Who Should Attend?

Pressroom managers, press operators, quality managers, prepress managers, cylinder manufacturers, ink manufacturers, sales managers and end-users involved in print production.

### Course Topics

- What is Fingerprinting and How Can it Improve Your Process
- Finding the Optimum Running Parameters
- Implementing the Fingerprinting Procedure
- Test Cylinder Design and Print Evaluation
- Involving Your Inks, Solvents & Substrates Suppliers
- Press-side Practical Applications
- Press-side Color Matching and Evaluation
- Keeping Score/Tracking Performance with Six Sigma
- GAA Online Operator Certification Program

Online registration available at [www.gaa.org](http://www.gaa.org)

## About the Instructors

### ***Bruce Beyer, Technical Director, Gravure Association of America, Inc. (GAA)***

Bruce has a diverse background in packaging and product printing operations. His gravure career began at Hallmark Cards as Ink Manufacturing/Solvent Recovery Manager and later, Color Engineering/Quality Assurance Lab Manager where he was involved in vacuum metallization, EB printing, UV printing, hot melt adhesive lamination and co-chaired the conversion to water-based ink team. After several years at Cavalier Inks as West Area Branch Manager/Technical Sales, he joined Packaging Corporation of America as the Gravure Printing and Production Manager responsible for the engraving and ink departments, paper coating operation, purchasing and gravure printing.

### ***Assisting Instructor John D. Meyer, Director of the Printing Pilot Plant, Western Michigan University***

John brings over 20 years of experience in the ink industry. He has held various positions such as Quality Assurance Manager, Plant Manager, Operations Manager and Regional Technical Director. He has worked for Sun Chemical Corporation and James River.

Questions: Contact Bruce Beyer via email at [bbeyer@gaa.org](mailto:bbeyer@gaa.org) or call 201.523.6042

Radisson Plaza Hotel  
100 West Michigan Avenue  
Kalamazoo, MI 49007  
269.343.3333

## Lodging & Travel

GAA has established a room rate of \$127 plus tax per night. Please make your reservations by calling the Radisson directly and asking for the GAA rate. The cut-off date is October 4, 2009. The Radisson provides shuttle service to the Kalamazoo/Battle Creek airport. The hotel does have ample parking on the premises, for a fee. Call the hotel for details.

The Advanced Gravure Pressroom Seminar is taking place at Western Michigan University (WMU). Parking is limited at WMU. It is suggested that participants use the Radisson shuttle, which will leave daily at 8:00am for Welborn Hall, returning you to the hotel after class. The seminar runs from 8:30am to 5:00pm Monday through Wednesday and to 11:00am on Thursday.

Continental breakfast, lunch and refreshment breaks will be provided during the program. Dress for the seminar is casual. You will be press-side, so plan to bring some old clothes.

GAA Advanced Pressroom Seminar  
October 26-29, 2009

Reply to:

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Paramus, NJ 07652  
201.523.6042 phone 201.523.6048 fax  
Maronowitz-jones@gaa.org

## Registration

**Register On-line at [www.gaa.org](http://www.gaa.org)....or fill out the form below and return to GAA**

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone \_\_\_\_\_

Food Allergies/Special Needs: \_\_\_\_\_

### Fees

Early Bird (before 9/25/09)  
Regular

#### GAA Members

\$ 1,995  
 \$ 2,195

#### Non-Members

N/A  
 \$ 2,795

### Payment

Check enclosed (payable to Gravure Association of America, Inc.)

Credit card:                       Visa             Mastercard             American Express

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Amount: \_\_\_\_\_

### GAA Event Cancellation Policy

Event registration cancellations must be received by September 25, 2009 to qualify for a full refund, less 10% handling fee. No refunds will be given after that date. However, 90% of the registration fee can be applied to a future program, within the next twelve months, or a company substitute will be accepted. No-shows will be billed. On-site registration is available but we recommend you contact the GAA office or check the website for up-to-date cancellation information and space availability prior to travel. GAA assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.