

GPC Conference Schedule
Wednesday, November 18, 2009

- 11:00AM **Registration Desk Open**
- 1:30PM **GPC Board Meeting**
Attention All Publishers, Catalogers and Retailers
Please feel free to join us for the council meeting and learn more about how you can impact the industry through participation on the GPC Council. We welcome your presence!
- 2:45PM **GPC Conference Welcome**
Bill Martin, President & CEO, Gravure Association of America, Inc.
John Baetz, Director of Print Procurement, Sears Holdings; GPC Chair
Alan Glover, Sr. Manager Marketing Procurement, Lands' End Inc.;
GPC Program Co-Chair
Mike Fink, Sales Executive, QuebecorWorld; GPC Program Co-Chair
Denise Costello, Senior Vice President, Retail, RR Donnelley;
GPC Program Co-Chair
- 3:00PM **The Great Economic Unraveling: When Will it be Over?**
Bud Weinstein, Adjunct Professor of Business Economics,
Southern Methodist University, Dallas
Find out what this conference favorite has to say about the current state of the economy.
- 4:30PM **GAA Publication Paper Committee Presents**
Environmental Workshop 2009 Review
Barry Graden, Manager, Sustainable Forestry, AbitibiBowater, Inc.
Bernadette Carlson, Executive Director, Gravure Education Foundation

A summary of the Environmental Workshop held in June in Toronto, Canada. The Workshop focused on Sustainable Forest Management of the Canadian boreal forest, sustainable paper production and related environmental issues. Highlights of the presentations and panel discussions will be reviewed.
- 6:00PM-7:30PM **Welcome Reception**
Open to All Registered Attendees

Thursday, November 19, 2009

7:00AM **Registration Desk Open**

8:30AM **GPC Conference Reconvenes**

8:45AM **God, Palin, and the Future of Everything Printed**

Steve Dapper, Chairman and Founder, Hawkeye

10:00AM **Newspaper Distribution...What's Next?**

Tom Meisel, Sr. Vice President Manufacturing, Parade Publications

Stacy Boone, Manager of Local Media, Target Corporation

Steven H. Mueller, President, Activation Services, NSA Media

Bill Blackmer, SR VP of Strategic Sourcing, Valassis Communications, Inc.

11:15AM **Co-Mailing...What the Future Holds**

Val Scansaroli, Consultant, QuebecorWorld

12:15PM **Lunch**

Environmental Paper Policy: How To Shift From Idea To Action

Yalmaz Siddiqui, Environmental Strategy Advisor, Office Depot

Peggy Regan, Director, Print Production, Office Depot

Office Depot's Yalmaz Siddiqui and Peggy Regan will provide us with an insider's look at how they took the idea of an environmental paper policy and transformed it into results-oriented action. Learn how the Director of Environmental Affairs and the Director of Print Production worked together to achieve real success with environmental paper procurement and initiatives.

1:30PM **The U.S. Postal Service: Quo Vadis?**

Gene DePolito, President, Association for Postal Commerce

Technology has been transforming the way Americans communicate and do business. That, along with the economy, has had a devastating impact on the business models used by many who do business in a print communication form. What does all this mean for the U.S. Postal Service and the future of mail?"

2:45PM **Assuring the Future of Print**

A roundtable discussion of the market forces exerting pressure upon print and what can be done to assure its future place in the spectrum of communications.

4:00PM **Networking Time**
Beach Activities

6:30-10:00PM **It's Carnival Time**
Step right up and try your hand at some of the many games of chance benefiting the Gravure Education Foundation. Fun, food and fabulous times await you at this brand new event.

Friday, November 20, 2009

8:30AM **GPC Conference Reconvenes**

8:45AM **People, Passion, Progress: Leading in an Uncertain World**
John McBride and Sharon Lucius, Managing Partners, McBride & Lucius

During this hands-on, action-oriented session, you will get in touch with something you are passionate about and create a plan to make a change in *your* uncertain world. A session that combines the most serious focus on your business with a fun and interactive spin on the world of business.

10:15AM **RISI Annual Paper Market Outlook**
John Maine, Vice President, RISI

The worldwide collapse in paper demand has changed the landscape for this market in 2009. How will this affect the availability, cost, and source of supply for gravure publishing papers in the US? What will happen to the key markets for paper such as magazines, catalogs, retails inserts, and direct mail? Will they rebound, or is there a new secular decline now in place? What changes to the types of paper used in these key markets can be expected? Will US producers be successful in displacing offshore imports now that they have ample excess capacity to do so?

11:30AM **Conference Concludes**