

Gravure Association of the Americas Antitrust Statement



ANTITRUST POLICY STATEMENT

Gravure Association of the Americas serves its members, in part, by facilitating discussions on matters of common interest facing the industry. Indeed, a free exchange of ideas of common interest to representatives of converting equipment suppliers to the gravure publication, packaging, products and label industry is necessary for the success of all GAAmericas meetings, and it is essential to the successful operation of every trade association.

GAAmericas reminds you that certain areas of discussion between competitors or between manufacturers and their customers **MUST BE AVOIDED** because such discussions may be prohibited by anti-trust laws, whether these discussions are in person at a meeting conference or teleconference type contact on behalf of GAAmericas.

The Sherman Act, the Clayton Act, and the Robinson-Patman Act comprise the basic federal anti-trust laws, which set forth broad areas of conduct considered illegal as restraints of trade. Furthermore, conduct in violation of these statutes and conduct which does not technically violate these statutes may be prosecuted by the Federal Trade Commission under the Federal Trade Commission Act which has authority to prohibit "unfair methods of competition." In general, agreements or understandings between competitors that operate as an impediment to free and open competition are forbidden. Without suggesting that there is limitation on the kinds of conduct that the anti-trust laws proscribe, GAAmericas discourages and asks that its members avoid discussions among its members about pricing of products and services, output, allocation of customers and geographic markets, impeding the entry of new firms into markets, impeding technological innovation, boycotting other companies and products, and other conduct which may restrain trade. Moreover, disclosure of non-public strategic plans, business plans, R&D plans, or other information that could compromise the competitive relationship among you and your competitors should be avoided.

Approved by the Board of Directors Wednesday, March 6, 2013

2013 Gravure Publishing & Premedia Conference Reminders

BADGES . . .

Badges are required at all GPPC events including receptions. To avoid being stopped at the door, please be sure to have your name badge on.

DRESS CODE . . .

Please feel free to dress casually, even at the evening receptions.

FOOD RESTRICTIONS . . .

Please let the GAAmericas Registration Desk know of any food allergies or restrictions.

GAAMERICAS TEAM/GPC COUNCIL . . .

There are a number of GAAmericas Staff and GPC Council members on hand to answer any questions you may have. Look for the lime green "Team" ribbons or purple "Council Member" ribbons attached to their badge holders.

SURVEYS . . .

We welcome your feedback! Please take advantage of the opportunity to let us know how we are doing. Surveys are included in this program or you may pick up a copy at the registration desk. The council carefully reviews your input to make sure we are delivering the conference content and experience that keeps you returning each year.



2013 Gravure Publishing & Premedia Conference
Special Thanks

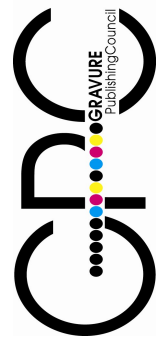
Special Thanks to the Following Companies who donated
Auction Items and Gifts to benefit the Gravure Education Foundation.

Catalyst Paper
CellMark Paper
Hearst Enterprises
Horizon Paper Company, Inc.
Max Daetwyler Corporation
National Geographic Society
OfficeMax
Quad/Graphics
Resolute Forest Products
Scout Sourcing
Shopko Stores Inc.
Southern Graphic Systems, Inc.
Talbots
Target
Trident
UPM
Verso Paper Corp.

Thank You

Quad/Graphics

Brochure design and printing



SCHEDULE

2013 Gravure Publishing & Premedia Conference

Sunday, November 17, 2013

3:30PM **GPC Council Meeting** *Acacia 1-3*
Attention All Attendees
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!

5:00PM-7:00PM **Registration Desk Open** *Orchid Foyer*

Monday, November 18, 2013

7:00AM-5:00PM **Registration Desk Open** *Orchid Foyer*

7:00AM **Continental Breakfast** *Orchid Foyer*

8:15AM **GPPC Conference Welcome** *Orchid Ballroom*

Phil Pimlott, Executive Director, Gravure Association of the Americas
Mike Schilaci, Catalog Production Specialist, OfficeMax; GPC Chair
Rudy Flores, Digital Color Manager, Stage Stores; GPC Program Co-Chair
Scott VanLieu, Sales Manager, UPM; GPC Program Co-Chair

8:30AM **The MillerCoors Story**
Join us as we kick off the conference with *Joe Abegg*, who will address how MillerCoors uses print and digital media to promote and market their distinct brands.

Joe Abegg, Director of Category Solutions, MillerCoors

9:15AM **The Print to Multi-Channel Publishing Evolution**
Learn how Meredith Corporation evolves into the complex and ever-changing world of multi-channel publishing. Hear examples of how Better Homes and Gardens has embraced a variety of channels, including the deployment of sophisticated functionality for the digital editions. From lessons learned through current challenges, *Stacie Franklin* shares keen insights about how Meredith works their way through the multi-channel publishing landscape.

Stacie Franklin, Lead Project Manager, Business Technology, Meredith Corporation

2013 Gravure Publishing & Premedia Conference

Monday, November 18, 2013 (continued)

10:15AM

Break

Orchid Foyer

10:45AM

Premedia Challenges and Opportunities

In this fast-paced session, we examine the convergence of technology organizations face to connect with customers through omnichannel marketing channels. Learn how to anticipate and navigate this new landscape, from creating new workflows to support content creators to developing new skill-sets and core competencies of your team. Further, you will learn how to manage growth while maintaining brand integrity, and learn how to anticipate, navigate and prepare to integrate these changes to existing workflows. Do you have the ability to quickly and effectively respond to future changes? Where do you find the personnel to fill the new roles for the new media landscape? Our panelists will show successes and some challenges they have faced.

Moderator: *John Sweeney*, Director Business Development, BenQ
Jim Raffel, CEO, ColorMetrix Technologies LLC
Shelby Sapusek, Project Manager, ColorMetrix Technologies LLC
Matt Huber, Premedia Manager Marketing Premedia, jcpenny
Rudy Flores, Digital Color Manager, Stage Stores

12:15PM

Lunch

Royal Palm 6-8

Interest Rates-Where Are We Going?

David R. Kotok cofounded Cumberland Advisors in 1973 and has been its Chief Investment Officer since inception. He holds a B.S. in economics from The Wharton School of the University of Pennsylvania, an M.S. in organizational dynamics from The School of Arts and Sciences at the University of Pennsylvania, and a masters in philosophy from the University of Pennsylvania.

Mr. Kotok's articles and financial market commentary have appeared in *The New York Times*, *The Wall Street Journal*, *Barron's*, and other publications. He is a participant in Bloomberg radio programs. He is a frequent contributor to CNBC programs, including *Morning Call*, *Power Lunch*, *Kudlow & Company*, *Squawk on the Street*, *Squawk Box Asia*, and *Worldwide Exchange*. He co-authored the book *Invest in Europe Now!*

David R. Kotok, Chairman & Chief Investment Officer, Cumberland Advisors

2013 Gravure Publishing & Premedia Conference

Monday, November 18, 2013 (continued)

1:45PM

The Levity Effect

Orchid Ballroom

Scott Christopher, a contributing author of the bestseller *A Carrot A Day*, co-author of *The Levity Effect*, a regular columnist for Workplace HR and Safety magazines and a distinguished consultant on recognition, joins us to “lighten up” the afternoon.

Scott travels the world speaking to leadership groups at conferences, conventions, and on-site customer meetings. With a background in radio, television, and film, Scott offers a presenting style that is upbeat, witty, and unforgettable. His sessions are typically “standing room only” and receive the highest commendations and evaluations.

Scott Christopher, author *The Levity Effect*

2:45PM

Break

Orchid Foyer

3:00PM

Update on the IDEAlliance Paper Transit Damage Initiative

The IDEAlliance Paper Transit Damage Initiative was undertaken to 1) reduce full and partial roll transit damage and the resulting number of claims; 2) reduce the amount of wasted time and expense of the current claim process, taking costs out of the total supply chain; 3) reduce the impact to printers and publishers of running damaged rolls of paper; and 4) improve communication lines and build stronger, long-lasting relationships at all management levels between mills, printers, publishers and railroads with specific attention to damage prevention.

Michele Donahue, Executive Director, Paper Supply Chain, Condé Nast & Chairwoman, IDEAlliance Paper Transit Damage Working Group

6:00PM-7:30PM

Welcome Reception

Sunset Deck

Open to ALL Attendees

Come meet with your colleagues in the relaxed poolside atmosphere. Members of the Gravure Publishing Council will be on hand to answer any questions you have about the conference and scheduled events.

2013 Gravure Publishing & Premedia Conference

Tuesday, November 19, 2013

- 7:00AM-4:00PM** **Registration Desk Open** *Orchid Foyer*
- 7:00AM** **Continental Breakfast** *Orchid Foyer*
- 8:15AM** **GPPC Conference Reconvenes** *Orchid Ballroom*
- 8:30AM** **Printed Magazines-An Endangered Species?**
Day two begins with a keynote from **John Loughlin** when he explores the world of printed magazines and offers that “it’s not all about digital”.
- John Loughlin*, Exec VP/GM, Hearst Magazines
- 9:15AM** **Postal Progress At Last**
With the approval of postal legislation by the House Oversight and Government Reform Committee, action by the Senate is the next critical step to set the Postal Service on solid footing for the future. **Ben Cooper**, who co-manages the Coalition for a 21st Century Postal Service, will provide insights into the chances for legislative success in the 113th congress.
- Ben Cooper*, Principal, Williams & Jensen, PLLC
- 10:15AM** **Break**
- 10:30AM** **Leadership Trends**
Economic challenges coupled with shifting market dynamics call for different type of leader going into the future. This session will engage participants to consider their current leadership knowledge, skills and abilities against a changing landscape. Leaders are needed to vision a future, engage the hearts and minds of people and lead others forward into an unknown future. Plus stay within a budget, make customers happy, increase revenues, stay on top of technology, advance their careers and assure they maintain work-life balance. Since we cannot find someone who does all that....we'll examine trends in leadership and see where we all stand against the call for leadership in an ever-changing world.
- Tom Carroll*, Chief Human Resources Officer and Executive Vice President, RRDonnelly & Sons, Co.
- 12:30PM** **Awards Luncheon** *Royal Palm 6-8*
Please join us as we induct the class of 2013 into the *Cylinder Society* and present the *Golden Cylinder Awards for the Publication sector*.

2013 Gravure Publishing & Premedia Conference

Tuesday, November 19, 2013 (continued)

2:30PM **Redefining Print in the 21st Century** *Orchid Ballroom*
Today's media landscape offers many more channels, challenges and opportunities than ever before. Please join **Joel Quadracci**, Chairman, President & CEO of Quad/Graphics, as he shares his insights on changing role – and continued staying power – of print in an omni-channel world.

Joel Quadracci, Chairman, President & CEO, Quad/Graphics

5:30PM-7:30PM **Reception and Auction** *Orchid Foyer*
Please join us as we have some fun and raise money for the Gravure Education Foundation Scholarship Fund. A variety of great items will be available for viewing and bidding throughout the day on Tuesday, giving you a chance to stake out your claim. We will finalize the bidding during the evening reception with a few items going "live".
5:30-7:00pm Silent Auction
7:00-7:30pm Live Auction

Wednesday, November 20, 2013

7:00AM **Continental Breakfast** *Orchid Foyer*

8:15AM **GPPC Conference Reconvenes** *Orchid Ballroom*

8:30AM **Environmental Marketing Best Practices for Print and Paper Products**
In a world where paper needs to be as environmentally friendly as possible, large national and international companies have a clear need for guidelines when making specific environmental marketing claims. This presentation will review guidelines for environmental marketing published by the US Federal Trade Commission and give recommendations for the use of Type 1 (independently verified eco-labels) and Type 2 (self-declared) environmental claims related to paper products. The most commonly used claims will be discussed, including their scope, advantages and disadvantages. Best practices for both Type 1 and Type 2 claims, as well as a list of recommended references and tools will be discussed.

Phil Riebel, President and Chief Operating Officer, Two Sides U.S. Inc.

Wednesday, November 20, 2013 (continued)

9:15AM

Environmental Workshop Update

The highlights of the Environmental Workshop, held in June in Charlotte, NC, will be presented by *Phil Pimlott*, Executive Director of the Gravure Association of the Americas.

Phil Pimlott, Executive Director, GAAmericas

9:30AM

Break

9:45AM

RISI's Annual Paper Market Outlook

John Maine of RISI will discuss the latest developments in magazines, catalogs, newspaper inserts, and general commercial printing, and how these developments will affect the future demand for paper in these media. Mr. Maine will discuss the impact of electronic media, postal issues, and the changing trends in paper substrate choices. On the supply side, Mr. Maine will present forecasts of paper availability, competition from offshore suppliers, mill production costs, and trends in mill profitability.

John Maine, Vice President World Graphic Papers, RISI

11:00AM

Conference Concludes

**Remember to turn in
your surveys each day to be
eligible for the prize drawings.**

Casual Attire Recommended

*Conference topics/presenters
subject to change due to
events beyond our control.*

NOTEBOOK

BIOGRAPHIES

2013 Gravure Publishing & Premedia Conference Biographies

Joe Abegg **MillerCoors**

Joe Abegg is the Director of Category Solutions for MillerCoors where he leads the On-Premise growth with top retailers by providing them with a distinctive and powerful message to leverage with retailers in collaboratively developing and implementing distinctive beer category solutions. Accounts include but are not limited to Aramark, Levy, Centerplate, Applebee's, Caesars Entertainment, Buffalo Wild Wings and Universal Studios. He developed and executed MillerCoors Chain Academy across the entire MillerCoors system including distributors, retail partners and MC Senior leadership team. Additionally, he developed a new go to market strategy through a Category Framework that is used with all customers to ensure all solutions start with their partners' objectives and goals that maximize profits and drives the entire beer category. Includes first iPad APP for MC sales force to ensure faster and more accurate information.

Prior to becoming Category Solutions Director, he held senior positions with Miller High Life and Miller Lite, and was brand manager with Jim Beam Brands Co. He has a master of Business Administration from DePaul University Kellstadt Graduate School of Business and a bachelor's degree from Illinois State University.

Thomas M. Carroll **RR Donnelley**

Tom Carroll is the Executive Vice President and Chief Human Resource Officer for RR Donnelley, a 10 billion dollar international Fortune 250 Company with more than 60,000 employees worldwide.

Tom's career with RR Donnelley began in 1995 as the Human Resource Manager in the Pontiac, Illinois, manufacturing facility. Since then, he has served as a manager in Leadership Development and has had increasing responsibility in the role of Vice President of Human Resources. As the EVP and Chief Human Resource Officer, Carroll has responsibilities for all aspects of human resources for domestic and global operations in the Asia Pacific, Mexico, South America, Canada, Europe and the United States.

Additionally, Carroll is a skilled business strategist, executive coach, team developer, facilitator, and motivational speaker. In September 2009, his featured cover story in *Human Resource Executive*, was focused on "Rethinking HR."

Prior to joining RR Donnelley, he was a manager of Employee Relations and Organization Development in a large hospital where he practiced clinically before transitioning to human resources. Carroll began his career in 1984 as Director of Family Services for a social service agency. He holds a Bachelor's Degree in Psychology and a Master's Degree in Clinical Psychology.

Tom lives in Naperville, Illinois with his wife and three children and enjoys photography, yoga, biking and stained glass.

2013 Gravure Publishing & Premedia Conference Biographies

Scott Christopher

Scott Christopher is co-author of the best selling book "*The Levity Effect: Why It Pays to Lighten Up*" and author of the worst selling book "*Lighten Up: Managing with Mirth Ain't Rocket Surgery*." As the former director of the Carrot Culture, Scott was also a contributing author of the very good selling "*A Carrot A Day*" and "*The Daily Carrot Principle*."

As a celebrated author (*hah!*), Scott has traveled the world entertaining and motivating thousands of individuals to get up and leave his presentation, most of them long before it ends.

The main focus of his [laugh-a-minute lectures](#) is sharing how levity, humor and becoming more of a 'people person' can help you excel in business and at home. Scott practices what he preaches by presenting meaningful data, research, case studies and stories in a relaxed, interactive, hilarious environment.

As an undergrad at BYU Scott won the prestigious IRENE RYAN award at the Kennedy Center in Washington, D.C., an award annually presented to the nation's top collegiate actor. In his part-time acting career Scott has appeared on The Disney Channel, CBS, Fox Kids, Lifetime, The WB and in over 20 films. He was a morning radio personality in Salt Lake City and Monterey, California and has hosted several television shows.

Benjamin Y. Cooper Williams & Jensen

Ben Cooper joined Williams & Jensen as a principal in 2006. He has extensive lobbying experience in environment, health issues, federal contracting and postal issues. He created and chaired the Coalition for a 21st Century Postal Service, a coalition of associations and businesses organized to promote passage in 2006 of the first postal reform law in 35 years. That same coalition is now coordinating the industry's efforts to pass needed changes in postal law in the 113th Congress. Mr. Cooper also co-founded and served as Executive Director of the Print Council, the industry's first print marketing alliance. He also served as founding Executive Director of Mail Moves America, a coalition of associations, companies and postal labor and management groups organized to fight do not mail legislation.

In the environmental area, Cooper developed the small business amendments to the Clean Air Act which resulted in the establishment of the Small Business Ombudsman program at EPA and every state. He was also active in developing legislation to improve the ability of small companies to avoid needless litigation in Superfund sites. Because of his work in the 1990 Clean Air Act, he was named as one of the original members of the Clean Air Act Advisory Committee where he served under Republican and Democrat administrations until 2005.

Mr. Cooper is a member of NAPL's Soderstrom Society, recipient of the Mailing and Fulfillment Service Association Miles Kimball Award, and recipient of NAPL's 2008 Technical Leadership Award.

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Biographies

Michele Donahue **Condé Nast**

Michele Donahue is the Executive Director of the Paper Supply Chain at Conde Nast, where she began her career in the publishing industry in 2002. In 2004, Michele was made Conde Nast “Corporate Person of the Year”.

Beginning her career in the paper industry in 1976, Michele worked for International Paper for sixteen years in various sales and product management positions. Working for Alling & Cory, WebSource and then Strategic Paper Group, Michele spent ten years as a Sales Vice President within the paper merchant community.

In each of these positions, Michele has been involved with shipping, receiving and warehousing products at locations throughout North America. Michele holds a degree in Marketing and an MBA in Finance from NYU. She and her partner, Dr. Bob Atkyns, live in Frenchtown, NJ.

Conde Nast publishes: Allure, Architectural Digest, Bon Appétit, Brides, Conde Nast Traveler, Details, Glamour, Golf Digest, Golf World, GQ, Lucky, Self, Teen Vogue, The New Yorker, Vanity Fair, Vogue, W, Wired, Women’s Wear Daily and Parade Magazines.

Rudy Flores **Stage Stores**

Rudy Flores has been with Stage Stores for 10 years, and is currently the Digital Color Manager. He oversees a staff of 3 Color Technicians, and his primary responsibilities in Pre-Press include catalog metadata for images, digital photo retouching and color correction for all printed and digital material. He attends press checks for catalogs, rotogravure and offset printed newspaper inserts.

Rudy began his career as a pressman with a local sheet-fed printer; he also learned how to strip traditional film, and later learned digital stripping and imposition. He also has experience in the bindery areas of various Houston printers and knows what it takes to put the finished printed products together.

Rudy’s color experience really comes from being a scanner operator with both Scitex and Hell scanners. His keen eye for color manipulation has helped guide the team through “color by numbers” software that we all now use for image and correction.

2013 Gravure Publishing & Premedia Conference Biographies

Stacie Franklin **Meredith Corporation**

Stacie Franklin is Lead Project Manager at Meredith Corporation. She is instrumental in the adoption of new workflows and technologies to support multi-channel publishing for Meredith. With a focus on improving the customer experience while managing effective use of resources, she has keen insights about the challenges and opportunities of editorial workflow management and digital publishing. She partners with a wide variety of internal and external stakeholders to implement valuable changes and substantial improvements in operational excellence. Stacie has an MBA from Drake University, a black belt in Six Sigma, and is a certified Project Management Professional.

Matt Huber **jcpenny**

Matt Huber brings a wealth of premedia industry knowledge and talent to the JCPenney Corporation as a Premedia Manager, Marketing Premedia. He joined JCPenney in 2006 as a Print Production Specialist, but parlayed his collaborative style of premedia trends and his strong relationships between marketing, premedia and the creative teams into his current role. He is responsible for premedia production of JCPenney's integrated marketing approach that incorporates store, catalog, in-store visual and packaging production.

Prior to joining JCPenney, he was Catalog Production Manager and Assistant Systems Manager for Neiman Marcus Direct. In 2000, Matt co-founded the Ladnier Group, a brand-marketing and creative firm in New York City that specialized in product development and brand marketing for their apparel & manufacturing clients. During the dot.com gold rush in 1999, Matt joined Cirqit.com after graduating from RIT as the Implementation & Project Manager.

Matt holds a B.S. degree in Printing Management from the Rochester Institute of Technology's School of Printing Management and Sciences. He resides in north Dallas with his wife Jennifer Huber, daughter Haley and son Harrison.

2013 Gravure Publishing & Premedia Conference Biographies

David R. Kotok **Cumberland Advisors**

David R. Kotok cofounded Cumberland Advisors in 1973 and has been its Chief Investment Officer since inception. He holds a B.S. in economics from The Wharton School of the University of Pennsylvania, an M.S. in organizational dynamics from The School of Arts and Sciences at the University of Pennsylvania, and a masters in philosophy from the University of Pennsylvania.

Mr. Kotok's articles and financial market commentary have appeared in *The New York Times*, *The Wall Street Journal*, *Barron's*, and other publications. He is a frequent guest on financial television including Bloomberg Television, CNBC, and Fox. He also contributes to radio networks such as NPR and media organizations like Bloomberg Radio among others. He has authored two books including the best seller "From Bear to Bull with ETFs."

Mr. Kotok currently serves as a Director and Program Chairman of the Global Interdependence Center (GIC) (www.interdependence.org), whose mission is to encourage the expansion of global dialogue and free trade in order to improve cooperation and understanding among nation states, with the goal of reducing international conflicts and improving worldwide living standards. Mr. Kotok chairs its Central Banking Series, and organized a five-continent dialogue held in Philadelphia, Paris, Zambia (Livingstone), Hanoi, Singapore, Prague, Cape Town, Shanghai, Hong Kong, Rome, Milan, Tallinn, and Santiago, Chile. He has received the Global Citizen Award from GIC for his efforts. Mr. Kotok is a member of the National Business Economics Issues Council (NBEIC), the National Association for Business Economics (NABE), serves on the Research Advisory Board of BCA Research, and is also a member of the Philadelphia Council for Business Economics (PCBE).

Mr. Kotok has served as a Commissioner of the Delaware River Port Authority (DRPA) and on the Treasury Transition Teams for New Jersey Governors Kean and Whitman. He has also served as a board member of the New Jersey Economic Development Authority and as Chairman of the New Jersey Casino Reinvestment Development Authority.

Mr. Kotok hosts an annual Maine fishing trip, where, it is rumored, most of the nation's important financial and economic decisions are actually made.

John P. Loughlin **Hearst Magazines**

John P. Loughlin was named executive vice president and general manager of Hearst Magazines in September 2005. Loughlin's general management duties at Hearst Magazines include leadership of consumer marketing, technology, production and distribution, as well as strategy. In addition, he is responsible for CDS Global, the world's largest magazine fulfillment business and business process services provider. Loughlin led the company's entry into the digital marketing services business with the acquisition in June 2010 of iCrossing, the advertising industry's leading search and digital marketing agency. Most recently, he has been spearheading the Hearst Magazines' efforts in the development of its e-edition and tablet strategy. He also serves on the board of Next Issue Media.

2013 Gravure Publishing & Premedia Conference Biographies

John Maine **RISI**

John Maine is Vice President of RISI, the leading information provider for the global forest products industry. He co-founded Resource Information Systems, Inc., the company that became the analytic component of RISI.

Mr. Maine has specialized in printing and writing paper and newsprint markets, end uses, supply, costs and pricing for 27 years. More than 200 RISI clients worldwide rely on his detailed monthly and quarterly analysis and forecasts of the graphic paper markets as well as single and multiclient studies. His published reports include the monthly "Paper Trader", the quarterly "North American Graphic Paper Forecast", and the quarterly "World Graphic Paper Forecast".

Mr. Maine holds a Master of Science degree in Forest Economics with distinction from Virginia Polytechnic Institute and State University (Virginia Tech). He resides in Charlottesville, Virginia with his wife and three children.

Phil Pimlott, **Gravure Association of the Americas**

Phil was apprenticed to a Gravure Company in Wales, attending Holyhead Technical College studying Mechanical Engineering as well as the Manchester College of Art & Design studying Printing Technology. In 1987, Phil and Mike Keating formed Keating Gravure, building the organization from a single location to a global business. Phil relocated to North America in 1996, establishing Keating Gravure USA, with subsidiaries in the U.S. and Canada serving leading Consumer Products Groups and their printers. In addition, Phil worked with Cylicron and has undertaken consulting work for major companies globally. In February 2012, he became the Executive Director of PLGA Global and in January 2013 was asked to run the newly merged Gravure Association of the Americas.

2013 Gravure Publishing & Premedia Conference

Biographies

Joel Quadracci **Quad/Graphics**

As Chairman, President & CEO of Quad/Graphics, Joel is responsible for guiding the overall strategic growth and success of the company, which is a leading global printer and media channel integrator with locations throughout the United States, Latin America and Europe. He continues in the tradition of Quadracci family leadership at the company founded in 1971 by his father, the late Harry V. Quadracci.

Joel grew up with Quad/Graphics and officially joined it in 1991, quickly focusing on sales. He fulfilled a variety of sales and strategy roles before becoming President & CEO in 2006, and Chairman, President & CEO in January 2010.

In July 2010, Joel radically transformed the company through the acquisition of Worldcolor, creating North America's second largest provider of print, digital and related media services. Simultaneously, he took the company public. The company completed the integration in 2012 – the largest, most complex integration ever undertaken in the industry.

Joel has directed other acquisitions and strategic partnerships, too, including the 2011 purchase of three plants in Mexico from Transcontinental and the 2013 purchase of Vertis, a leader in retail advertising inserts, direct marketing and in-store marketing solutions. In 2012, he led the company's geographic expansion into Asia through a strategic partnership with ManipalTech, India's largest print services and end-to-end business solutions provider.

A member of Quad/Graphics' Board of Directors since December 2003, Joel also serves on the Board of Directors for:

- Wisconsin's Children's Hospital and Health System
- The trade association Wisconsin Manufacturers & Commerce
- ACEER, the Amazon Center for Environmental Education and Research

In addition to his board positions, Joel is a member of The Greater Milwaukee Committee, a private sector civic organization whose mission is to contribute to the cultural and economic base of the Milwaukee metropolitan area, and The Milwaukee 7, a regional economic development initiative.

A graduate of Skidmore College in Saratoga Springs, N.Y., Joel holds a bachelor's degree in philosophy.

2013 Gravure Publishing & Premedia Conference

Biographies

Jim Raffel

ColorMetrix Technologies LLC

Jim Raffel is the CEO of ColorMetrix Technologies LLC, the verified color company. Jim earned a B.S. degree in Printing Management at Rochester Institute of Technology in 1986. After graduation, Jim worked as a quality control manager assisting in the startup of two 8/9 unit web presses. Jim then engaged in two years of independent consulting while developing an early version of the ColorMetrix software. The consulting assignments were diverse and took Jim to places as far away as New Zealand.

Next came a position as a special projects manager with a large web printer. Jim worked on and managed projects related to quality and productivity enhancement through the use of current technology. One project alone added more than \$2 million to the company's bottom line.

During this same period, Jim earned an MBA from Keller Graduate School of Management in 1994. In addition to managing the day-to-day operations of ColorMetrix Technologies LLC, Jim recently started a second company SheHe Media, with his speaking partner Shelby Sapusek. SheHe Media develops social media engagement strategies to grow business.

Phil Riebel

Two Sides U.S. Inc.

Phil is President and COO of Two Sides U.S. Inc., a non-profit that promotes the responsible production and use of print and paper, as well as the unique sustainability features of print and paper. Two Sides operates globally in several countries and has over 1,000 members spanning the entire graphic communications value chain. Over 100 U.S. companies are currently affiliated with Two Sides U.S.

Phil has over 25 years of International experience acquired in senior management positions in industry and consulting and has participated in numerous environmental projects related to the forest products industry worldwide. Prior to starting up Two Sides US in 2011, Phil was Vice-President, Environmental Affairs for the UPM-Kymmene Corporation in Helsinki, Finland where he was responsible for developing the global environmental strategy and coordinating a team of professional staff working in sustainable forestry and sourcing, environmental performance of production units, market environmental support and overall environmental services.

Over the years, Phil has been a member of the Direct Marketing Association Environment and Social Responsibility Committee, the Magazine Publishers Association Environmental Task Force, the Forest Products Association of Canada Market Acceptance Committee, and Sustainability 50.

Phil has published extensively on sustainability and environmental topics related to the forest products sector. He received his Bachelor and Master's of Science degrees from McGill University in Montreal, Canada.

Phil is an avid nature and outdoor enthusiast and also calls himself a "hobby forester". His family owns 200 acres of sustainably managed forestland located in the northeast. The properties are being managed for both recreational and economic benefits while maximizing biodiversity.

2013 Gravure Publishing & Premedia Conference Biographies

Shelby Sapusek **ColorMetrix Technologies LLC**

Shelby Sapusek spent 17 years in the newspaper industry as a graphic designer, prepress technician and production director. In the beginning of 2010, she left the journalism field and started her own business focusing on print production, website builds and social media marketing. Before her transition, she met Jim Raffel, CEO and co-owner of ColorMetrix Technologies LLC, on Twitter. After forging a friendship, Jim hired her as a contractor for his company.

Now, one of Shelby's major roles is serving as the Project Manager for ColorMetrix, which requires her to travel the country assisting clients in set up, training and workflow improvement using the company's cloud-based color verification software solutions. At the beginning of 2012, Shelby and Jim created another venture called SheHe Media, which focuses on building websites and social media. In both capacities, they have spoken together at more than a dozen events and conferences to share their experiences with print, color verification and social media. You can follow Shelby on Twitter with the handle [@ShelMKE](#).

John P. Sweeney **BenQ**

John Sweeney is Business Development Manager for BenQ, manufacturer of Professional Graphics monitors for the graphic arts and photo industries.

John previously served as Vice President at Fine Eye Color Solutions, Inc.; Director, Color Measurement Systems at Graphics Microsystems, Inc.; and Vice President at GATF (Graphic Arts Technical Foundation) in Pittsburgh. He began his career at X-Rite in 1985.

He has served on the TAGA and CIP4 Board of Directors, is a member of the SNAP, GRACoL and SWOP committees, and is a member of the R&E Council Nonpareil Society.

A vocal proponent of standards in the Graphic Arts, John is known for launching new color technologies in the printing industry. He resides in Pittsburgh, PA and is a graduate of the Katz School of Business at the University of Pittsburgh and Carnegie Mellon.

2013 Gravure Publishing & Premedia Conference Survey MONDAY

1. In which part of the industry do you work?

Retail Publisher/End User Catalog Publisher/End User Publisher/End User
 Paper Supplier Prepress Supplier Printing Supplier
 Other

2. This conference is my...

1st 2nd 3rd 4th 5th This is my year

3. How do you rate the presentations in terms of being useful and informative?

MONDAY

	Not Useful			Very Useful		Didn't
	1	2	3	4	5	Attend
Joe Abegg						
Stacie Franklin						
Premedia Challenges/Opportunities Panel						
David Kotok						
Scott Christopher						
Michele Donahue						

Comments: _____

Please exchange this survey for a ticket to be entered into a daily drawing for a door prize.

2013 Gravure Publishing & Premedia Conference Survey TUESDAY

1. In which part of the industry do you work?

Retail Publisher/End User Catalog Publisher/End User Publisher/End User
 Paper Supplier Prepress Supplier Printing Supplier
 Other

2. This conference is my...

1st 2nd 3rd 4th 5th This is my year

3. How do you rate the presentations in terms of being useful and informative?

TUESDAY

	Not Useful			Very Useful		Didn't Attend
	1	2	3	4	5	
John Loughlin						
Ben Cooper						
Tom Carroll						
Joel Quadracci						

Comments: _____

Please exchange this survey for a ticket to be entered into a daily drawing for a door prize.

2013 Gravure Publishing & Premedia Conference Survey WEDNESDAY

1. In which part of the industry do you work?

Retail Publisher/End User Catalog Publisher/End User Publisher/End User
 Paper Supplier Prepress Supplier Printing Supplier
 Other

2. This conference is my...

1st 2nd 3rd 4th 5th This is my year

3. How do you rate the presentations in terms of being useful and informative?

WEDNESDAY

	Not Useful			Very Useful		Didn't
	1	2	3	4	5	Attend
Phil Riebel						
Phil Pimlott						
John Maine						

Comments: _____

4. How would you rate your overall conference experience?

Unsatisfactory Adequate Very Good Excellent

Comments: _____

5. Is the merger with the Premedia Conference working?

Yes No Undecided

Comments: _____

Please fill out the reverse side.

6. Would you support incorporating the Environmental Workshop into the GPPC Conference?

____ Yes ____ No ____ Undecided

Comments: _____

7. How would you rate the conference arrangements (Comfort of meeting/hotel rooms, food quality, etc.)?

____ Unsatisfactory ____ Adequate ____ Very Good ____ Excellent

Comments: _____

8. What "Hot Topics" or Speakers would you like to see on next year's program?

1. _____
2. _____
3. _____
4. _____
5. _____

9. What should be added to/deleted from the program next year? Is there anything that is sacred and must always be a part of the program? What should definitely be deleted? Please share:

10. Anything else we need to know?

May we contact you about your comments? If so, please provide:

Name: _____ **Company:** _____

Phone: _____ **E-Mail:** _____

Please exchange this survey for a ticket to be entered into a daily drawing for a door prize.