



Gravure
Publishing
and Premedia
Conference



Success

Through Connecting
and Collaborating

November 11-14, 2012 Waldorf Astoria Naples Naples, Florida

Gravure Publishing and Premedia Conference

Conference Schedule

Sunday

November 11, 2012

3:30PM

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!

5:00PM

Registration Desk Opens

6:00PM-7:00PM

Welcome Reception

Open to All Attendees

Monday

November 12, 2012

7:00AM

Registration Desk Open

8:00AM

Continental Breakfast

8:30AM

GPC Conference Welcome

Bill Martin, President & CEO, Gravure Association of America, Inc.

Mike Schilaci, Catalog Production Specialist, OfficeMax; GPC Chair

Peggy Regan, Senior Director, Print Production & Media, Office Depot; GPC Vice Chair

Matt Huber, Premedia Manager Marketing Premedia, jcpenny; GPC Program Co-Chair

Scott Van Lieu, Sales Manager, UPM; GPC Program Co-Chair

8:45AM

Keynote: The People's Politics

As a renowned political analyst, journalist, and media personality, Mara Liasson offers audiences a candid perspective on the role of the media in today's political environment, and how the American people's questions are really being addressed by journalists in press rooms across the country.

Mara Liasson, political contributor, FOX News Channel and national political correspondent, National Public Radio (NPR)



10:00AM

**Energy and the Prospects for Economic Growth in the U.S.:
A Post-Election Perspective**

Though the Great Recession ended three years ago, the American economy still posts high unemployment and a sub-par growth rate. The domestic energy industry has been one of the economy's few bright spots in recent years. With the election over, and the media filled with stories about America approaching energy independence, what are the prospects for policymakers embracing energy development to help revive the economy?

Bud Weinstein, Associate Director, Maguire Energy Institute and Adjunct Professor of Business Economics, Cox School of Business, Southern Methodist University, Dallas

11:15AM

How Technology is Transforming Marketing

Learn how consumers connect with brands using RFID and NFC to connect consumers through mobile marketing. How do you integrate RFID and NFC into our existing workflow and processes? Learn how both social and mobile marketing are being used and be prepared to participate as you learn more about RFID and NFC in this lively, upbeat session.

Suresh Palliparambil, Director Business Development, NXP Semiconductors

12:15PM

**Golden Cylinder Awards Luncheon for Publication Segment
Cylinder Society Induction for Publication Segment**

2:15PM

Trends in Digital Publishing

Join us as Rebecca McPheters explores the opportunities, challenges and trends in the 2-1/2 years since the iPad was introduced.

Rebecca McPheters, CEO, McPheters & Company

3:15PM

Concurrent Sessions

The Environmental and Social Perceptions of Print and Paper

Going paperless may not be better for the environment - A review of Two Sides activities and the unique environmental and social benefits of print and paper.

Phil Riebel, President and COO, Two Sides U.S., Inc

Utilizing Mobile to Collect CRM Data

The promise of mobile has always been the immediacy of the engagement and interactivity it provides to mobile campaigns. What has been (relatively) underappreciated is its effectiveness as a medium for capturing valuable customer demographic, behavioral and purchase data. When designed appropriately, mobile response campaigns can provide a wealth of information to brands on who their customers are and what they are doing, as well as providing insight into how effective their overall campaigns are.

John Fauller, COO, Snipp Interactive, Inc.

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Conference Schedule

Tuesday

November 13, 2012

7:00AM-4:00PM **Registration Desk Open**

8:00AM **Continental Breakfast**

8:30AM **GPC Conference Reconvenes**

8:45AM **Color Control Myths and Mysteries**

Jim Raffel and Shelby Sapusek will discuss and debate color process control from their respective background of print technologist and newspaper production professional. On one side of the argument we have all the cool color process control technology that makes color management work and on the other side someone who just wants the color to be correct and predictable all the time. Together Jim and Shelby will work to demystify color by untangling all the myths and mysteries that they label "color confusion."

Moderator: Matt Huber, Premedia Manager Marketing Premedia, jcpenny

Jim Raffel, CEO, ColorMetrix Technologies LLC

Shelby Sapusek, Representative, ColorMetrix Technologies LLC

10:00AM **Collaboration Through Connection**

The impact of technology has shifted our access to information, the ways we interact on a world stage and the potential for new business opportunities. This session will explore the benefits to our emerging new world, the stress this immediate 24/7/365 access has created and the impact to our personal and business relationships. The opportunities are endless and still unfolding. Acceptance, effective utilization and results are dependent on our personal views, our leadership and our ability to discern fad from effectiveness.

Tom Carroll, EVP Chief Human Resources Officer, RR Donnelley

12:15PM **Lunch**

1:45PM **New Technologies**

Dennis Wilcox, Regional Vice President, Southern Graphic Systems



3:00PM

Concurrent Sessions

Distribution

Anita Pursley, VP Postal Affairs, RRDonnelley

Mort Goldstrom, VP of Advertising, Newspaper Association of America

Color Control Myths and Mysteries

Join the panelists from the morning session as they continue the discussion and answer your questions.

Moderator: Matt Huber, Premedia Manager Marketing Premedia, jcpenny

Jim Raffel, CEO, ColorMetrix Technologies LLC

Shelby Sapusek, Representative, ColorMetrix Technologies LLC

6:00PM-10:30PM

Casino Night and Dinner

Join us for the ever popular casino night and dinner where we will also be hosting a silent and live auction to benefit the Gravure Education Foundation GPC Scholarship fund. A variety of great items will be up for bid.

6:00-7:00PM

Reception and Silent Auction

7:00-7:30PM

Live Auction

7:30-10:30PM

Dinner and Casino Night

Wednesday

November 14, 2012

8:00AM

Continental Breakfast

8:30AM

GPC Conference Reconvenes

8:45AM

Environmental Workshop Update

Highlights from the June Environmental Workshop will be presented.

Monica Garvey, Sustainability Manager, Verso Paper Corp.

10:00AM

RISI's Annual Paper Market Update

Mr. Maine will present the latest updates on paper demand trends for catalogs, inserts, and other gravure applications. He will present an update on supply and availability including the latest closures and restarts. He will also discuss the potential impact of the European economic crisis on paper availability from Europe, and an update on paper imports from Asia. Mr. Maine will also discuss cost trends and profitability of paper production in North America and Europe.

John Maine, Vice President, World Graphic Papers, RISI

11:00AM

Conference Concludes

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Conference Information

REMINDER: VENDORS/SUPPLIERS MUST BE GAA MEMBERS TO ATTEND THE CONFERENCE. Contact GAA at 201.523.6042 for membership information.

Bring your casual clothes. . .this is Florida!

Hotel Information

New Venue! The conference will be held for the first time at the Waldorf Astoria Naples. Here are just a few of the many features awaiting you when you check into the hotel:

- *Three miles of pristine white-sand beach, overlooking the Gulf of Mexico*
- *Three swimming pools, two with private cabanas and one with whirlpool*
- *100-foot Mangrove Mountain waterslide*
- *Waldorf Astoria Kids Club and Candy Bar, their signature children's program*
- *Multiple restaurants and lounges, offering beachside casual to contemporary chic*
- *Waldorf Naples Golf Course, an 18-hole, par-72 paradise*
- *World-class tennis facilities, including 15 Har-Tru courts managed by the professionals of the world-class Peter Burswash International*
- *Golden Door Spa, providing extensive treatments to soothe and rejuvenate*
- *Exquisite shopping, strolling distance from the resort*
- *An array of water sports, just moments away*
- *Private mangrove estuary, accessible via seaside boardwalk*

The Waldorf Astoria Naples
475 Seagate Drive
Naples, Florida 34103

There is a direct link from the GAA website, www.gaa.org, to the hotel so you can register for the conference and make hotel reservations at the same time. Or, you can book directly from the hotel website, www.waldorfastorianaples.com, by entering the group reservation password: GPCC12

Attendees can also make reservations by calling:
Reservations: 888.722.1270

Be sure to mention that you are attending the GPC Conference to obtain the special room rate of \$159, single or double occupancy. Rates will be honored three days prior to and three days after the event. To take advantage of this special room rate, you must make your reservation by October 19, 2012. PLEASE NOTE: Room deposits are non-refundable if canceled within 3 days of the group's arrival date.

Transportation

There are several options available when booking your air travel. The hotel is 40 minutes from the Ft. Myers Regional Airport and 15 minutes from the Naples Executive Airport.

Ft. Lauderdale can be reached by car in 1-1/2 hours and offers a variety of choices for flight times.

Special car rental pricing is available through Avis. Call 800.331.1600 and refer to code (AWD#) D130822.

Visit www.naples-florida.com for an in-depth look at travel, weather, dining, and recreational information for the Naples area.

GAA Event Cancellation Policy

Event registration cancellations must be received by October 12, 2012 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 out the website for up-to-date cancellation information and space availability prior to travel. GAA assumes no responsibility for travel/transportation costs should it become necessary to cancel or reschedule the event.

Registration Fee:

Catalogers/Retailers/Publishers:	\$295
Supplier/Printer: <i>(Must be GAA Member)</i>	
Before Oct. 1	\$675
After Oct. 1	\$775
Non-Business Guest	\$50

This is my first GPC Conference:

Yes No

**Preferred registration
online at www.gaa.org**

PLEASE PRINT OR TYPE THE FOLLOWING INFORMATION.

Submit one form per person.

Your Name: _____

Badge Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Non-Business Guest Name: _____

Method of Payment: (pre-payment required)

Check enclosed for \$ _____
(payable to GAA, U.S. funds only)

Charge my: Visa MasterCard American Express

Account No.: _____

Exp. Date: _____ Amount \$ _____

Signature of Cardholder: _____

Emergency Contact

Name/Phone Number: _____

Special Needs? Please indicate special accommodations
required to fully participate: _____

Food Allergies or Dietary Restrictions: _____

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