



GAA Packaging & Products Technology Conference

**October 25-27, 2010
Clemson University
Clemson, SC**

2010

GAA Packaging & Products Technology Conference

Monday, October 25th

3:00pm-7:00pm **Registration Open**
6:00pm-7:30pm **Welcome Reception**

Scheduled Presentations

Tuesday, October 26th

- 8:00am **Welcome Remarks**
Bill Martin, President & CEO, GAA
Chip Tonkin, Director, The Sonoco Institute of Packaging Design and Graphics
- 8:15am **Keynote: Sustaining Success Through Personal Leadership**
Procter & Gamble is the world's largest consumer products company with 172 years of sustained success. Examination of the 3P model: Pursuit of Leadership, Passionate Innovation and Partnership will describe through case study how you can achieve sustained success.

Mike Ferrari, Consultant, Ferrari Innovation Solutions LLC
- 9:15am **Prepress & Cylinders Presentations**
Moderator: Howard Nelson, Professor, ASU
- Laser Technology for the Packaging Industry Today and Tomorrow**
Olaf Segbert, General Manager, Schepers GmbH & Co.KG
- Artwork Management, Automation and the Graphics Room of Tomorrow**
Edward Broadhurst, Director of Manufacturing, Trident Americas
- Packaging Engraving-Process and Business Update**
Dennis Wilcox, Regional Vice President, Southern Graphic Systems, Inc.
- Positioning Gravure to Compete in a Digital World**
Robert S. Miller, Director, Global Packaging Solutions, RR Donnelley
- 11:00am **Press, Inks and Substrates Presentations**
Moderator: Rod Sosa, Technical Development Manager, Armstrong World Industries
- How Gravure Printing and Converting Technology Can Compete in the Future**
Michel Malin, Director of Sales, Amcor Tobacco Americas
- OPP: A Truly Flexible Packaging Alternative**
Chris Trummel, Sales Director, Non-Food, Applied Extrusion Technologies Inc. (AET)
Ray Clark, Sales Director, Food, Applied Extrusion Technologies Inc. (AET)
- Gwenda Ryckewaert*, International Manager TetraChrome®, Corintech S.A.
- 12:30pm **Lunch**
- 1:30pm **Keynote: New Applications for Packaging Security**
Packaging printers are adding effective security features to brand goods countering huge losses to fake products. Traditional printing technologies are being used to apply forensic elements to the package at full speed and give the brand owner a Bar Code opportunity to follow quality and location throughout the supply chain.

Wendell Smith, President, Technology Transfer Group

Conference Chairs: *Stephen Young, CEO, Mundet, Inc.*
Dennis Wilcox, Regional Vice President, Southern Graphic Systems



Tuesday, October 26th (continued)

- 2:45pm **Printed Electronics: Where Does Gravure Fit in the Changing Packaging Market?**
Moderator: *Chip Tonkin*, Director, The Sonoco Institute of Packaging Design and Graphics
- Microgravure Advancements in Printed Electronics**
Eric Serenius, Vice President, Daetwyler Corporation USA
- Experiences in Gravure Printing of Electronic Materials**
Dr. Margaret Joyce, Professor, Western Michigan University
- Electronic Materials for Gravure Printing: Challenges for the Ink Suppliers**
Scott Gordon, Marketing Manager, Dupont Microcircuit Materials Group
- The Current Limits of Printing Electronic Devices and the Potential Impact of Gravure**
Dr. William J. Ray, Chief Scientist, Nth Degree Technologies Worldwide Inc.
- 4:00pm **Tour: The Sonoco Institute of Packaging Design and Graphics**
Dr. Sam Ingram, Department Chair/Professor, Clemson University

5:30pm **Reception**

Wednesday, October 27th

- 8:00am **Conference Reconvenes**
- 8:15am **Keynote: Enterprise Marketing Automation**
During this session, you will get a look at enterprise systems in general-what they are and what they are not-as well as the gains and potential sacrifices. Then, specifics about Kodak's Design 2 Launch will be discussed.
Ron Malloy, Vice President of Strategy and Sales, Kodak Solutions for Business
- 9:15am **Emerging Requirements**
What does today and tomorrow look like? What do consumer packaging companies like/dislike? What are they looking for?
Moderator: *Burke McCarthy*, Director, Marketing & System Sales, Retrotech Inc.
Linda Allen-Hawkins, Director of Packaging Technologies,
Altria's Packaging Challenges and Opportunities
Dan Sanchez, Clorox
Bill Linton, Bush Brothers & Co.
Bruce Winegar, Sr., Plant Systems Engineer, Cargill Meat Solutions
- 11:30am **Conference Wrap-Up**

REGISTRATION

FAX TO
201.523.6048

MAIL TO
GRAVURE ASSOCIATION OF AMERICA
75 WEST CENTURY ROAD
PARAMUS, NJ 7652

Lodging & Location Information

Please make your reservations directly with the hotel and be sure to mention that you are attending the GAA /Gravure Association of America conference to obtain the special room rate of **\$90+tax**, single/double occupancy. Rooms are available on a first come, first serve basis so we encourage you to make your reservation early. We appreciate your patronage of the contracted hotel which makes it possible for GAA to secure the space needed at a greatly reduced cost.

The Conference Center & Inn at Clemson University
(James F. Martin Inn)
100 Madren Center Drive
Clemson, SC 29634-5673

Reservations: 888.654.9020
www.cuconferencecenter.com

Greenville-Spartanburg is the nearest international airport and is approximately 48 miles from the hotel. Both Charlotte Douglas in Charlotte, NC and Hartsfield-Jackson in Atlanta, GA are about 2.5 hours from the hotel. Special car rental pricing is available through Avis. Call 800.221.1600 and refer to code (AWD#) D130822.

Register On-line at www.gaa.org....or fill out the form below and return to GAA

Name: _____ Title: _____

Company: _____ Email: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Cell: _____

Emergency Contact: _____ Phone: _____

Food Allergies/Special Needs: _____

FEES

After September 25, 2010

CPG Companies*

\$495
 \$495

GAA Members

\$595
 \$695

Non-Members

\$795
 \$895

*Consumer Packaging Goods Companies (CPG)

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, 2010 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 GAA assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.

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Phone... 201.523.6042 Fax...201.523.6048

For security reasons, no badges will be issued on-site without proper identification & payment.