

Program

2012 PREMEDIA CONFERENCE

GAA

JANUARY 16 - 18, 2012
THE NAPLES BEACH HOTEL
NAPLES, FLORIDA

Thank You Exhibitor/Sponsors

Alpha Innovation, Inc.

EIZO

2012 GAA Premedia Conference Reminders

BADGES . . .

Badges are required at all 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.

FOOD RESTRICTIONS . . .

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

GAA TEAM . . .

There are a several GAA Staff members on hand to answer any questions you may have. Look for the lime green "Team" 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. A survey will be distributed or you may pick up a copy at the registration desk. The conference committee carefully reviews your input to make sure we are delivering the conference content and experience that keeps you returning each year.

SCHEDULE

2012 GAA Premedia Conference

MONDAY, JANUARY 16

4:00 PM – 7:00 PM

CONFERENCE REGISTRATION OPEN

Solarium South

Pamela Schenk, Director, Planning & Administration,
Gravure Association of America, Inc.

6:00 PM – 7:00 PM

**WELCOME RECEPTION
A KEY NETWORKING OPPORTUNITY**

Ocean Lawn

TUESDAY, JANUARY 17

7:00 AM – 5:00 PM

CONFERENCE REGISTRATION OPEN

Solarium South

7:30 AM – 8:30 AM

CONTINENTAL BREAKFAST

Mangrove Ballroom

8:30 AM – 8:45 AM

**WELCOME ADDRESS:
RETHINKING PREMEDIA STRATEGIES**

Mangrove Ballroom

Bill Martin, President/CEO, Gravure Association of America, Inc.,
and Publisher of GRAVURE
Matt Huber, Sr. Enterprise Premedia Specialist, jcpenny, media inc.
Rudy Flores, Digital Color Manager, Stage Stores, Inc.

8:45 AM – 9:45 AM

**KEYNOTE:
INTEGRATION OF PRINT ACROSS NEW MEDIA CHANNELS**

To help you deliver innovation and drive growth, hear how Condé Nast connects readers by integrating print across new media channels and showcases applications that enable readers to respond and engage with new media content. Learn how mobile technology and social media have altered the role of print producers.

John D. Fauller, Director, Print to Mobile Solutions, Conde Nast

10:00 AM – 11:00 AM

**KEYNOTE:
ADVANCEMENTS IN GRAVURE TECHNOLOGY FOR
SUSTAINABILITY AND GROWTH**

Enjoy a stimulating discussion on several recent advancements in gravure technology which are increasingly important to consumer packaging, publishers, catalog and retailers. These innovations are designed to enhance market competitiveness, meet changing customer needs, and increase productivity. How do gravure innovations help you respond more quickly to current and future changes? Learn how new strategies are being adopted by the printing community.

Marc Chason, President, Marc Chason and Associates, Inc

11:00 AM – 11:30 AM

Networking Break

Mangrove Ballroom

11:30 AM – 1:00 PM

Lunch

Immokolee

2012 GAA Premedia Conference

TUESDAY, JANUARY 17 (continued)

1:00 PM – 2:30 PM

**PANEL: COLOR MANAGEMENT
A FRESH PERSPECTIVE**

Mangrove Ballroom

An informative discussion on the wonderful world of color management. This session will look at the various aspects of color consistency across all media. We will investigate the newest technology for proofing and lighting options, and explore the latest information on ISO Standards and Ink Optimization. Learn more about the new XRGB standard that is designed to better adhere to ISO standards. Also, discover how this technology helps connect the artistic and the scientific segments of our industry for more predictable results.

Moderated by:

Derrick Brown, President, Integrated Color Corporation
Tom Gadbois, North American Color Graphics Specialist, EIZO
Tom Lianza, Director of R&D Digital Imaging, X-Rite
Stan Swiderski, Business Development Manager Professional, NEC
Display Solutions

2:45 PM – 4:00 PM

**PANEL: TRANSFORMING THE ORGANIZATION
CHALLENGES AND OPPORTUNITIES**

In this fast-paced session, we examine the convergence of technology organizations face to connect with customers through mobile technology and social media. Learn how to anticipate and navigate this new landscape, from creating new workflows to developing new skill sets and core competencies. Further, you will learn how to manage growth while maintaining brand integrity, and learn how to anticipate, navigate and integrate current 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.

Moderated by:

Nick Patrissi, Market Relations, Trend Offset Printing Inc.
Miriam O. Frawley, Industry Consultant and President, e-Diner Design
& Marketing
Jim Bossemeyer, President, Black Dot Group
Dan Sayin, Sales, Trend Offset Printing Inc.

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

2012 GAA Premedia Conference

TUESDAY, JANUARY 17 (continued)

4:00 PM – 5:00 PM

TOWN HALL FORUM

Join us for the Town Hall, an open and unfiltered discussion and debate on the hottest issues and topics in the industry – with YOU choosing the issues and topics! To get the ball rolling we'll provide everyone with a short survey prior to the Town Hall, to get feedback on key industry issues, and a moderator will help frame and move the topics forward. Come prepared with the challenges that keep you up at night, then listen and engage in a lively Town Hall!

Moderated by:

Matt Huber, Sr. Enterprise Premedia Specialist, jcpenny, media inc.
Rudy Flores, Digital Color Manager, Stage Stores, Inc.

WEDNESDAY, JANUARY 18

7:30 AM – 8:30 AM

CONTINENTAL BREAKFAST

Mangrove Ballroom

8:30 AM – 8:45 AM

CONFERENCE RECONVENES

Mangrove Ballroom

8:45 AM – 9:45 AM

KEYNOTE: RFID/NFC- BEYOND PAYMENTS

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

9:45 AM – 10:45 AM

KEYNOTE:

INNOVATION, STRATEGIC THINKING & ISO PRINTING STANDARDS

Steve Jobs created a company that thrives best at the intersection of artistry and technology. Steve's innovation is hinged on thinking big and having end-to-end control of every product line Apple made. Steve's strategy is reflected on his insistence on end-to-end integration of Apple technology that offers seamless experiences for all Apple's iMac, iPhone, and iPad users. In many ways, a printing company also thrives at the intersection of artistry and technology. This presentation will point out the role of ISO printing standards in enabling printing companies, big or small, to be innovative and strategic in its quest for quality, printing conformity, and business success.

Bob Chung, Professor, Color Management Systems & Gravure Process, RIT

2012 GAA Premedia Conference

WEDNESDAY, JANUARY 18 (continued)

11:00 AM – 12:00 PM

PANEL: INTEGRATION OF MOBILE INTO YOUR STRATEGY

Mobile devices have become an extension of the human body and a powerful source of information that marketers are only now beginning to understand. Mobile technology is rapidly changing the way we consume information, so how can we transition between the print and digital experience? For publishers, catalogers and retailers, the challenge is how to deliver relevant, creative and compelling national and local content to the consumer. In this session you will learn how to effectively connect traditional print processes with new and engaging mobile technology, social media and related new media technologies. With fast changes in the mobile marketplace, it's hard to keep up with the latest devices not to mention new technologies and development methods. The obstacles encountered when developing, launching and maintaining mobile applications are daunting and make organizations vulnerable to costly mistakes. Enjoy a stimulating discussion on how to develop a cost-effective mobile app.

Moderated by:

Matt Huber, Sr. Enterprise Premedia Specialist, jcpenny, media inc.
Joe Cha, President, HipZone, Inc.
Terri Pagan, Business Development, Asyling

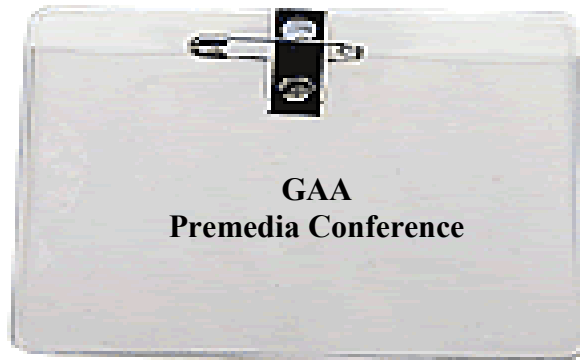
12:00 PM

CONFERENCE ADJOURNS

**Remember to turn in
your survey at the
registration desk.**

NOTEBOOK

2012 GAA Premedia Conference
Reminders



**BADGES MUST
BE WORN AT
ALL TIMES**

Gravure Association of America
Antitrust Statement



Antitrust Statement

The Gravure Association of America is organized to promote, develop and maintain the advancement of gravure processing and/or printing. GAA is not intended to, and may not, play any role in the competitive decisions of its members or their employees, or in any way restrict the competition in any respect of the gravure industry.

The Board of Directors through this statement of policy makes clear its unequivocal support for the policy of competition served by the antitrust laws and its uncompromising intent to comply strictly in all respects to those laws. It is an individual responsibility of every member of GAA to be guided by GAA's policy of strict compliance with the antitrust laws in all GAA activities.

It shall be the special responsibility of any committee chairperson and association officers to assure that this policy is known and adhered to in the course of activities pursued under their leadership.

It is not GAA's role to act as an arbiter or judge of competitive conduct of industry members. As such, this statement of antitrust policy is not a mechanism through which members should charge another member with alleged illegal action. Courts of law are the proper places for such allegations.

Margo Lopez
Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
General Counsel

Gravure Association of America Calendar of Events

2012

| | |
|-----------------------------|--|
| January 16-18 | GAA Premedia Conference The Naples Beach Hotel and Golf Club Naples, FL |
| March 5-9 | GAA Basic Gravure Seminar Western Michigan University Kalamazoo, MI |
| June 19-21 | GAA Environmental Workshop L'Enfant Plaza Hotel Washington, DC |
| September | GAA Basic Gravure Seminar GAA Advanced Pressroom Seminar Printed Electronics |
| October 8-9 October 9-11 | GAA/GEF Fall Board Meetings GAA Packaging & Products Conference Golden Cylinder Awards Luncheon for Pkg & Product Categories Cylinder Society Induction for Product & Packaging Sectors |
| November | Gravure Publishing Council Conference (GPC) Golden Cylinder Awards Luncheon for Publication Categories Cylinder Society Induction for Publication Sector |

Gravure Association of America
Team



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|----------------------------|--|---|
| Bill Martin | GAA President & CEO | bmartin@gaa.org |
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GAA

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