



SINK

OR

SWIM.

2010 PICA/PIAG
Summer Management Conference

August 5–8 | Crowne Plaza Resort | Hilton Head, South Carolina

| PRINT IS CHANGING. ARE YOU?

LEARN.

As a business owner or executive, you know how important it is to continuously educate yourself about emerging trends and industry challenges. The 2010 PICA/PIAG Summer Management Conference brings you together to hear from industry giants in a relaxed but productive atmosphere. All printing and imaging business owners, CEOs, CFOs, COOs, and other management personnel will benefit from these top-notch programs.

ENGAGE.

Benefit from leaving the office for a few days to exchange new ideas and build stronger bonds with key employees and other like-minded professionals in your industry and association. The connections you make can prove to be invaluable to the success of your business.

REFRESH.

In addition to walking away with a new understanding of how to refresh your business, you'll have the opportunity to engage in a variety of activities with your family or other attendees during your stay. Add to your experience by signing up for one of the optional activities available through PICA and PIAG: Golf Tournament, Deep Sea Fishing, or Dolphin Watch Cruise.

“How can you NOT benefit from the synergies of networking with fellow printers and interacting with nationally recognized instructors and speakers?” -David Canady, Imedia Group

THE PROGRAMS

Give Your Business the Mirror Test—Is Your Company Really Breathing? How You and Your Company Must Adapt...Or Die.

Jeffrey Hayzlett, Author and Celebrity CMO

Hailed a “Celebrity CMO” by Forbes Magazine, and famous for his outspoken appearances on numerous television networks, Jeffrey Hayzlett is widely recognized as one of the most influential marketers of our time. He’ll talk to us about what he calls “The Mirror Test,” the title of his new book and a new way to look at your company’s marketing and sales strategy. Hayzlett will share with you some of the newest ways to win with social media, redefine your elevator pitch and help you to transform your business. He has just lead one of the biggest iconic turnarounds of Kodak and is here to share how you can do the same for your business. Will your business be positioned to fog the mirror and grow in today’s new economy?

The New Breed of Printer How To Stop Selling Jobs And Start Managing Programs

*Julie Shaffer, VP Digital Technologies,
Printing Industries Of America*

You’re a really good printer and you know it. You make a quality product, provide excellent customer service and offer a more than fair price. Odds are, however, that your chief competitor can say precisely the same thing. How do you differentiate yourself from all of the other print service providers that your customers have to choose from? If you’re only offering ink on paper, it’s hard to do.

A growing number of printers have changed their approach to focus on becoming part of a support team to solve their customers’ problems, not just “take orders”. Julie Schaffer will present success stories from the new breed of printers who have pulled out from the pack and are growing their businesses with new products, services and thinking—something you can do, too.

PROGRAM SPEAKERS:



JEFFREY HAYZLETT

*Celebrity CMO and Author
of "The Mirror Test"*

Jeffrey Hayzlett has been described as a "CMO on steroids," who parlayed what he learned from a long career in print into his position as Kodak's CMO, where he helped revitalize one of the world's iconic brands. Forbes magazine anointed him the "Celebrity CMO," because of his countless media appearances, including on Donald Trump's Celebrity Apprentice. Advertising Age calls him "a new style of CMO," especially for his social media skills that made him one of the top ten C-level executive Twitterers in the world.

A much sought-after speaker on topics ranging from worldwide business growth, communications, marketing social networking, and mobile marketing, Jeff was named "Marketer of the Year" by BtoB magazine in 2008 and has received numerous other marketing and business awards and honors, including the Frost & Sullivan Lifetime Achievement Award for marketing, the prestigious G. D. Crain Jr. Award for excellence from the Business Marketing Association, and the Earl I. Sundeen Award from the International Graphic Arts Education Association for his significant contributions to graphic arts education.



JULIE SHAFFER

*VP Digital Technologies,
Printing Industries Of America*

Julie Shaffer is Vice President, Digital Technologies at Printing Industries of America. She heads up the Digital Printing Council (DPC) as well as the Center for Digital Printing Excellence at Printing Industries headquarters in Sewickley, PA. In her position, Shaffer plays a lead role in developing programs and tools to help members grow their businesses with digital technologies.

Shaffer has a 20-plus year background in pre-media and print and is well known for her graphic production expertise. She is often called upon for training, presentations and to provide on-site consulting throughout the industry on diverse range of topics, including PDF, color management, digital printing, social media and web-to-print implementation. As an author, Shaffer contributes articles to industry publications as well as social media venues and pens white papers, case studies, and research reports. Shaffer is co-author of several books, including The PDF Print Production Guide (1st, 2nd and 3rd edition) and the Web-to-Print Primer.

THE SCHEDULE

THURSDAY, AUGUST 5

3–5:00pm	Conference Registration
Dinner	On your own
9–11:00pm	“Just Desserts” Welcome Reception

FRIDAY, AUGUST 6

8–9:00am	Continental Breakfast
9–10:30am	“The Mirror Test” by Jeff Hayzlett, The Hayzlett Group
10:30–10:45am	Refreshment Break
10:45–11:30am	Roundtables on “The Mirror Test”
Lunch	On your own
12:30pm	Shot-Gun Start Tournament at Shipyard Plantation (Boxed lunch for golfers provided at course)
6:30–7:30pm	Chairmen’s Reception
7:30–8:15pm	Program <i>Special Recognitions & Keynote by Bill Gibson, Printing Industries of America Chairman</i>
8:30–10:30pm	Banquet & After-Dinner Entertainment

SATURDAY, AUGUST 7

8–9:00am	Continental Breakfast
9–10:00am	“The New Breed of Printer” by Julie Shaffer, Digital Printing Council Printing Industries of America
10–10:15am	Refreshment Break
10:15–11:30am	“The New Breed of Printer” (continued) by Julie Shaffer
Lunch	On Your Own
1–4:00pm	Deep Sea Fishing (optional activity)
1–4:00pm	Dolphin Watch / Environmental Cruise (optional activity)
6:30–8:30pm	Networking Reception & Dinner <i>Door Prizes, including Grand Prize of \$500 Cash</i>
8:30–11:00pm	Entertainment

SUNDAY, AUGUST 8

Noon	Hotel Check-out
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Conference Attire: Friday evening, jackets for men...all other events, resort casual.

THE LOCATION

Crowne Plaza Hilton Head Island Beach Resort is a special slice of Southern Hospitality set on the shores of the Atlantic Ocean on a unique sea island in South Carolina. It's worlds apart from the hustle and bustle of your daily routine, but close enough for a quick getaway.

BRING THE FAMILY

Within minutes in any direction from the resort, your family and guests will find a myriad of choices for golf, tennis, shopping, dining, water sports, performing arts venues, historical and cultural tours and events. Make the most out of the 2010 PICA/PIAG Summer Management Conference by bringing them along for a fun-filled vacation.

OUTDOOR ACTIVITIES

Resort Bike Rentals: In addition to great beaches, Shipyard Plantation offers several miles of pathways.

Golf Courses: Fourteen on-island courses and seven courses in the Bluffton area. Instruction available.

Miniature Golf: Multiple options available.

ON THE WATER

Boat Tours
Boat, Kayak and Raft Rentals and Tours
Charter Fishing
Marinas and Motorized Watersports
Dining Cruises
Ferry Service
Parasailing

DAY SPA

FACES Day Spa: Massage therapy, pedicures, manicures, waxing and relaxation await in nearby Village at Wexford. Complimentary resort shuttle available.

SHOPPING AND DINING

Restaurants: More than 200 area options.

Shopping: Numerous shopping spots on location and in the great outlets and malls in the surrounding areas.

Room Rate

Crowne Plaza Resort room rate \$179 per night + \$13 per day resort fee + tax

Room Block

To make reservations fax request to 843-842-6503, or call the Resort direct at 843-842-2400. For PICA/PIAG group rate the code is: PIA

Cutoff Date

July 20, 2010

CONFERENCE REGISTRATION

Copies may be made of this form for additional registrations

Company Name _____
Registrant Name _____
Spouse/Guest Name _____
Street Address _____
City/State/Zip _____
E-Mail Address _____
Phone _____

CONFERENCE REGISTRATION FEES

1st Registrant of a Member Company\$625 couple\$345 individual
Additional Registrants (Same Company)\$595 couple\$325 individual
Not-yet Member Registrants\$795 couple\$435 individual

ADDITIONAL RECEPTION/DINNER GUESTS

	Thursday	Friday	Saturday
Adults	\$35	\$140	\$115
Teens (ages 13 to 20).....	\$25	\$85	\$75
Children (ages 5 to 12)	\$15	\$25	\$35
Toddlers (ages 4 & under).....	N/A	N/A	N/A

OPTIONAL EVENTS

Golf Tournament Golfer Name & Handicap _____
\$115 per person Golfer Name & Handicap _____

Deep Sea Fishing # Of Participants _____
\$95 per person *Fish offshore for Kings, Spanish, Sharks and Barracuda on a four-hour excursion that departs from Harbour Town Yacht Basin. (Price includes box lunch and fishing license and supplies; six-person minimum required).*

Dolphin Watch Cruise # Of Adult Cruisers _____ # Of Child Cruisers _____
Adults: \$45 *1 1/2 hour tour of the Calibogue Sound aboard a hard bottom Zodiac Boat*
Children: \$35 (12 and under) *observing Atlantic Bottlenose dolphins and other marine wildlife.*

PAYMENT

Total Fees: \$ _____ (Make checks payable to PICA)
Charge fees to: American Express Visa MasterCard
Credit card # _____ Exp. Date _____
Name on card: _____
Statement mailing address: _____
Signature: _____

MAIL TO PICA: P.O. Box 19488, Charlotte, NC 28219-9488 FAX: 704-357-1154

A \$25 fee will apply if conference registrations are canceled on or before July 30, 2010. After that date, no refunds are allowed. Substitutions, however, are welcome. For special dietary needs or requests, call Carrie Epps at (800) 849-7422. Conference sponsorship opportunities are available. For details, contact either: PICA (800) 849-7422 or PIAG (800) 288-1894.