

Idealliance.

EXPERIENCE

Annual Conference 2017

MAY 3-5, 2017

WESTIN LA PALOMA RESORT & SPA
TUCSON, AZ



**Don't Miss Out On
the EXPERIENCE!**

The Visual Communications and
Media Industry Must Attend Event

*Where Technology
and Business Meet*

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Where Technology and Business Meet.

MAY 3-5, 2017

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EXPERIENCE:

- Proven best practices of Idealliance
- Networking with innovators and experts
- Industry trends and opportunities

ABOUT EXPERIENCE

Idealliance members are bound by a common need to transform their business operations and innovate production workflows. Attendance at the Idealliance Experience Annual Conference exposes your team's technology and business managers to the latest trends, opportunities, and best practices of our industry.

THE PROGRAM

The Experience Annual Conference is structured around case studies, workshops, and action planning. Takeaways include real life examples and tools achieved through the shared business and technology challenges and issues of participants.

EXPO HALL

Leading technology and equipment providers display their newest products and services in the Experience Vendor Showcase, while attendees have ample time for networking with their peers and socializing.

DON'T MISS YOUR OPPORTUNITY TO MEET THE TOP VISUAL COMMUNICATIONS AND MEDIA BUSINESSES

**EXHIBIT SPACE
NEARLY
SOLD OUT!**

Contact Dean D'Ambrosi
at 703.837.1064 or
dambrosi@idealliance.org

THIS YEAR'S EXHIBITORS INCLUDE:



Idealliance.

EXPERIENCE

Annual Conference 2017

MEET OUR SPEAKERS, PANELISTS, AND MODERATORS!



ANGELO ANAGNOSTOPOULOS,

Vice President of Postal Affairs,
GrayHair Software



STEVE ANZALONE,

Partner, Ileadvisors



TIM BAECHLE,

Sr. Dir. of Global Print Technologies,
Idealliance



STEVE BALLINGER,

Senior Project Manager



STEVE BONOFF,

SVP, Marketing & Communications,
Idealliance



RON ELLIS,

Ron Ellis Consulting, LLC



BILL FARQUHARSON,

Partner, Ileadvisors



DAVE FENSKE,

President, Fenske Media Corporation



KEN GARNER,

Executive Vice President, Idealliance



DON HUTCHESON,

HutchColor



TIM JOHNSON,

CEO, Impact, Chairman, Idealliance
Board of Directors



MICHAEL KELLOGG,

CEO, Century Direct



NACHUM KORMAN,

Vice President & General Manager,
North America, Landa Digital Printing



MARC LEVINE,

Enterprise Print
Quality Group Manager, SGK



TODD MAUTE,

Partner, CBX



GEORGE MORETTI,

Managing Partner, Innovative
Integrated Solutions (IIS)



ANDY PAPANOZZI,

Chief Economist, Idealliance



MIKE PHILIE,

Managing Director, Ileadvisors



JIM RAFFEL,

CEO, Color Metrix



BOB ROSSER,

Director Postal Affairs, Products &
Services, IWCO Direct



BOB SCHIMEK,

Sr. Dir. of Postal Affairs, Satori Software



DAVID STEINHART,

President & CEO, Idealliance



GEORGE STEWART,

President, Spectrum Printing



DEBRA THOMPSON,

Founder,
TG & Associate



DAVID ZWANG,

Zwang & Co.

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CONFERENCE AT-A-GLANCE

**WEDNESDAY,
MAY 3** 1:00 PM-4:00 PM

PRE-CONFERENCE TECHNOLOGY AND BUSINESS LEADERSHIP WORKSHOPS

Automating Design and Production Workflows

Instructor: David Zwang, Zwang & Co.

Hiring & Managing Top Performers

Instructor: Debra Thompson, Founder, TG & Associate

1:30 PM-4:30 PM

PLANT TOUR: SPECTRUM PRINTING

Tour Moderator: George Stewart, President, Spectrum Printing

1:30 PM-5:30 PM

GOLF TOURNAMENT

5:30 PM-7:00 PM

WELCOME RECEPTION

7:15 PM-9:15 PM

BOARD DINNER

9:00 PM-11:00 PM

CHAIRMAN'S HOSPITALITY SUITE RECEPTION

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**THURSDAY,
MAY 4**

7:30 AM-8:30 AM

EXHIBIT HALL BREAKFAST

8:30 AM-8:40 AM

WELCOME

Speakers: Tim Johnson, CEO, Impact, Chairman, Idealliance Board of Directors
Dick Ryan, Vice President Sales, Publishers Press, Vice Chair, Idealliance Board of Directors

8:40 AM-9:45 AM

THE STATE OF THE INDUSTRY: A LOOK AHEAD

Speakers: Andy Paparozzi, Chief Economist, Idealliance
David Zwang, Zwang & Co.

10:00 AM-11:00 AM

BREAKOUTS: INNOVATING TOMORROW'S MEDIA SUPPLY CHAIN

Inkjet and Direct Mail Innovations

Case Studies: Dave Fenske, President, Fenske Media Corporation

Color it Consistent: Color & Print Workflows

Moderator: Tim Baechle, Sr. Dir. of Global Print Technologies, Idealliance

Case Studies: Jim Raffel, CEO, Color Metrix

The Profitability of Print

Moderator: Leslie Boyd, CPA MST, Clifton Larson Allen

Case Studies: Michael Kellogg, CEO, Century Direct

Brand Management & Content Creation

Moderator: Ron Ellis, Ron Ellis Consulting, LLC

Case Studies: Marc Levine, Enterprise Print Quality Group Manager, SGK

Additional case studies TBA!

**THURSDAY,
MAY 4
CONTINUED**

11:15 AM-12:00 PM **LESSONS FROM THE FRONT LINES—REAL WORLD TACTICS TO ELEVATE CULTURE AND BOOST EMPLOYEE ENGAGEMENT**

Speaker: Steve Anzalone, Partner, Ieadvisors

12:00 PM - 12:30 PM **METRICS & CHANGE MANAGEMENT**

Speaker: Mike Philie, Managing Director, Ieadvisors

12:30 PM-1:30 PM **LUNCH & LEARN: EYE ON NEW TECHNOLOGIES**

Facilitator: Dean D'Ambrosi, Sr. VP Sales, Idealliance

1:30 PM-2:15 PM **USPS AT A CROSSROADS: INDUSTRY MAIL SURVEY & WHAT IT MEANS TO YOU**

Speakers: Andy Paparozzi, Chief Economist, Idealliance
Bob Schimek, Sr. Dir. of Postal Affairs, Satori Software and Idealliance representative to PMG Mailers' Technical Advisory Committee (MTAC) & Idealliance Chair, Mail.dat Working Group

2:15 PM-3:00 PM **USPS MECHANICS & STRATEGY FOR POSTAL RATES**

Speaker: Sharon Owens, Vice President Pricing and Costing, United States Postal Service

3:00 PM-3:45 PM **COLOR MANAGEMENT & YOUR BOTTOM LINE**

Speaker: Don Hutcheson, HutchColor

3:45 PM-4:30 PM **EXPO HALL BREAK**

4:30 PM-5:30 PM **INTEGRATED MARKETING 'IN THE ROUND'**

Moderator: Todd Maute, Partner, CBX

5:30 PM-6:30 PM **HAPPY HOUR**

9:00 PM-11:00 PM **CHAIRMAN'S HOSPITALITY SUITE**

**FRIDAY,
MAY 5**

7:30 AM-8:30 AM **EXHIBIT HALL BREAKFAST - TABLE TOPICS**

Fulfillment Trends & Strategies - Steve Anzalone, Ieadvisors

How Sales People Win - Bill Farquharson, Ieadvisors

The CEO of Tomorrow - Mike Philie, Ieadvisors

Managing Digital Print - Ron Ellis, Ron Ellis Consulting

Cutting-Edge Color - Don Hutcheson

Wide Format Workflows & Color - Jim Raffel, Color Metrix

8:30 AM-9:15 AM **KEYNOTE: IMPACT AND OPPORTUNITY OF NANOTECHNOLOGY**

Speaker: Nachum Korman, Vice President & General Manager, North America, Landa Digital Printing

**FRIDAY,
MAY 5
CONTINUED**

9:15 AM-10:00 AM **TRANSFORMING BUSINESS: STRATEGIES FOR GROWTH & CHANGE**
Moderator: David Steinhardt, President & CEO, Idealliance
Panelists: Nachum Korman, Vice President & General Manager, North America, Landa Digital Printing
Tim Baechle, Dir. of Global Print Technologies, Idealliance Panelists
Andy Paparozzi, Chief Economist, Idealliance

10:15 AM-11:15 AM **WORKING GROUPS: KEY INITIATIVES & ACTIONS**

Mail Supply Chain & Partnering with the USPS
Facilitator: David Steinhardt, President & CEO, Idealliance
Participants: Angelo Anagnostopoulos, Vice President of Postal Affairs, GrayHair Software
Bob Rosser, Director Postal Affairs, Products & Services, IWCO Direct
Bob Schimek, Senior Director of Postal Affairs, Satori Software and Idealliance Representative to PMG Mailers' Technical Advisory Committee (MTAC) & Idealliance Chair, Mail.dat® Working Group

Data Management & Customization
Facilitator: Steve Bonoff, Sr. VP Marketing Communications, Idealliance
Case Study: George Moretti, Managing Partner, Innovative Integrated Solutions (IIS)

Color and Print Workflow Standards & Practices
Facilitator: Tim Baechle, Sr. Dir. Global Print Technologies and Workflows

Business Leadership for Small Companies
Facilitator: Steve Ballinger, Sr. Project Manager, Idealliance

11:30 AM-12:15 PM **TOWN HALL: AN INDUSTRY ON THE MOVE**
Facilitators: Idealliance Working Group Leaders

12:15 PM-1:30 PM **LUNCH & LEARN: CUSTOMIZED DEMAND: A NEW ERA FOR PACKAGING**
Speaker: George A. Moretti, President, Managing Partner, Innovative Integrated Solutions (IIS)

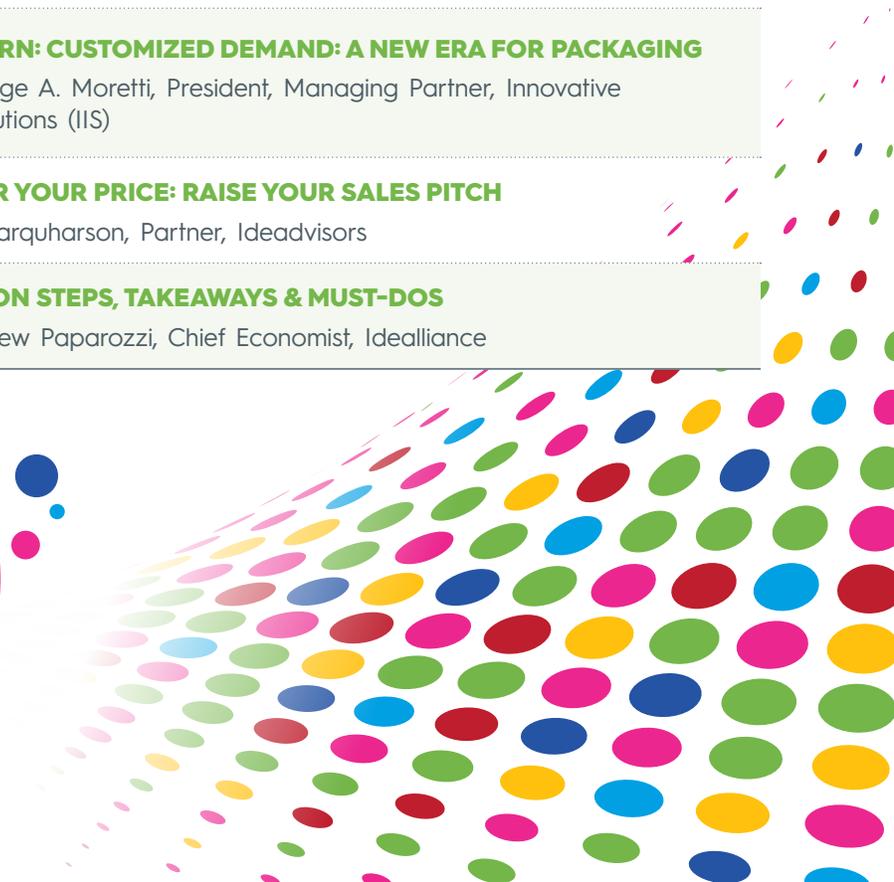
1:30 PM-2:30 PM **DON'T LOWER YOUR PRICE: RAISE YOUR SALES PITCH**
Speaker: Bill Farquharson, Partner, Ideadvisors

2:30 pm-3:00 pm **ADIOS—ACTION STEPS, TAKEAWAYS & MUST-DOS**
Speaker: Andrew Paparozzi, Chief Economist, Idealliance

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CONFERENCE REGISTRATION

Registration Types	Early Rate Before 4/15/2017		Standard Rate Starts 4/16/2017	
	Member	Nonmember	Member	Nonmember
Conference Registration	\$695	\$895	\$895	\$1195
Additional Conference Registration <i>(From the same company)</i>	\$595	\$795	\$695	\$895
Young Professional Registration* <i>(printing industry professional age 35 and under)</i>	\$395	\$395	\$395	\$395
Pre-conference Workshops <i>(additional fee per workshop)</i>	\$100	\$125	\$100	\$125

* **YOUNG PROFESSIONALS - TAKE AN EXTRA \$100 OFF. Use Coupon Code EAC17YP.**

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1800 Diagonal Road, Suite 320
Alexandria, VA 22314-2862

HOTEL REGISTRATION

**Westin la Paloma Resort & Spa,
Tucson, AZ**

**Nestled in the foothills of the
high Sonoran Foothills**

westinlapalomaresort.com

To make hotel reservations, please call the Westin La Paloma Resort & Spa reservations line 888-627-7201 or make reservations online starwoodmeeting.com/Book/ideallianceexperience. It is highly recommended that you make your reservations early because the hotel may sell out. Please mention the 2017 Idealliance Experience Annual Conference to secure the rate of \$185 per night single/double. These rates are in effect until Friday, April 14, 2017.

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