



# Bulletin

Idealliance Monthly News

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## Experience Conference: Business Meets Technology

The Idealliance Experience Annual Conference, May 3-5, at the Westin La Paloma Resort & Spa in Tucson, Ariz., 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.

Idealliance members are bound by a common need to transform their business operations and to 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.

In addition to the conference program, leading technology and equipment providers will display their newest products and services in the Experience Vendor Showcase, and attendees will have ample time for networking with their peers and socializing.

### Pre-Conference Workshops

Pre-conference technology and business leadership workshops get things started on May 3 with sessions on "Automating Design and Production Workflows," featuring David Zwang of Zwang & Co., and "Hiring & Managing Top Performers," with Debra Thompson, Founder of TG & Associates

Afternoon activities include a plant tour of Spectrum Printing led by company President, George Stewart, the annual conference golf tournament, welcome reception, and chairman's hospitality suite reception.

Among sessions featured on the packed conference program:

- **"State of the Industry: A Look Ahead"** with Idealliance Chief Economist Andrew Paparozzi, Nachum Korman of Landa Digital Printing, and David Zwang.

- **"Innovating Tomorrow's Media Supply Chain"** with Idealliance Senior Director of Global Print Technologies Tim Baechle, Ron Ellis of Ron Ellis Consulting, David Fenske of Fenske Media Corporation, Michael Kellogg of Century Direct, Mark Levine of SGK, George Moretti of Innovative Integrated Solutions, and Jim Raffel of Color Metrix.

- **"USPS at a Crossroads: Industry Mail Survey & What It Means to You"** with Andrew Paparozzi and Bob Schimek, Sr. of Satori Software.

- **"Integrated Marketing 'In the Round'"** with Todd Maute of CBX.

- **"Transforming Business Strategies for Growth & Change"** with Idealliance President and Chief Executive Officer David Steinhardt and Ideadvisors Mike Philie, Bill Farquharson, and Steve Anzalone.

### Table Topics

Also on the program are breakfast "Table Topics" groups on Fulfillment Trends & Strategies, How Sales People Win, The CEO of Tomorrow, Managing Digital Print, Cutting-Edge Color, and Wide Format Workflows & Color.

There will be a "Lunch & Learn" on "The Print/Alt-Media Revolution" with Jeffrey Dickerson of State Farm, and report outs on Working Group key initiatives and actions on a variety of printing, mailing, workflow, and data management/cross media topics.

[Click here](#) for conference brochure and registration information. **Early registration rates are available through April 15 only.** Registration includes continental breakfast, gourmet lunch, all day refreshments and all sessions May 4-5. Pre-conference Workshops are available May 3 (additional fees apply). For registration assistance, email [registrar@idealliance.org](mailto:registrar@idealliance.org) or call Idealliance at (703) 837-1070.



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