REGISTER NOW AT idealliance.org/experience17

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
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

THIS YEAR’S EXHIBITORS INCLUDE:

- Xerox
- gmc software
- Satori Software
- SpotOn
- RICOH
- Accuzip
- PSL
- uluvo
- Priniso
- Canon
- United Business Mail
- Sentry
- WindowBook
- FASTSIGNS
- EFI
- GBC
- Western States Envelope & Label
- Printing Impressions
- Konica Minolta
- Neopost
- Pitney Bowes
- warkraft
- HP
- Printer Presence
- What They Think?
MEET OUR SPEAKERS, PANELISTS, AND MODERATORS!

ANGELO ANAGNOSTOPOULOS, Vice President of Postal Affairs, GrayHair Software

STEVE ANZALONE, Partner, Ideadvisors

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, Ideadvisors

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 PAPAROZZI, Chief Economist, Idealliance

MIKE PHILIE, Managing Director, Ideadvisors

JIM RAFFEL, CEO, Color Metrix

BOB ROSSER, Director Postal Affairs, Products & Services, IWCO Direct

BOB SCHIMEK, Sr. Dir. of Postal Affairs, Satori Software

DAVID STEINHARDT, President & CEO, Idealliance

GEORGE STEWART, President, Spectrum Printing

DEBRA THOMPSON, Founder, TG & Associate

DAVID ZWANG, Zwang & Co.

FOR MORE INFO VISIT idealliance.org/experience17
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**

**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

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, Ideadvisors

12:00 PM - 12:30 PM
METRICS & CHANGE MANAGEMENT
Speaker: Mike Philie, Managing Director, Ideadvisors

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, Ideadvisors
How Sales People Win - Bill Farquharson, Ideadvisors
The CEO of Tomorrow - Mike Philie, Ideadvisors
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

<table>
<thead>
<tr>
<th>Time</th>
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</table>
| 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  
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 |

**FOR MORE INFO VISIT**
idealliance.org/experience17

**REGISTER TODAY**
idealliance.org/experience17
## CONFERENCE REGISTRATION

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<tr>
<th>Registration Types</th>
<th>Early Rate</th>
<th>Standard Rate</th>
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<td>Conference Registration</td>
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* YOUNG PROFESSIONALS - TAKE AN EXTRA $100 OFF. Use Coupon Code EAC17YP.

## 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.