

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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TODAY**

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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**

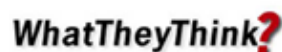
Leading technology and equipment providers display their newest products and services in the Experience Vendor Showcase, while attendees have ample time for networking with their peers and socializing.

# 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](mailto: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, 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 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**

## **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, Ileadvisors

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
<b>Conference Registration</b>	\$695	\$895	\$895	\$1195
<b>Additional Conference Registration</b> (From the same company)	\$595	\$795	\$695	\$895
<b>Young Professional Registration*</b> (printing industry professional age 35 and under)	\$395	\$395	\$395	\$395
<b>Pre-conference Workshops</b> (additional fee per workshop)	\$100	\$125	\$100	\$125

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

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## HOTEL REGISTRATION

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

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

**[westinlapalomaresort.com](http://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](http://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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# EXPERIENCE

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

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