

ware products. His experience as a commercial photographer, newspaper and magazine production managers, and prepress manager in-addition to consulting with printers, catalog companies, retailers, and publishers, make his seminars and training come alive with real world experience, humor and insight.

Visit [ClintFunk.com](http://ClintFunk.com) and [CreativeAssociate.net](http://CreativeAssociate.net)

**Sabine Lenz** *PaperSpecs.com*



Sabine Lenz is the founder of PaperSpecs.com, the most comprehensive online paper database for the design/print industry. Featuring more than 4,300 papers from over 70 mills, PaperSpecs members have 24/7 access to the latest paper information.

A graphic designer with more than 15 years of experience in Germany, Australia and the U.S., Sabine writes frequently for several industry publications and is also a speaker on paper issues and educational topics related to the paper industry. Visit [paperspecs.com](http://paperspecs.com)

**James J. Maivald** *consultant*



James is a designer, writer, consultant and Adobe Certified Expert (ACE) and Instructor (ACI) with over

25 years of experience in the graphic design industry. He has design and production experience in all areas of print and Web design. Jim has been editor of several graphic design and electronic publishing magazines. He is also an author of hundreds of magazine articles on graphic design and electronic publishing, as well as several books, including *Photoshop Complete* and *The Designer's Guide to Adobe InDesign* and *XML=2 O* (Adobe Press, 2008). He also served as the tech editor for the *Dreamweaver CS4 Classroom in a Book* (Adobe Press, 2009). He is one of the foremost experts on the XML features of Adobe InDesign.

Visit [CreativeAssociate.net](http://CreativeAssociate.net)

**Lou Prestia** *Prestia Color Consulting*



Lou's company provides training and integration services to graphic arts professionals.

As a GRACoL Certified Experts and Certification Agents, Prestia Color Consulting provides help to firms on how to achieve GRACoL Master Printer or Master Proofer certification through on-site implementation and training on the GRACoL 7 methodology. Prestia has trained hundreds of production, engineering, marketing, and sales personnel throughout the world and has developed extensive curricula on a variety of graphic arts topics. He holds a Bachelor of Science degree in Printing Management and Science from Rochester Institute of Technology.

Visit [prestia.com](http://prestia.com)

**Glenn Raines** *Social Media Moves*



Glenn has worked as an advertising copywriter, strategic brand marketer, Internet business strate-

gist and qualitative market researcher. Glenn spent his early career in consumer advertising and healthcare marketing. During the first Internet boom, Glenn consulted for RR Donnelley where he helped the company position its entry into e-commerce which leveraged its seamless digital workflow process and proprietary asset management system as a competitive advantage. Glenn's work with RR Donnelley caught the attention of Citigroup where he became the VP Internet Business Strategy for their charge card portfolio. Glenn founded Social Media Moves in 2008 to consult companies on their social media branding and social business process strategies.

Visit [socialmediamoves.com](http://socialmediamoves.com)

**Janice Reese** *Network PDF*



Janice is a recognized printing and prepress industry leader, bringing 20 years of executive management,

marketing, sales and technology experience in the tough world of e-commerce, prepress, print, and new media. As Executive Director of Network PDF, she provides strategic and tactical marketing for business development and implementation using XML-based industry standards including PDF, JDF, XMP, and others. Her past work includes Business Development with Adobe Systems for the development of Acrobat and PDF as a standard within the graphic arts market. Network PDF is working closely with industry associations and vendors to support the implementation of industry standards to connect the digital supply chain across a global network.

**Jeffrey Stewart** *Trekk Cross-Media*



A founding partner of Trekk Cross-Media, Jeffrey Stewart has been an early adopter of web technologies and

one-to-one cross-media marketing. With advanced degrees in Electrical and Computer Engineering and Computer Science, his focus is on database system integration, web-based applications and content management systems, cross-media formatting technologies, variable data communications and emerging uses of social media and cloud computing platforms. Stewart uses his technological expertise to help clients improve processes, reduce costs and optimize communications across print, web, mobile and social media. He is a frequent speaker at industry conferences and regularly blogs and tweets on related industry and media topics.

Visit [Trekkm.com](http://Trekkm.com)

**T.J. Tedesco** *Grow Sales, Inc.*



T.J. Tedesco is president of Grow Sales, Inc., a full-service sales growth firm that has served the

graphic arts industry since 1996. GSI services include marketing, social media and public relations, Web site and graphic design and sales support. T.J. is the author of six books published by Printing Industries Press including *Win Top-of-Mind Positioning*, the ever popular *Direct Mail Pal*, and most recently, *Playbook for Selling Success in the Graphic Arts Industry*.

Visit [growsales.com](http://growsales.com)

**James Wamser** *Sells Printing*



James serves as Senior Training Specialist for Sells Printing Company, and is an Adobe Certified Instruc-

tor (ACI) Print Specialist with over 16 years of experience in the graphic arts industry. James provides training and technical support for Sells' customers as well as its prepress department. James has been working with Adobe InDesign prior to the release of version 1.0 and is an InDesign instructor at Waukesha County Technical College.

Visit [sells.com](http://sells.com)

**Trish Witkowski** *foldfactory.com*



Trish Witkowski is Chief Folding Fanatic at the online community [foldfactory.com](http://foldfactory.com). She holds a BFA in

graphic design and a MS degree in Graphic Arts Publishing from RIT. An award-winning designer, she has held the position of creative director, and has taught design and desktop publishing at the college level. Trish is the creator of the FOLDRite™ system, a 2004 GATF InterTech™ Technology Award winner. She serves as Finishing Editor for *Graphic Arts Monthly* magazine, and has written three books on the topic of folding: *A Field Guide to Folding*, *Folding for the Graphic Arts: A Teacher's Handbook*, and *FOLD: The Professional's Guide to Folding*. Visit [foldfactory.com](http://foldfactory.com)

# Reinvent:Print

An enlightening new theater event at Print 09

Booth #6129, North Hall

## SCHEDULE OF SESSIONS:

### Friday, Sept. 11th

**10:30** David Dodd

#### Why Marketing Services?

A rising chorus of printing industry analysts and consultants have been advising printers to reposition their companies as "marketing services providers." But is becoming an MSP a recipe for success and prosperity or a risky diversification move that may put your company in peril? We'll talk about what it means to be a marketing services provider and what it takes to make a successful transition from printer to MSP.

**Bonus:** Attendees receive a PDF of David's paper "The New Business of Marketing"

**11:20** Jim Maivald

#### XML and Adobe InDesign: The Cross-Media Workflow

XML is everywhere today. It's on the Web, it's used in print, it's even on your cell phone! Combine XML content and the layout and presentation control of Adobe InDesign software and you create a powerful, automated publishing workflow.

**12:30** Glenn Raines

#### The Art and Science of Branding for Social Media Marketing

Glenn will give an overview on the steps necessary to identify, create and map a brand through a social graph - the digital customer touch points across website, blog and social sites. He will look into the processes of building a rewarding social media network, managing social media into our daily lives, and monitoring one's brand reputation across the social media landscape.

**1:20** Cody De Vos

#### Your Brand in the Inbox: Building Your Business With Stylish Email

Cody will show how adding email to your marketing mix can strengthen your customer loyalty, drive more traffic to your site and grow your business in style. With creative examples that span email, print, the web and more, you'll leave knowing the essentials you need to design email campaigns that attract, engage and inspire your audience.

**2:15** Mark Lewiecki

#### Powering the Next Generation of PDF Workflows with the Adobe PDF Print Engine

The Adobe PDF Print Engine is the next-generation rendering technology from Adobe. Launched in 2006, over 25,000 units are now in live production around the globe. The Adobe PDF Print Engine will enable unified workflows for all job types, including VDP. Mark will provide an overview of its benefits and capabilities, including its role in driving high-speed digital presses. Mark will also discuss PDF/VT, the emerging ISO format for the exchange and final output of personalized VDP jobs.

**3:15** Lou Prestia

#### Softproofing for the Future of Print

Softproofing technology has been available to the graphic arts trade for over 15 years, but why has this technology not been adapted more broadly? Join Lou Prestia, IPA certified Color Management Professional, for an exploration of the

capabilities of this technology, the available solutions, and a deeper understanding of how well this technology works and the likely reasons that it has yet to be adopted by more firms in spite of these advantages.

**4:00** David Dodd

#### Five Trends that are Changing the Marketing World—and How to Make Those Trends Work for You

Television ads and print ads don't work as well as they once did, while an array of newer marketing channels seem to offer the promise of greater effectiveness and lower cost. This session will discuss five major trends that are driving the practice of marketing in 2009, and will show you how to use these "megatrends" and the volatility they have created to your advantage.

### Saturday, Sept. 12th

**10:30** Anne-Marie Concepción  
**10 Essential Tricks for Every InDesign User**

What's the fastest way to apply styles? Easiest way to create a contact sheet? Best settings for a print-ready PDF? Join InDesign guru Anne-Marie "Her-Geekness" Concepción for this fun, fast-paced session, as she shows you ten important techniques (and jams a dozen or so cool tricks in, as time permits!) to streamline production. All users welcome, regardless of skill level or InDesign version!

**11:20** Clint Funk

#### Printers Web Sites Look More Professional, But There is Still Room for Improvement

Think of your web site as a sales person, because that is exactly what it is. Just as your customers make value judgements about your staff, customers and potential customers make value judgements about your web site in deciding whether to do business with you. Learn what works and what doesn't work to help you attract and keep customers returning to your site and returning to your business.

**12:30** Jeffrey Stewart

#### Technologies that are Transforming Print Today

Jeffrey will give a compelling technology overview of internet broadband, content management, multichannel formatting, social media and UGC, and cloud computing. He will also address trends and answer the questions "How do you compete with free?" and "What is the New Normal?"

**1:20** Trish Witkowski

#### New Ways to Connect with Your Creative Clients

Did you know that the designer often has a strong influence regarding who prints their work? If you're focused solely on charming the print buyers, you may want to rethink your strategy. Trish will share case studies of printers who are doing it right, and give tips on how to stay top-of-mind with creative professionals.

## SHOW HOURS:

Friday, September 11 – Tuesday, September 15, 10a.m.–5p.m.

Wednesday, September 16, 10a.m.–3p.m.



Adobe



foldfactory.com



**2:00** *Mark Leweicki*

### **Powering the Next Generation of PDF Workflows with the Adobe PDF Print Engine**

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### **2:40** *Anne-Marie Concepción* **Get New Clients with Facebook and Twitter**

Your clients and prospects are already on Facebook and Twitter (or your market's influencers are), you should be too! In this session, you'll learn how to use the free, business-friendly aspects of the fastest-growing online social networks, Facebook and Twitter, to drive qualified traffic to your web site, to announce new events, connect with customers, offer user support and info, and most of all, engage with your market.

### **3:15** *Jeffrey Stewart*

### **Social Networks, Mobile Devices, Email and Direct Mail**

This session will discuss trends in communication, and how these methods of communication work together to create a multi-faceted marketing campaign. Topics will include viral networking platforms, how different forms of communication influence behavior, and 1 to 1 measurement. Jeffrey will also share success stories from campaigns that work.

### **4:10** *Cody DeVos*

### **Your Brand in the Inbox: Building Your Business With Stylish Email**

Cody will show how adding email to your marketing mix can strengthen your customer loyalty, drive more traffic to your site and grow your business in style. With creative examples

that span email, print, the web and more, you'll leave knowing the essentials you need to design email campaigns that attract, engage and inspire your audience.

## **Sunday Sept. 13th**

### **10:30** *Mark Lewiecki*

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### **11:15** *Trish Witkowski*

### **Direct Mail Innovation**

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### **12:00** *T.J. Tedesco*

### **Social Media Strategies can Create Lead Generation Opportunities**

T.J. will address why you should be using social media, and how to define goals and set a plan to track the results of your efforts. Get an overview of LinkedIn, Twitter and Facebook, and how to create content that strengthens your brand, keeps people interested in your services, and makes them want to come back for more.

### **1:00** *Anne-Marie Concepción*

### **10 Essential Tricks for Every InDesign User**

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a contact sheet? Best settings for a print-ready PDF? Join InDesign guru Anne-Marie "HerGeekness" Concepción for this fun, fast-paced session, as she shows you ten important techniques (and jams a dozen or so cool tricks in, as time permits!) to streamline production. All users welcome, regardless of skill level or InDesign version!

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### **4:00** *Lou Prestia*

### **Multicolor Printing and Proofing**

In this session Lou Prestia, IPA certified Color Management Professional, will teach the basics of multicolor printing and demonstrate the tools and techniques available to create multichannel profiles. Session includes lessons on the use of multicolor profiles in Photoshop CS4, and details of how several popular proofing RIPs support multicolor or "n-ink" profiles.

## **Monday, Sept. 14th**

### **10:30** *Cody DeVos*

### **Your Brand in the Inbox: Building Your Business With Stylish Email**

Cody will show how adding email to your marketing mix can strengthen your customer loyalty, drive more traffic to your site and grow your business in style. With creative examples that span email, print, the web and more, you'll leave knowing the essentials you need to design email campaigns that attract, engage and inspire your audience.

### **12:15** *Trish Witkowski*

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### **1:00** *Glenn Raines*

### **The Art and Science of Branding for Social Media Marketing**

Glenn will give an overview on the sequence of steps necessary to identify, create and map a brand through a social graph – the digital customer touch points across website, blog and social sites. Glenn further looks into the processes of building a rewarding social media network, managing social media into our daily lives, and monitoring one's brand reputation across the social media landscape

### **2:00** *Sabine Lenz*

### **9 Ways to Cut Your Paper Costs**

Get the inside scoop on 9 paper cost saving tips – from a merchant's paper program to close out lists. From better credit terms to paper grades. With paper prices rising constantly, this knowledge will go a long way in your budget.

### **3:00** *Jim Maivald*

### **XML and Adobe InDesign: The Cross-Media Workflow**

XML is everywhere today. It's on the Web, it's used in print, it's even on your cell phone! Combine XML content and the layout and presentation control of Adobe InDesign software and you create a powerful, automated publishing workflow.

### **4:00** *Lou Prestia*

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## **Tuesday, Sept. 15th**

### **3:15** *Lou Prestia*

### **Multicolor Printing and Proofing**

In this session Lou Prestia, IPA certified Color Management Professional, will teach the basics of multicolor printing

## **SPEAKERS:**

### **Cody DeVos** *Emma*



Emma is a Web-based email marketing company that helps small businesses, designers, and

agencies create, send and track stylish email campaigns. A member of the Agency Relations team, Cody works with agencies to help them develop successful long-term email marketing strategies and market their services to their clients. He also works to develop educational resources for agencies and clients interested in expanding their services and growing their audience.

Visit [myemma.com](http://myemma.com)

### **G. David Dodd** *Point Balance*



David is the principal of Point Balance, an executive education and management consulting firm

based in Crossville, Tennessee. Dodd has been advising graphic arts industry enterprises for over nineteen years. He works with clients to evaluate major strategic issues and to craft creative and effective business strategies. He also helps graphic communications firms design and implement performance management systems to insure that well-designed business strategies are successfully executed. Publications include *For Better Business Strategy*—Draw

### **1:30** *James Wamser*

### **Best Practices for Preparing Your Files**

Adobe InDesign offers powerful tools for both creative and prepress professionals. James Wamser, an Adobe Certified Instructor will show us how we can use those tools to avoid common production problems when creating documents for commercial printing. From setting-up black plate changes using GREP and Conditional Text to Exporting PDF's, we will cover it all including the advantages of PDF/X-4 compared to PDF/X-1a.

### **2:30** *Lou Prestia*

### **Softproofing for the Future of Print**

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*a Map, Cracking the Growth Code, Building Better BHR's, Pricing for Profitability, Making Value Added Services Work, and Activity-Based Costing for Printers. Visit [pointbalance.com](http://pointbalance.com)*

### **Anne-Marie "HerGeekness" Concepción**

### *Seneca Design & Training*



Anne-Marie is a seasoned entrepreneur and publishing software consultant. She owns Chicago-based Seneca Design & Training, a cross-media design studio and certified Adobe training provider. She's the co-host of InDesignSecrets.com blog and

## **Wednesday, Sept. 16th**

### **Community Network Location for AIGA and Design Students**

Students can stop by for a free poster and to enter a raffle for Adobe software

### **11:00** *Lou Prestia*

### **Multicolor Printing and Proofing**

In this session Lou Prestia, IPA certified Color Management Professional, will teach the basics of multicolor printing and demonstrate the tools and techniques available to create multichannel profiles. Session includes lessons on the use of multicolor profiles in Photoshop CS4, and details of how several popular proofing RIPs support multicolor or "n-ink" profiles.

### **12:00** *Janice Reese*

### **Anatomy of a Layered Marketing Campaign**

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podcast (with David Blatner), and publishes the blogs and ezines for InCopySecrets.com and DesignGeek.com. You can find her on Twitter at @amarie. Visit [senecadesign.com](http://senecadesign.com)

### **Clint Funk** *consultant*



Clint Funk has over 20 yrs. in the graphic arts industry training, presenting seminars and consulting with clients to work smarter, not harder. As a consultant with Adobe he has presented at hundreds of trade shows, seminars, eSeminars, conferences, associations, and customer events as well as training thousands of clients and attendees on soft-