Gravure Publishing Council Presents:

THE GPPC CONFERENCE
SUPPORTED BY IDEAlliance

...AND TOGETHER THEY LIVED HAPPILY EVER AFTER

CREATING THE 360° CONSUMER EXPERIENCE

GRAVURE PUBLISHING AND PREMEDIA CONFERENCE
The Naples Beach Hotel & Golf Club • Naples, Florida
November 18-21, 2014
GAAmericas ENVIROMENTAL WORKSHOP TO PRECEDE GPPC CONFERENCE

We encourage you to come in early and attend the GAAmericas Environmental Workshop, which will start on the afternoon of Monday, November 17 and conclude at noon on Tuesday. This year’s event will be co-chaired by Dave Schirmer from Hearst and Monica Garvey from Verso. If you register for both events, you will receive a price break on the GAAmericas Environmental Workshop. For more information, visit the GAAmericas website, www.gaa.org.

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CONFERENCE SCHEDULE

TUESDAY, NOVEMBER 18, 2014
8:00AM-7:00PM REGISTRATION DESK OPEN
3:30PM GPC BOARD MEETING
ATTENTION ALL PUBLISHERS, CATALOGERS AND RETAILERS
Please feel free to join us for the council meeting and learn more about how you can impact the industry through participation on the GPC Council. We welcome your presence!
6:00PM-7:00PM WELCOME RECEPTION

WEDNESDAY, NOVEMBER 19, 2014
7:00AM REGISTRATION DESK OPEN
7:30AM CONTINENTAL BREAKFAST
8:30AM GPPC CONFERENCE WELCOME
PHIL PIMLOTT Executive Director, Gravure Association of the Americas
MIKE SCHILACI GPC Council Chair
RUDY FLORES Digital Color Manager, Stage Stores; GPPC Program Chair

8:45AM THE SURVIVAL GUIDE TO BEING HUMAN AND THE ART OF HAPPINESS
Prepare to be taken on a journey. In this moving and thought-provoking keynote, Allison Massari teaches her listeners to find peace, purpose, and happiness, and gives them the tools they need to rise above any obstacle. She exposes her personal journey from absolute loss, to forgiveness and understanding, and finally to success and a life beyond anything she could have imagined. You will hear and understand the answers to some of life’s biggest questions.

"SCIENCE SHOWS US TODAY THAT THE ABILITY TO HAVE A SENSE OF WELL-BEING, AND OUR RESILIENCE IN THE FACE OF CHALLENGES, IS DIRECTLY LINKED TO THE BOTTOM LINE OF YOUR BUSINESS. THIS IS THE TYPE OF PERSONAL AND PROFESSIONAL DEVELOPMENT THAT I EMBRACE FULLY AND LOVE TO TEACH."

ALLISON MASSARI Massari Fine Arts, LLC
10:00AM

ACTIVATING YOUR BRAND THROUGH MOBILE
Smartphones are being used as companions for shopping, reading, planning, etc. This session will explore how mobile is best viewed as a brand activation vehicle across all your consumer touch points. Rather than treating mobile as a channel, we will discuss how both mobile & social as (1) amplifiers for traditional media such as print, and (2) provide localized and measurable insights to both national and retail outlets. Topics covered include mobile activated 101: demonstrations and terminology; examples from catalogs, in-store, retail & publishing; how to pick the solutions based on internal constraints, e.g., resources & capabilities, time and budget; getting started: setting goals, benchmarking results, and refining your mobile strategy.

JOHN PUTERBAUGH  EVP & Chief Digital Officer, Nellymoser

11:15AM

MAGAZINE PUBLISHING TRENDS AND STRATEGIES
What are the latest trends in magazine publishing and what are the strategies publishers are deploying to compete in the digital world without losing sight of print? Guy Gleysteen, Senior Vice President, Production at Time Inc. will address that central theme and discuss the impact of becoming a public company.

GUY GLEYSTEEN  Senior Vice President, Production, Time Inc.

12:15PM-1:45PM

LUNCH

12:30PM-1:30PM

THE CURRENT MARKET OUTLOOK IN THE CHANGING FINANCIAL ENVIRONMENT
David Kotok’s presentation will give an overview of how the markets have changed this past year – and what the influences for that change has been. Additionally, he will discuss the many small and major factors in today’s world that continue to have a strong influence on the changing markets.

DAVID R. KOTOK  Chairman & Chief Investment Officer, Cumberland Advisors

2:00PM

PREMEDIA PANEL DISCUSSION: TOOLS FOR A WEB-FIRST WORKFLOW
Many direct marketers are changing their workflow to target “web first”, and print second. In this panel discussion, we’ll hear from two industry leaders who have developed tools to help facilitate this change. Paul Howell will show us his work on the Artemis Camera System which takes consistently color-perfect shots for the web – in as little as 2 minutes per shot. And Joe Cha will talk about a tracking system he has developed for the magazine and direct marketing industries. Moderator Janie Downey will discuss the concept of Web First, and talk about industry best-practices.

Moderator: JANIE DOWNEY  Publishing Consultant, Media Solutions Group
PAUL HOWELL  President, Howell Technologies/Artemis Camera System
JOE CHA  President, Hipzone

3:30PM

DRIVING INNOVATION
WHERE ARE YOU LEVERAGING NEW TECHNOLOGIES FOR GROWTH?
In this lively discussion format, we examine the convergence of technology organizations face. Learn how DAM Strategies, Rights Management and how the Importance of Metadata now play a significant role in your organization. When can technology play a role in facilitating workflows? How can you effectively bridge the gap between content creation, distribution strategies and global quality measurement while experimenting with new methodologies along the way. Hear insights from innovative leaders who will share how to anticipate and navigate this new technology driven landscape as they share what’s working and what’s next on the horizon.

Moderator: JOHN SWEENEY  Director, Business Development, BenQ Americas
PENNY SULLIVAN  VP Editorial Operations and Technology, Meredith Corporation
MATT HUBER  Senior Premedia Manager, JCPenney
RUDY FLORES  Digital Color Manager, Stage Stores
JIM RAFFEL  CEO, ColorMetrix Technologies, LLC
THURSDAY, NOVEMBER 20, 2014

7:00AM-4:00PM  REGISTERATION DESK OPEN

7:30AM  CONTINENTAL BREAKFAST

8:30AM  GPPC CONFERENCE RECONvenes

8:45AM  THE PATH TO USPS FINANCIAL SUSTAINABILITY.... BUT AT WHAT COST?
Working together we can influence legislation and administrative action to the benefit of all postal customers and the sustainability of the USPS itself.

JOE SCHICK  Director of Postal Affairs, Quad/Graphics

9:45AM  INSIGHTS FROM THE CROWD: A ROLL UP YOUR SLEEVES ROUNDTABLE
Join other successful thinkers and doers as they share their experiences in an open unscripted discussion on the hottest issues and topics in the industry.

Moderator: JOHN SWEENEY  Director, Business Development, BenQ Americas

11:00AM  RISI’S ANNUAL PAPER MARKET OUTLOOK
John Maine of RISI will present a two-year forecast for the paper industry including the outlook for demand, domestic mill supply, offshore supply, and paper availability. Mr. Maine will discuss the latest developments in gravure end-uses such as magazines, catalogs, newspaper inserts, and general commercial printing, as well as the impact of electronic media, postal issues, and the changing trends in paper substrate choices. Mill profitability and cost trends for various paper supply regions will be presented.

JOHN MAINE  Vice President World Graphic Papers, RISI

12:15PM  GOLDEN CYLINDER AWARDS LUNCHEON FOR PUBLICATION SEGMENT

CYLINDER SOCIETY INDUCTION FOR PUBLICATION SEGMENT

2:15PM  PAPER EXECUTIVE PRESENTATION
Verso Paper Corp. President & CEO Dave Paterson will share with us his perspective on the paper & printing industry.

DAVE PATERSON  President & CEO, Verso Paper Corp.

5:00PM-7:30PM  RECEPTION
Please join us as we have some fun and raise money for the Gravure Education Foundation Scholarship Fund. A variety of great items will be available for viewing and bidding throughout the day on Thursday, giving you a chance to stake out your claim. We will finalize the bidding during the evening reception with a few items going “live”.

5:00-6:00PM  PUTTING CONTEST

5:00-7:00PM  SILENT AUCTION

7:00-7:30PM  LIVE AUCTION
FRIDAY, NOVEMBER 21, 2014

7:00AM-11:00AM  REGISTRATION OPEN

7:30AM  CONTINENTAL BREAKFAST

8:30AM  GPPC CONFERENCE RECONVENE

8:45AM  EMPLOYEE ENGAGEMENT – HOW DO PEOPLE FEEL ABOUT WORKING FOR YOUR COMPANY?
Why am I doing this job? Why am I working for this company? Would I be happier elsewhere? Have these questions crossed your mind? If you’re normal, they have many times in your career.

Constant change in our environments has created new opportunities, but it also has created employee fatigue. Demands of work, coupled with technology, allow us to be connected 24/7/365. Has all this connectedness created greater engagement for our employees? Or the risk of burn-out? Employee engagement means many things – but simply put it can be thought of as what people say about their work environment, why people stay in the environment and what people strive to do while there. As leaders of people we affect the “Say, Stay, Strive” in our environments.

Our interactive session will explore these elements of leadership, provide practical tools, and will capture best practices for impacting engagement with our employees.

TOM CARROLL  Chief Human Resources Officer and Executive Vice President, RRDonnelley

10:45AM  CONFERENCE WRAP UP

SPECIAL THANKS TO OUR GENERAL SPONSORS!

Quad/Graphics

CellMark paper

Port Hawkesbury

RR Donnelley

resolute Forest Products

Ventura

UPM

HORIZON

Catalyst Today's Paper
**REMINDER:** VENDORS/SUPPLIERS MUST BE GAAmericas MEMBERS TO ATTEND THE CONFERENCE. CONTACT GAAmericas AT 201.523.6042 FOR MEMBERSHIP INFORMATION.

**BRING YOUR CASUAL CLOTHES...THIS IS FLORIDA!**

**HOTEL INFORMATION**
WE ARE RETURNING TO THE NAPLES BEACH HOTEL AND GOLF CLUB
851 GULF SHORE BOULEVARD NORTH, NAPLES, FLORIDA 34102

There is a direct link from the GAAmericas website, WWW.GAA.ORG, to the hotel so you can register for the conference and make hotel reservations at the same time. Or, you can book directly from the hotel website, WWW.NAPLESBEACHHOTEL.COM, by entering the group reservation password: gravure

**ATTENDEES CAN ALSO MAKE RESERVATIONS BY CALLING: RESERVATIONS: 800.237.7600**

Be sure to mention that you are attending the GPPC Conference to obtain the special room rate of $175, single or double occupancy. Rates will be honored three days prior to and three days after the event, subject to availability. To take advantage of this special room rate, you must make your reservation by October 20, 2014.

**PLEASE NOTE:** Room deposits are non-refundable if canceled within 8 days of the group’s arrival date.

*The Naples Beach Hotel and Golf Club offers the charm of Olde Florida in an unspoiled tropical setting. Located on the Gulf of Mexico, The Naples Beach Hotel and Golf Club spans 135 acres. Recreational facilities include an 18-hole championship golf course, tennis courts, 1,000 feet of white sand beach, a large, heated pool and The Spa, making this location a perfect place to combine business and pleasure. Visit WWW.NAPLESBEACHHOTEL.COM for additional hotel information.*

The Naples Beach Hotel & Golf Club has 318 guest rooms located in six different buildings in a village atmosphere. There are four types of guest rooms: Florida, Standard, Deluxe, and Superior. If you have a specific building or room type request, please make this known at the time of your reservation and every effort will be made to honor your request.

**TRANSPORTATION**
There are several options available when booking your air travel. The hotel is 40 minutes from the Ft. Myers Regional Airport and 15 minutes from the Naples Executive Airport. Ft. Lauderdale can be reached by car in 1 1/2 hours and offers a variety of choices for flight times.

**SPECIAL CAR RENTAL PRICING IS AVAILABLE THROUGH AVIS. CALL 800.331.1600 AND REFER TO CODE (AWD#) D130822.**

**VISIT WWW.NAPLES-FLORIDA.COM FOR AN IN-DEPTH LOOK AT TRAVEL, WEATHER, DINING, AND RECREATIONAL INFORMATION FOR THE NAPLES AREA.**
REGISTRATION
GAAmericas EVENT CANCELLATION POLICY
Substitution from the same company may be made at any time. Cancellation requested in writing and received a full 14 days before the event will receive a full refund. Cancellations received in writing less than 14 days before the event will be assessed a $150 fee to cover administrative costs. Attendees who do not show will not receive a refund. GAAmericas assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.

REGISTRATION FEE*:
Catalogers/Retailers/Publishers □ $345
Supplier/Printer (Must be GAAmericas or IDEAAlliance Member) □ $675 By Oct. 10
□ $775 After Oct. 10
Non-Business Guest □ $50
I will also attend the Environmental Workshop in addition to the GPPC Conference □ $95
☐ Yes ☐ No This is my first GPPC Conference

WEAR YOUR BADGES TO ALL EVENTS!
PREFERRED REGISTRATION ONLINE AT WWW.GAA.ORG
Please print or type the following information. Submit one form per person. return via email or fax or contact Allen at 201.523.6042 ext. 104
Your Name: ____________________________________________________________
Badge Name: __________________________________________________________
Title: __________________________________________________________________
Company: ______________________________________________________________
Address: __________________________________________________________________
City: ______________ State: _______ Zip: __________
Phone: ______________________ Fax: ______________________
Email Address: __________________________________________________________
Non-Business Guest Name: ______________________________________________

METHOD OF PAYMENT: (PRE-PAYMENT REQUIRED)
☐ Check enclosed for $ __________ (payable to GAAmericas, U.S. funds only)
☐ Charge my □ Visa □ MasterCard □ American Express
Account No.: ______________________ Exp. Date: ______ Amount $ _______
Signature of cardholder: ________________________________________________

EMERGENCY CONTACT
Name/Phone Number: __________________________________________________
Special Needs-Please indicate special accommodations required to fully participate:
____________________________________________________________________
Food Allergies or Dietary Restrictions: ______________________________________

* IDEAAlliance Members: Per agreement with the Gravure Publishing Council, IDEAAlliance members may attend the conference at GAAmericas member rates. You must mail, fax or email this form to obtain this rate.

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2014

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