



Vision 3 Summit • Marco Island, Florida • www.vision3summit.org

Schedule of Presentations

Focus Your Vision on Transformation and Growth

Monday, February 20, 2012

9–9:15 am Opening Remarks

Laura Lawton-Forsyth, Chairman of the Board,
Printing Industries of America

9:15–10 am The Global Economy—Opportunities and Challenges

Dr. Jeffrey Rosensweig, Director of the Global Perspectives Program,
Emory University

10–10:30 am Keeping Print Relevant in an Increasingly Digital World

Speaker to be Announced

10:30–11 am Networking Break

11–12 noon Transforming Your Business for Print Profitability

Moderator: Chris Bondy, Gannett Distinguished Professor; Interim Administrative
Chair, School of Print Media, Rochester Institute of Technology
Panelists: CEOs from Echo, Progressive and Wilde (invited)

12 noon–1:30 pm Luncheon Session

Presentation: A View from Capitol Hill

Speaker of the House, John Boehner (invited)
Actual time of this presentation will be based on his availability

1:45–3 pm Power of Print Panel Discussion

Moderator: Michael Makin, CEO, Printing Industries of America
Panelists: Kerry C. Stackpole, President
Printing & Graphics Association MidAtlantic
Bob Lindgren, President
Printing Industries Association, Inc. of Southern California
Benjamin Cooper, Executive Director, The Print Council

Tuesday, February 21, 2012

8–8:45 am Concurrent Sessions

Politics Unplugged with Mark & Lisbeth

Mark Nuzzaco, Government Affairs Director, NPES The Association for
Suppliers of Printing, Publishing and Converting Technologies
Lisbeth Lyons, Vice President of Government Affairs,
Printing Industries of America

Social Media and Printing

Julie Shaffer, Vice President Digital Technology,
Printing Industries of America

Maximizing Shareholder Value by Private Equity, ESOP, or Strategic M&A

John Hyde, Senior Vice President,
National Association for Printing Leadership

9–9:15 am Opening Remarks

Darren Loken, Chairman of the Board, National Association for
Printing Leadership

9:15–10 am Pundit's Perspective: Inside the 2012 Election

Charlie Cook, The Cook Political Report

10–10:30 am Transforming Your Sales Team for Print Profitability

Moderator: Joe Truncale, President & CEO,
National Association for Printing Leadership
Panelists: Mark Potter, President Conduit, Inc; Publisher, Canvas Magazine
David Pitts, Co-Owner, Classic Graphics

10:30–11 am Networking Break

11–12 noon Transformation of the Magazine Publishing Industry

Samir "Mr. Magazine™" Husni, Ph.D, Director of the Magazine
Innovation Center, The University of Mississippi, School of Journalism

12 noon–1:30 pm Luncheon/Peer Exchange Roundtable Forum

(Registrants sign up for the sessions that they prefer—the top 4 will be held)

- Funding the Future—Sources of Capital for Growth
- Crossing the Chasm—Strategies for Marketing Service Providers
- Living Socially—Social Media Success Stories
- Leveraging Digital Assets for Business Success
- Open Topic Session
(The group sets the agenda based on hot topics of the day)
- Using Data and Trends in Business Planning

1:45–3 pm Concurrent Sessions

"Evolution of the General Commercial Printer"— A Market Research Study by PRIMIR

Andy Gordon, 48HourPrint.com

Hot Technologies for Growth and Profitability

Dr. Mark Bohan, Vice President Technology and Research,
Printing Industries of America

Is Your Sales Compensation Plan Working?

Mike Philie, Vice President, Senior Consultant,
National Association for Printing Leadership

Wednesday, February 22, 2012

8–8:45 am Concurrent Sessions

"Impact of Electronic Technologies on Print"—A Market Research Study by PRIMIR

Marco Boer, Vice President, IT Strategies

Update on Sustainability and Safety for Printers

Gary Jones, Assistant Vice President, EHS Affairs,
Printing Industries of America

9–9:15 am Opening Remarks

Chris Payne, Chairman of the Board, NPES The Association for
Suppliers of Printing, Publishing and Converting Technologies

9:15–10 am Delivering the Ultimate Customer Experience

Scott McKain, Vice Chairman, Obsidian Enterprises and Co-founder,
The Value Added Institute

10–11:00 am Messages from Top Marketeers— How You Can be Part of Their Team

Moderator: Gina Testa, Vice President, Graphic Communication Industry
Business, Xerox

Panelists: To be Announced

11–11:30 am Networking Break

11:30–12 noon A Future View of the Industry

Andy Paparozzi, Senior Vice President and Chief Economist,
National Association for Printing Leadership

12 noon Conference Adjourns

12–5 pm Golf and Optional Events