

PIA San Diego Webinar Series
Wednesdays this Spring/Summer



Economic Recovery Webinar Series

Training for Turbulent Times

Join Ronnie H. Davis, Ph.D., Vice President & Chief Economist for Printing Industries of America, as he leads 5 exciting webinars offering industry insight to keep your company standing strong during shaky economic times. Stay at the forefront of this changing economy with a webinar series that caters to your business concerns AND your busy schedule! Learn from an industry-specific economist in the comfort of your own office!

Wednesday, April 22, 2009

Escaping the Competitive Trap: SuperPrinters' Path to Superior Performance

SuperPrinters are out there—achieving ultra high profits and surging growth rates even as the overall industry suffers from slow growth and low profits. Learn the key strategies and operating tactics that SuperPrinters use to outperform their competitors.

10 - 11:30 am

Wednesday, June 3, 2009

Managing in Turbulence: Surviving & Thriving in Today's Economy

The current economic crisis is one of historic proportions. This presentation examines the causes of the current crisis and possible solutions. It also provides guidance for printers on how to increase the likelihood of surviving and thriving during the crisis.

10 - 11:30 am

Wednesday, July 15, 2009

Beyond the Horizon: Key Dynamics Shaping Print Markets & Printers over the Next Decade

Planning to stay in the printing industry for another decade or more? Check out this “tour of the future” to explore the possible good, bad and ugly trends that will shape the industry environment over the next 10-20 years and how you can design the “printing firm of the future” to prepare for the worst and capitalize on the good.

10 - 11:30 am

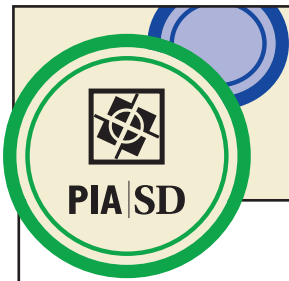
Wednesday, August 26, 2009

Beyond Print: Expanding Print Sales & Profits with Ancillary Services

Over the past decade printers' sales of ancillary services has grown faster than print, now accounting for more than one in nine sales dollars for the typical printer. For many printers the proportion is much higher. Learn how printers are increasing both sales and profits by selling print and beyond!

10 - 11:30 am

See Reverse for Registration Information!



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YES! Sign me up for this valuable webinar series!

Register online at www.piasd.org or complete and fax this form.

Economic Webinar Series with Ronnie Davis

Time: 10 - 11:30 am ~ Program

Place: Your office or conference room!

Cost: PIA/SD members - \$45 per webinar
Non members - \$95 per webinar

72-hour cancellation policy; no shows will be billed

Please check the webinars you wish to attend:

- Escaping the Competitive Trap**
Wednesday, April 22, 2009
- Managing in Turbulence**
Wednesday, June 3, 2009
- Beyond the Horizon**
Wednesday, July 15, 2009
- Beyond Print**
Wednesday, August 26, 2009

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Check enclosed or being mailed (*payable to PIA San Diego*)

Please invoice me

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VISA MC AMEX Card # _____ Exp _____

Card Holder _____ Signature _____

How to LOG ON:

One Day Prior to the webinar date, you will receive an e-mail containing the Internet link and conference call information. A few minutes prior to the start of the program, you will access the Internet link and dial into the conference call.

Fax to: 858-571-7935

