

PRINT FASTFORWARD

**CPISC 2010 FORUM
HALIFAX, NOVA SCOTIA
MAY 7, 2010**

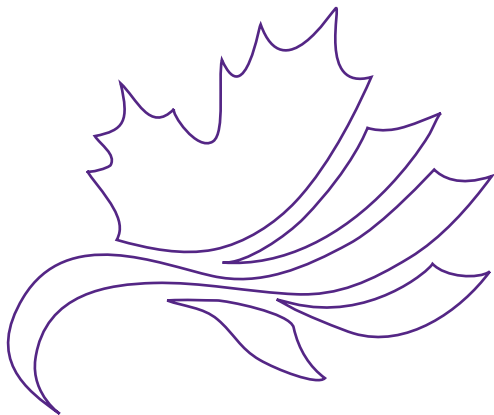
PROGRAM





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SPONSORS

PRINT FASTFORWARD CPISC FORUM 2010 would not have been possible without the generous support of our sponsors:

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WELCOME

Welcome to the annual CPISC Forum.

There is no doubt that the environment that we are all working in is changing. Economic uncertainty has had a major impact on business and print has not been immune.

Technology is also having a major impact on the way we do business which is why the theme for this year's forum is **PRINT FASTFORWARD**.

We hope that the Forum will provide you with the opportunity to network and gather important information on the challenges facing Canada's printing and graphic communications industry and the technologies and skills that will shape our industry in the coming years.

Jeff Ekstein and Duncan Brown
CPISC Co-Chairs



PROGRAM

Friday, May 7, 2010

- 08:00 - 09:00 Forum Registration & hot breakfast buffet
sponsored by Heidelberg Canada
- 09:00 - 09:10 Welcome (Jeff Ekstein, Duncan Brown, Kevin Deveau)
- 09:15 - 10:00 Creating and Growing a Sustainable Business during
a Recession - Howie Fenton, National Association
for Printing Leadership – Sponsored by Transcontinental
Printing
- Maintaining sales and profits are the two greatest challenges for today's print providers. Howie Fenton addresses the specific challenges AND opportunities for emerging from the current economic downturn stronger.
- 10:00 - 10:30 Networking Break - Sponsored by The Paper House
- 10:30 - 11:15 Changing Perspectives: Retooling for the Future
(Frank McPherson, Gerry, Federow, Shawn Connors)

It pays to be nimble and some professionals seem to come by it naturally. Changing perspectives is a panel discussion with independent business owners, trainers and educators who have already retooled their companies and programs for the future. They share their strategies, lessons learned and their recommendations.



11:15 - 12:00

Skilled for Success (Suzanne Massie, Gerry Federow)

With over 87% of printing companies having fewer than 10 employees and with the majority of training taking place on the shop floor, assistance in ensuring workers have the skills required to successfully perform is critical. Learn how to use the industry developed CPISC national skill standards as a tool for implementing performance management and training plans in your shop.

12:00 - 13:00

Networking Lunch

13:00 - 14:30

The Branding ROI (Brian Hanington)

This session alone will save you \$20,000 in consulting fees! Conceived and created specifically for this year's CPISC Forum, **BRANDING R.O.I.** is an interactive, 90-minute workshop exploring creative and inexpensive ways to set apart your business from the competition. Based on Brian Hanington's 35-years experience as a communicator and marketer, **BRANDING R.O.I.** gives you and your management team everything you need to make your company the first choice of prospective and current clients. The objective is to give small and medium-sized printing and graphics companies the tactical tools they need to build profitable, repeat business in an industry in the midst of rapid transition. The session is based on a 16-page workbook called **VISIBILITY—Building a Conspicuous Brand in a Time of Transition**. This full-colour workbook can be used later by participants to build team awareness of marketing best-practices, and to set a tactical course towards profitable business growth.

14:30 - 14:45

Networking Break



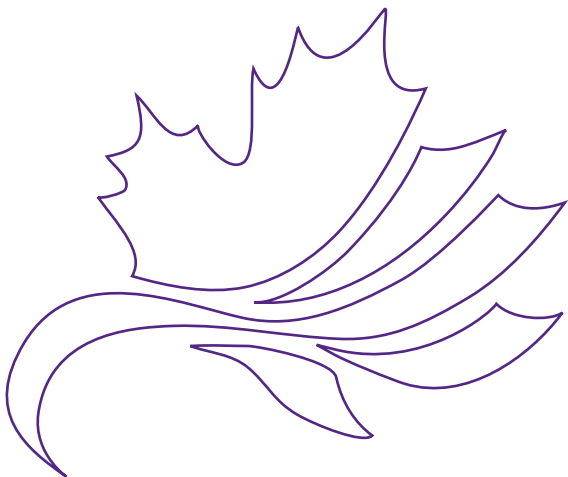
14:45 - 15:30

Great Gear, Top Talent (Marie Eveline)

To be successful in our digital age, every business must be ready to embrace technology and train staff to use that technology effectively...and profitably. Marie Eveline will offer an overview of how the industry must look to the future through two CPISC watershed reports: *Charting Our Course: A Skills and Technology Roadmap* and *An Industry Redefined*.

15:30

Question Period / Conclusion (Marie Eveline,
Jeff Ekstein, Duncan Brown)





KEYNOTE SPEAKER : HOWIE FENTON



During his 20+ year industry career, Howie Fenton has advised commercial printers, in-plants, and manufacturers on workflow management, operations, digital services, and customer research.

With both commercial and in-plant printers, he focuses on benchmarking financial and operational effectiveness and determining the cost of internal manufacturing vs. that of outsourcing. He identifies and repairs inefficient estimating, customer service, and production processes, as well as bottlenecks and quality control issues. Using NAPL proprietary research tools, Howie reviews the competitiveness of commercial and in-plant company products, services, and staff; studies and quantifies the changes in customer needs; and helps companies add new products and digital services that will increase sales and profitability.

His expertise as author of two books on digital and variable data printing has led him to serve as a judge for the PODi (Print On Demand Initiative) and Xerox Pixi awards, and work on the PIA Digital Printing Council and HP Digital Printing Advisory Council.

In addition to his experience managing a quick printing company and the prepress department of a commercial printer, Howie has written five books and 300+ articles, edited an industry magazine, taught the Web to Print, Workflow Management and PDF courses at Rochester Institute of Technology (RIT) School of Printing and spoken at every major industry conference.



PRESENTERS



SHAWN CONNORS

Shawn Connors has a Diploma in Offset Printing and a Bachelors Degree (B.Tech) in Graphic Communications Management from Ryerson University.

He has over 20 years of experience working in a variety of positions in the printing industry including sales, marketing, education and production management in the publishing, design and advertising fields.

Shawn has worked on a number of CPISC projects including prepress skill standards (including color and output specialists) production support skill standards and the national accreditation/education advisory committee.



FRANK MCPHERSON

Frank McPherson began his career in the printing industry in 1958. He is a graduate of the prestigious City and Guilds Institute of London's Graphic Arts Program. He started as an apprentice compositor and over the past 50 years his career has spanned every aspect of the printing industry.

His diversified experience has given him the expertise to navigate his way through his new-found passion of variable data printing and targeted marketing solutions. Custom Data Imaging Corporation is now recognized as one of the leading proponents and advocates of VDP in North America. Frank works to educate users and producers alike to the benefits of digital print and VDP.

Frank sits on the Advisory Board/Variable Data Printing at GATF in Pittsburgh, is a member of the Digital Printing Council Steering Committee and sits on a number of CPISC Project Working Groups.



GERALD FEDEROW

Gerald (Gerry) Federow began his career in 1972 working on Web Presses in Vancouver, B.C., going on to complete a six year apprenticeship program to gain the recognition of Journeyman Multi-Color Web Pressman.

Gerry was a part-time instructor at the Graphic Arts Training Institute of B.C. before moving to Calgary to obtain a full-time training position. He currently facilitates world-class training programs at Transcontinental Calgary for all employees. His greatest achievement is the development of an internal Certification Program for Web Press Operators.

Gerry is also involved in a number of international, national and local graphic arts associations. He currently sits on the CPISC Projects Advisory Committee; Certification and Skills Implementation Working Groups.



SUZANNE MASSIE

Suzanne is a human resources professional with over 20 years of experience focusing on competency and occupational profile development. Suzanne has developed and administered credentialing and continuing competency-based assessment programs and personnel selection tools.

Suzanne has worked extensively with the Canadian Printing Industries Sector Council and has gained extensive knowledge of the needs of the sector. She has led several Skill standards development projects including the Basic and Core Skills Standards. In addition, Suzanne is currently leading the implementation, accreditation and certification teams.



BRIAN HANINGTON

Brian is no stranger to Atlantic Canada or the world of printing.

Raised in Halifax, in the first decade of his work life, he ran a printing press, owned and operated a community newspaper, and established Halifax's first photo-typesetting company to stay open 24 hours a day.

Brian is a branding expert and communications strategist with clients in business and government on four continents.

Brian is currently CEO of two firms -Stiff Sentences Inc., a strategic communications company with offices in Shanghai and Ottawa, and BackDRAFT Corporation, a writing-training firm that builds online courses for English and Chinese-speaking professionals.



MARIE EVELINE

Marie has served as the Executive Director of the Canadian Printing Industries Sector Council since its formal inception in April 2006. Since that time she has been responsible for the establishment and management of the CPISC organizational and strategic activities. Under her leadership, CPISC has undertaken an aggressive program to establish national skill standards, review existing training programs and paint a picture of the industry through the collection of comprehensive labour market information.



ABOUT CPISC

The Canadian Printing Industries Sector Council (CPISC) provides a national forum for collaboration on human resource and workforce development issues within the print and graphic communications industry.

As the printing industry's sector council, CPISC's mission is to identify and implement strategies to address skills development within the sector.

The guiding principle within CPISC is partnership – bringing together employers, employees, education, unions and government to meet the current and future human resource development needs of the Canadian printing and graphic communications industry.

The intent of CPISC is not to duplicate what exists, but to build on what is already being done and develop on a national basis the programs and services that meet the needs of the industry as a whole.





MARK YOUR CALENDARS!

CPISC Forum 2011
June 3, 2011
Toronto, ON