

47TH BINDING, FINISHING & DISTRIBUTION SEMINAR

FINISHING FOR
PROFITABILITY...**NOW!**



April 4-6, 2005

Marriott Chicago O'Hare Hotel
Chicago, IL

The Research and Engineering Council of the
National Association for Printing Leadership
www.napl.org/events/



The Research & Engineering Council of NAPL invites you to participate in the 47th Binding, Finishing and Distribution Critical Trends Seminar —“Finishing for Profitability...**NOW!**”, April 4–6, 2005 at the Chicago Marriott O’Hare. As part of this unique experience, you will have the opportunity to:

- Hear from recognized industry leaders on the challenges ahead in finishing and distribution
- Network with other print providers and suppliers
- Honor the recipient of the BFD Manager of the Year Award

These are some of the highlights of this event. The seminar sessions have been carefully structured to ensure that you are provided with technology overviews that apply to specific business situations. Additionally, real life examples are shared to answer the question, “How can productivity be automated and machines be utilized efficiently?” Question and answer opportunities follow each session, so have those questions ready!

When you leave this year’s Binding, Finishing and Distribution seminar you will be able to **FINISH: Find Innovative, New and Immediate Strategies Here.** We look forward to seeing you in Chicago.

Twyla J. Cummings

Twyla J. Cummings, Ph.D.

Director Graduate Programs, School of Print Media
Rochester Institute of Technology
R&E Council of NAPL, Vice President — Binding, Finishing & Distribution Seminar Chair

Seminar Schedule

MONDAY, APRIL 4

- 6:30 –
7:30 p.m. **Registration and Casual “Early-Bird” Reception**
Dinner on Your Own

TUESDAY, APRIL 5

- 7:30 a.m. **Registration** — Coffee & Muffins
8:00 a.m. **Introductions**
Twyla J. Cummings, Ph.D., Director Graduate Programs,
School of Print Media — Rochester Institute of Technology
R&E Council of NAPL, Vice President —
Binding, Finishing & Distribution, Seminar Chair

KEYNOTE PRESENTATION

**Keeping Pace with the Race of Change
in Postpress**

Frank Romano, Professor Emeritus, School of
Print Media — Rochester Institute of Technology

- 9:15 a.m. **The Trade Bindery/Printer Partnership**
Martin Anson, President — Bindagraphics
10:30 a.m. **Networking Break with Technology Partners
in Exhibit Area**
11:00 a.m. **Muller Martini Corp. Presentation —
Finishing for Profitability...NOW!**
Werner Naegeli, President and CEO
11:30 a.m. **Training and Development:
A Competitive Advantage**
Harry Popiel, VP HR — Brown Printing Company
12:00 p.m. **Introduce BFD Manager of the Year**
Jeffrey White, Director of Sales EFI
President, R&E Council of NAPL

12:15 p.m. Lunch

- 1:15 p.m. **Automating Productivity and Enhancing
Machine Efficiencies**
Panels of industry leaders (some listed below) in three
separate tracks will provide an opportunity for attendees
to focus on specific areas of interest.

Sheetfed Printers (Track 1):

Robert Kuehl, Director, Postpress — Heidelberg USA,
Panel Chair
Chris Pape, President — Monroe Litho

Web Printers (Track 2):

Bill Graushar, Finishing Supervisor — Quad/Graphics,
Panel Chair
Robert Holloman, President — Holloman Group

Book Printers (Track 3):

David Barabas, Assistant Professor, Graphic
Communications Dept. — Central Missouri University,
Panel Chair
John P. Pecaric, VP of Book Operations — R.R. Donnelley

- 3:00 p.m. **Networking Break with Technology Partners
in Exhibit Area**

- 3:30 p.m. **Automating Productivity and Enhancing
Machine Efficiencies (cont’d.)**

Sheetfed Printers (Track 1):

Jennifer Klarman, General Manager — Linemark Printing,
Inc., Panel Chair
Vincent Sita, VP of Manufacturing — Rex Three, Inc.
Edmond L. Kelley, Executive Director — National Council
for Skill Standards in Graphic Communications

Web Printers (Track 2):

Thad Wessels, Corporate Industrial Engineer —
Banta Corporation, Panel Chair
Peter Doyle, Operations Manager — Action Printing

Book Printers (Track 3):

David Barabas, Assistant Professor, Graphic
Communications Dept. — Central Missouri University,
Panel Chair
Frank Cost, Professor & Associate Dean —
Rochester Institute of Technology
Patrick Henry, COO — Lifetouch Publishing, Inc.

5:00 –

- 7:00 p.m. **Binding, Finishing & Distribution Operations
Manager of the Year Award “Dine Around”
Reception**

WEDNESDAY, APRIL 6

- 7:30 a.m. Coffee & Muffins
8:00 a.m. **Networking with Technology Partners
in Exhibit Area**
8:30 a.m. **Opening and Introductions**
Roger Bilodeau, VP Sales — Muller Martini Corp.
R&E Council of NAPL — Steering Committee, Seminar
Co-Chair

**Heidelberg USA Presentation –
Finishing for Profitability...NOW!**
James Dunn, President — Heidelberg USA

**Goss International Presentation –
Finishing for Profitability...NOW!**
Robert Brown, CEO — Goss International

- 9:45 a.m. **Critical Postal Issues Impacting Postpress**
Joseph Schick, Director of Postal Affairs — Quad/Graphics
- 10:30 a.m. **Beyond Print — Implementing Diversification... The Hard Part**
William Woods, President and CEO — EPI Companies
Tim Fischer, VP Finance & Member Services — NAPL
- 11:30 a.m. **A Disaster Recovery Plan: Put to the Test**
Kenneth Garner, President — United Litho
- 12:00 noon **Finishing for Profitability...Now Do Something About It**
Peter Doyle, Operations Manager — Action Printing, Inc.
- 12:30 p.m. **Wrap-Up and Adjourn**

Accommodations

A block of rooms has been reserved at the Marriott O'Hare Hotel (served by complimentary hotel shuttle bus from O'Hare Airport) at the special rate of \$150 single/double for conference attendees. To receive this special rate, reservations must be made by March 15, 2005. After this date, room reservations are available on a first-come, first-served basis, subject to availability and rate. Hotel accommodations are the responsibility of each registrant.

Marriott O'Hare Hotel
8535 W. Higgins Rd.
Chicago, IL 60631
Phone: 773-693-4444
Fax: 773-693-3164

Be sure to mention **CODE RCBRCBA** to get the special rate for the Research and Engineering Council of NAPL's Binding, Finishing & Distribution Seminar.

Single or Double Rate: \$150
Cut-Off Date: March 15, 2005

Cancellation Policy

A \$75 fee will be charged for all cancellations prior to March 21, 2005. No refunds will be given after March 21, 2005. Substitutes, however, may be made at any time. No shows, without prior written notice or fax, are responsible for payment in full. In the event that R&E/NAPL cancels a program you can apply your full program fee to another R&E/NAPL event within six months, or we will issue a refund. Please note that R&E/NAPL will not be responsible for non-refundable airfares or change fees incurred as the result of a cancelled program, cancelled airline flights or changes imposed by the airlines due to inclement weather or scheduling changes.

Attire

Casual business attire to all sessions and meal functions is suggested... we want you to feel relaxed and comfortable during the Binding, Finishing & Distribution Seminar!

Departures

Plan your airline flights for departures after 3:00 pm on April 6th. It is a fast, complimentary, 15-minute shuttle bus ride to O'Hare Airport from the Marriott.

Conference Fees

	Before March 7		After March 7	
	1st Registrant	Additional Registrants**	1st Registrant	Additional Registrants
Members*	\$550	\$500	\$600	\$550
Non-Members	\$650	\$600	\$700	\$650

* Member rates apply to members of NAPL, the R&E Council of NAPL, and the Binding Industries of America.

**Additional registrants apply to members of the same company.

Registration fee includes attendance at all sessions, the Monday Welcome Reception, continental breakfasts on Tuesday and Wednesday, lunch on Tuesday, and the Tuesday evening Binding, Finishing & Distribution Manager of the Year Dine-Around.

Who Should Attend: Those getting the most out of the Research & Engineering Council of NAPL's Binding, Finishing & Distribution Seminar are those whose job responsibilities fall under these categories: Bindery Managers, Foremen, Supervisors, and Superintendents; Distribution Managers; VPs of Manufacturing; Warehouse Managers; Maintenance Managers; Industrial Engineers; and Project Engineers.

Registration Form

Research & Engineering Council of NAPL 47th Binding, Finishing & Distribution Seminar Finishing for Profitability...NOW!

April 4-6, 2005, Chicago Marriott O'Hare, Chicago, IL

Four Ways To Register: (Payment is due in full with registration)

Phone: 800-642-6275, Option 5 (Credit card orders only)

Fax: Complete registration form and fax to: 201-634-0327 (Credit card orders only)

Online: www.napl.org/events/ (Credit card orders only)

Mail: Complete registration form and mail with check or credit card information to: NAPL Registrations, 75 West Century Road, Paramus, NJ 07652

Registrant Name Title

Name Preferred on Badge

Company Name

Company Address

City State Zip/Postal Code

Business Phone

Business Fax E-Mail

Payment may be made by check or credit card. Please make check payable to NAPL Research & Educational Foundation. **Payment is due in full with registration.**

Check Enclosed Visa MC AMEX

Card # Expiration Date

Card Holder Name (Please print)

Signature

Add an NAPL Production Management Individual Membership for the special price of \$99. Regular price \$175.

Top Ten Reasons You Should Attend the 47th Binding, Finishing & Distribution Seminar!

1. Hear about the challenges of a changing industry from recognized industry leaders
2. Capture the critical productivity issues in finishing and distribution
3. Honor the recipient of the BFD Manager of the Year Award
4. Network, share information and knowledge and get answers to the tough questions
5. Understand the competitive advantage that can be gained from investing in training and development
6. Learn creative strategies for increasing productivity and enhancing machine efficiencies
7. Get first-hand facts on critical postal issues
8. Find out the answer to the question: "What's beyond finishing and distribution?"
9. Get a strategy for disaster recovery – It could happen to you
10. Hear it here first!

Many thanks to our conference sponsors:



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