



Printing Industries of America, Inc./
Graphic Arts Technical Foundation
200 Deer Run Road
Sewickley, PA 15143
Phone: 412-741-6860
Fax: 412-741-2311
Website: <http://www.gain.net/>

News Release

For Immediate Release

Contact: Diane Koch
412-259-1803
dkoch@piagatf.org

2009 PIA/GATF Presidents Conference Tackles Tough Issues Facing Printers

Pittsburgh, Pennsylvania, October 27, 2008—The economy and competitive environment are creating more challenges than ever for today’s printing firms. The **2009 Presidents Conference** scheduled for March 1–5, 2009 at the Omni Orlando Resort in ChampionsGate, Florida, tackles the tough issues printers are facing.

Author, consultant, and growth expert Ira Blumenthal leads off the dynamic lineup of speakers and topics with the keynote *Change Is Inevitable—Growth Is Optional*. Industries, companies, and careers have gone from distinction to extinction because of their inability to adapt, adjust, and master change. Blumenthal helps organizations learn how to successfully adapt and grow, in spite of impending change.

The need for sales acuity is paramount for staying in business, and two sessions at this year’s conference addresses this vital issue: 1) Transforming into a “Marketing Services Provider”—using marketing technologies to achieve success with senior marketing officers and 2) Crossing the Chasm—Three Services Providers’ Journeys to Success—a panel of printers describe their efforts to achieve higher profit margins and sales volumes by bypassing the purchasing agent and having a “value-based” sales dialogues with senior marketing officers.

Robert Cronin, The Open Approach and Dr. Ron Davis, Chief Economist and VP of PIA/GATF offer *Key Metrics for a Challenging Economy*. With the economy and

competitive environment creating more challenges than ever before, this session will address whether old management strategies still work in today's environment or if there is a need for new metrics.

The **2009 Presidents Conference** was built on survey responses from printing companies' executives and offers the most programming out of any top management event for the printing industry.

"This year's conference profiles the new challenges now facing printers, key strategies for dealing with them, and key metrics for measuring success. Every printer needs this information," says Michael Makin, president & CEO of PIA/GATF.

For more information or to register for the **2009 Presidents Conference**, visit www.presidentsconference.com or call Diane Koch, Director, Educational Services at 800-910-4283, ext. 803, or email dkoch@piagatf.org.

###

***About PIA/GATF:** PIA/GATF is the world's largest graphic arts trade association representing an industry with more than one million employees. It serves the interests of more than 12,000 member companies. PIA/GATF, along with its affiliates, delivers products and services that enhance the growth, efficiency, and profitability of its members and the industry through advocacy, education, research, and technical information.*