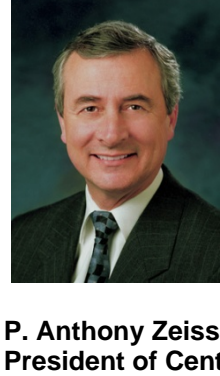


## Keynote Speaker April 12th



**P. Anthony Zeiss, Ed.D**  
**President of Central Piedmont Community College, North Carolina**

Dr. Zeiss holds a doctorate in community college administration from Nova University and a master's degree in speech (radio and television) and a bachelor's degree in speech education from Indiana State University. In 1992, Dr. Zeiss became the third president of Central Piedmont Community College, the largest college in North Carolina serving approximately 70,000 students per year. During his tenure, the college has grown from one campus to six and has become recognized as a national leader in Workforce Development. Dr. Zeiss has authored or co-authored several books on economic development, adult literacy and national workforce development and the Civil War. His most recent publications include four books on creating high performance employees, a book on Community College Leadership, and a tribute to John Montgomery Belk.

Dr. Zeiss is a professional speaker and a frequent keynoter for companies and colleges on recruiting, developing, and retaining peak performers at the workplace. He regularly consults on workforce development and resource development.

Dr. Zeiss is past chair of the Board of the American Association of Community Colleges, past Board Chair for the League for Innovation, and was the Association of Community College Trustees' National CEO of the year for 2004-2005. CPCC was selected as the 2002 Community College of the Year by the National Alliance of Business in 2002-2003.

Dr. Zeiss serves on several local, regional and national boards including Leadership N.C. and frequently serves as a workgroup member for the U. S. Department of Education and the U.S. Department of Labor. Dr. Zeiss and his wife, Beth, have two sons and two grandchildren.

## Keynote Speaker April 13th



**Doug McVadon**  
**Dorrier Underwood Consulting**

### When Facts are Better than Dreams: Motivated by Reality

Doug McVadon's keynote will reveal new perspectives on issues faced by college and university print shops. His talk will open your thinking, addressing these topics:

- Confronting the Brutal Facts about the Printing Industry
- How Vision can be Over-rated, and Charisma can be a Liability
- Responding, rather than Reacting, to the "economic downturn"
- The Stockdale Paradox: Retaining your Faith while dealing with the Facts

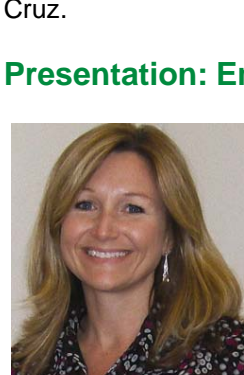
### About Doug:

Doug McVadon has been a business consultant with Dorrier Underwood since 1997. A highly sought after public speaker, Doug has led seminars and workshops for over 20,000 people. His expertise includes coaching executives, teambuilding with senior management teams, training groups in effective communication and leading corporate cultural transformation initiatives.

Doug has worked with a wide variety of clients and industries in the United States and Europe, ranging from small family-owned businesses to Global 200 firms. He leads the Dorrier Underwood Executive Mastery Program, the Mission Control® Productivity Workshop, and custom designed leadership breakthrough programs.

Prior to joining the Dorrier Underwood team, Doug had a distinguished 18-year career in broadcast news. Starting as a radio newsmen in California, he moved into television as an anchor and producer, leading to stints as editor and news director at East Coast NBC stations. He graduated with honors in Psychology from the University of California at Santa Cruz.

## Presentation: Email vs. Print Communication: Perception and Reality



**Lisa Hoover**  
**Director of Publications, Print and Mail, Bucknell University**

How many of you have heard this statement from one of your clients in the past year: *"We're not going to print that project this year; we're going to send an email instead?"* As print providers, we all know that some of our business has been lost due to electronic communication. There are many perceptions about both print and email. However, perceptions are not always reality. Nothing changes perception more quickly than information. I will discuss how a partnership with other departments on campus could be the key to researching and revealing facts on the effectiveness of email vs. print communication.

### About Lisa:

Lisa Hoover is the Director of Publications, Print and Mail at Bucknell University. Publications, Print and Mail is responsible for managing graphic design and publications, offset and digital print production, print procurement, mail services, a copy center and fleet copiers. Lisa has a Bachelor of Arts degree in Communications, and has worked at Bucknell University for eleven years. Lisa began her career as a typesetter, and has held a variety of positions in the printing industry, including paste-up artist, stripper, pre-press technician, and production management for a culmination of more than 20 years' experience in graphics and printing. Lisa is a member of ACUP (Association of College and University Printers), IPMA (In-Plant Printing and Mailing Association), NACUMS (National Association of College and University Mail Services) and MARCUMS (Mid-Atlantic Region College and University Mail Services).

## Presentation: Meet Me Online: Using Social Networking Tools to Build Your Business



**Catherine Chambers**  
**Director, Printing Services, Virginia Polytechnic Institute and State University**

**Ray Chambers**  
**CEO Chambers Management Group**

Facebook. Twitter. Flickr. MySpace. LinkedIn. MyLife. Ning. Lulu. You Tube. RSS feeds. Social networking is everywhere. One-third of American adult Internet users have a profile on at least one social network site. That's a four times increase in just three years. Facebook alone claims to have over 350 million subscribers.

Are social networking sites just another Internet fad, or are they an opportunity to reach your customers? Businesses are using social media as a marketing channel, and you can too. This session discusses the social networking phenomenon and describes how you can use it to reach customers at your college or university.

### About Catherine and Ray:

**Catherine Chambers** directs the operations of the Virginia Tech printing operation, where she is responsible for digital and offset production, mail, and the University's copier management program. Chambers is also co-founder of the Chambers Management Group, a management-consulting firm for mailing and printing in-plants. She has over 20 years experience managing print, copier, and mailing functions in higher education and the private sector. Chambers has a B.A. in Organizational Management, a M.Ed. in Higher Education Administration, and is in the proposal preparation stage of her doctoral studies in the same program at Penn State.

**Ray Chambers** has invested thirty years managing and directing printing plants, copy centers, and technology services. He has worked with digital and traditional (offset) workflows, electronic design, and vendor relations, and he consults with leaders in higher education across the country. He is a frequent speaker at events sponsored by IPMA, NACAS, Xplor, ACUP, Big 10 Printing Managers' Conference on topics such as measuring print shop effectiveness, customer satisfaction, and improving operational effectiveness, and copier management. Chambers has undergraduate and graduate degrees in business, and is currently conducting research for his doctoral thesis in Higher Education Administration at the Penn State. His research is focused on outsourcing in higher education.

## Presentation: The State of the In-plant Industry



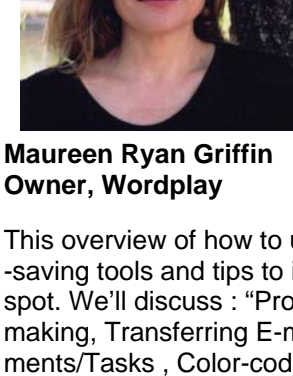
**Bob Neubauer**  
**Editor, In-Plant Graphics Magazine**

In-Plant Graphics just completed a major research project on the in-plant industry, and Editor Bob Neubauer will discuss the results. A recent IPG survey gathered data about the equipment in-plants use, their purchasing plans, how much digital and four-color printing they do, their insourcing activities and much more. Neubauer will compare this data with information from past surveys, analyzing trends and offering ideas to help in-plants improve their services and be more successful.

### About Bob:

Bob Neubauer is the editor of In-Plant Graphics, the only magazine in the world dedicated exclusively to in-plant managers. He has served as editor of the Philadelphia-based publication since October, 1994. Prior to that he was a managing editor at Printing Impressions magazine. Before that he was a reporter with the Philadelphia Inquirer. Bob is very active in the U.S. in-plant industry. He attends all the major in-plant conferences (in fact, this is his 14th ACUP), and has visited more than 100 in-plant operations around the U.S. to keep abreast of managers' concerns. He has given presentations to numerous in-plant groups in the U.S., Canada and Australia, and he coordinates In-Print, an annual printing contest for in-plants. Contact him at [bobneubauer@napco.com](mailto:bobneubauer@napco.com).

## Presentation: Saving Ourselves from Email Overload



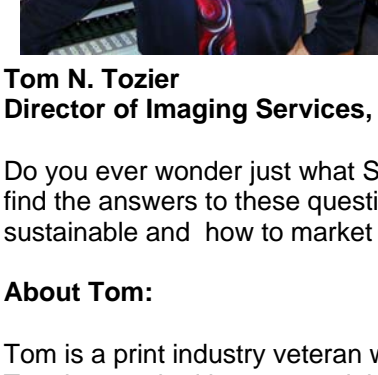
**Maureen Ryan Griffin**  
**Owner, Wordplay**

This overview of how to use Microsoft Outlook to manage your email, tasks, and calendar will teach you time- and sanity-saving tools and tips to increase your productivity. Bring your laptop and begin putting what you learn into action on the spot. We'll discuss: "Processing" versus "Monitoring" Emails, The Four D's for Quick and Efficient Email Decision-making, Transferring E-mails into your Calendar or Task List, Attaching E-mails/Email Attachments to Calendar Appointments/Tasks, Color-coding to Create Differentiation, and Success Factors for Processing and Organizing E-Mail.

### About Maureen:

Maureen Ryan Griffin, an author and creative writing teacher, has created her own successful writing, coaching, and editing business with the help of Microsoft Outlook. She has presented workshops on various aspects of business management, creativity, and writing for numerous organizations and groups, including Duke Energy, Chautauqua Institution, Queens University, and Central Piedmont Community College. Her web site is [www.maureenryangriffin.com](http://www.maureenryangriffin.com) and she may be contacted at [maureen@maureenryangriffin.com](mailto:maureen@maureenryangriffin.com).

## Presentation: 4 green P's of Sustainability



**Tom N. Tozier**  
**Director of Imaging Services, University of Colorado at Boulder**

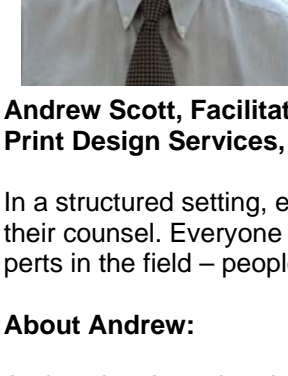
Do you ever wonder just what Sustainability really is? Why is it so important? How do you become sustainable? You'll find the answers to these questions and more during Tom Tozier's presentation. You'll also learn how to become more sustainable and how to market your sustainable operations in 4 easy steps.

### About Tom:

Tom is a print industry veteran with over 25 years in the industry, beginning his career as a young printing "apprentice". Tom has worked in commercial and in-plant operations and in the public and private sector. He has served on numerous industry advisory boards and has spoken at many conferences and gatherings. While working as the Director of Printing Services at UC Santa Cruz in 2007, Tom served as ACUP President, hosting the ACUP conference in San Francisco, California. Lately Tom's focus has been in the areas of strategic planning, sustainable business practices and sustainability marketing and he has presented on these topics in several conferences.

He also is a member of Colorado For Sustainable Exchange (COFORSE) and contributes to the organization's website. Tom sits on the CU Sustainability Initiative Team and was recently awarded a full scholarship to the University of Colorado's Professional Studies program, where he is working towards certification in Sustainable Management. He attended Chaffey College and UCLA in California and currently lives with his wife and children in Longmont Colorado playing guitar and enjoying the sun, snow and Mountains, a real Rocky Mountain High!

## Workgroup Session: Peer Evaluation



**Andrew Scott, Facilitator**  
**Print Design Services, Glasgow Caledonian University**

In a structured setting, each attendee will get to run his/her situations along with any problem areas to his/her peers for their counsel. Everyone gets a turn...everyone gets advice that is tailored to his/her specific situation from the best experts in the field – people who manage higher education in-plants.

### About Andrew:

Andrew has been in printing since 1971. He started as Printers Assistant with a local newspaper then in 1972 as a management trainee with a hot metal typesetting, filmsetting and platemaking company in Glasgow. He studied at the Glasgow College of Printing where he graduated with the British Federation of Master Printers certificates in Print Management.

He worked in local government for 9 years as Printing and Supplies Officer before moving to Glasgow College in 1989. The College has become Glasgow Polytechnic before becoming Glasgow Caledonian University in 1993. During this time Andrew has developed the print department into the innovative customer focused one stop shop, Print Design Services.

In 1998 Andrew formed the Scottish University Print Managers Group (SUPMG) as part of the Universities of Scotland Purchasing Consortium and later that year the group joined with the UK wide University Print Managers Group (UPMG). The SUPMG has a strong identity and collaborative ethos working together to procure equipment, problem solve and share best practice. In 1999 the SUPMG collaborated with Oco to produce the first ever online job submission system which evolved into DocWorks/Prisma/Remote Printer which became an industry benchmark.

Since 1998 Andrew has been a member of the UK National Working Party for Photocopiers, managing the National HE and Public Money Photocopier Agreement.

Recently, Andrew has been working with the new public procurement structure in Scotland to produce national contracts for print, MFD's and high volume photocopiers.

## Roundtables

### Online Ordering

People are comfortable with ordering things on the web—many prefer it to other methods of making purchases. In the ongoing effort to make your in-plant as customer-centric as you possibly can, is online ordering a tool you should consider? And if you already are using online ordering, is it as good as it can be? A panel of your peers who are now using online ordering systems will discuss the pros, cons, and cost of these systems with the group.

### Digital Color Presses

Yes, offset presses are still very important in many in-plants but these digital color presses are increasingly the central focus of production going forward. In many cases, the acquisition of the digital color press represents the largest single expenditure an in-plant makes. Learn from a panel made up of your peers who have taken the digital color plunge. Find out which device they bought and why, and find out how it's holding up for them in the long haul. This workshop will be relevant to the in-plant who is expanding their color digital press offerings as well as those making their first digital press acquisition.