



## Leadership Forum Breakfast Seminar Series

7:30 – 8:30 AM

Four separate breakfast seminars designed to help keep abreast of our changing industry.

Who should attend? Owners, CEOs, HR Professionals, Supervisors, and Managers

Where: Each session will be held at xpedx 3900 Lima Street, Denver 80239

Investment for Individual Seminar: \$25 Members \$40 Not yet a member

Register for all four at once and save: \$90 Members \$150 Not yet a member

### When:

#### Seminar 1:

Wednesday, February 15th, 2012

**Succession Planning for Printing Company Owners**

*"A serious cartoon presentation"*

Our speaker is Michael Marks, Richmark Associates, Certified Business Intermediary



All business owners will leave their business someday, either by choice or by force. Michael H. Marks, a mergers and acquisitions advisor, former printing company owner and cartoonist, will discuss the critical planning necessary to prepare a business for eventual sale. In this valuable and entertaining workshop, Michael will present a great many tips that printing business owners should consider in creating their exit planning strategies to achieve maximum business value.

#### Seminar 2:

Wednesday, March 21st, 2012

**Using Social Media to Reach New Markets**

Our speaker is Karen Kimerer, Social Media Expert, Xerox Corporation



Twitter...Facebook...YouTube...blogs—Social media is everywhere and we all take part in the growing conversation in one shape or form whether we want to or not. As technology brings the global marketplace within reach of just about everyone, today's businesses are seeing more and more of the value of social media to help reach new markets across the street and around the world. Learn how social media fits within your marketing strategy, sales efforts and customer service initiatives Karen will share best practices, point you in the right direction to manage your presence, generate content and measure your ROI.

#### Seminar 3:

Wednesday, April 18th, 2012

**Now YOU have a Friend at the Post Office! Working Effectively with USPS**

Our speaker is Patrick Reynolds, USPS Mailing Solutions Specialist



In this seminar you will learn how to work in concert with your US Postal Service. You will be informed how to identify the best postal service representative with whom to communicate. These contacts can assist you in your communication with and fulfillment of your products and services to your existing and potential customers by avoiding any potential obstacles and maximizing your network capabilities. If you do **any** direct mailing, you can't afford to miss this one!

Seminar 4: Wednesday, May 16th, 2012  
**Colorado Economic Update...Where are We headed?**  
Our speaker is Tom Binnings, Senior Economic Consultant, Summit Economics



Mr. Binnings' career spans 35 years during which he analyzed numerous community and commercial projects, industries, and environments from business and economic perspectives to provide improvements in efficiency, effectiveness, and risk management.

As a Senior Partner in Summit Economics, Mr. Binnings has replaced Tucker Hart Adams as the firm's presenter on the national and regional economies. His presentations are known for executive-level insights. He also writes for journals, blogs, and serves on several panels of economists making national and regional forecasts.

Register TODAY at [www.printincolorado.org](http://www.printincolorado.org) or phone us at (303) 806-8700 or complete and fax the registration form below to (303) 806-8710. Mail checks to: Printing Industries of America ~ Mountain States 637 South 48th Street Tempe, Arizona 65281

### LEADERSHIP FORUM BREAKFAST SEMINARS REGISTRATION

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Seminar Sessions:

\_\_\_ Succession Planning for Printing Company Owners 2/15/12

\_\_\_ Using Social Media to Reach New Markets 3/21/12

\_\_\_ Now You have a Friend at the Post Office 4/18/12

\_\_\_ Colorado Economic Update 5/16/12

Attendee Name(s) \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Investment: \$25 per session Members \$40 not yet a Member OR  
Register for all four at once and save: \$90 Members \$150 Not yet a member

Payment Method: Check \$ \_\_\_\_\_ Visa \$ \_\_\_\_\_ M/C \$ \_\_\_\_\_

(a 4% surcharge will be added to all charges)

Card Number: \_\_\_\_\_ Expiration date \_\_\_\_\_ SEC. Code \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature \_\_\_\_\_