



DRAFT 2/1/10
2010 INg Forum Agenda
The Watermark Hotel – San Antonio
March 10-13

Tuesday March 9 *Trustees Only for Afternoon Board Meeting*
2:00pm – 6:00pm INg Board of Trustees – Executive Boardroom (River Level)

Wednesday March 10 Meetings in the Saddlery Ballroom
Members Companies only till Lunch
Members and Partners lunch and afternoon sessions

7:30am – 8:30am Breakfast – River Walk Room

8:30am – 8:40am Welcome and Introductions, Harry Stephens

8:40am – 9:50am **Members “Hot Topics and What is on Your Mind”**
We will have a panel session to discuss your
Topics on Saturday @ 2:00pm
Moderator: Harry Stephens, DATAMATX
Assisted by: Dan Adler, DA Digital

9:50am – 10:00am **INg Financial Review**, Tim Johnson, INg Treasurer

10:00am – 10:15am Break – Saddlery Ballroom

10:15am – 11:30am **“Drops versus Particles - How inkjet is poised to
change the game”**
Noel Ward

11:30am - 12:30pm Lunch – River Walk Room

>>>>>>>Partners Welcome for Lunch and Afternoon Sessions<<<<<<<

12:30pm – 2:00pm ***INg Member Survey - Sales Compensation and Incentive***
Open Member Discussion
Moderator: Steve Bolaris, FSSI

2:00pm – 2:30pm Break – Saddlery Ballroom

2:30pm – 4:00pm ***Panel – The Future of Print and Mail from our Partners
Perspective***
All Partners on Panel
Moderator: Jon Dietz, FSSI

Wednesday, March 10th Continued

4:00pm – 4:15pm	Introduction of Pittsburgh Mailing Kurt Smallwood, President
4:15pm – 4:30pm	Introduction of Bluegrass Mailing Bill Nichols, President
4:30pm – 4:45pm	Introduction of High Cotton Griffin McGahey, Senior Vice President
4:45pm – 5:00pm	Introduction of Northwest Mailing Tom Ragen, President/CEO

6:30 – 10:00pm	<i>Welcome Reception- SPURS GAME @ ATT Center</i> <i>All Forum Attendees and Guests</i> <i>Heavy hors d'oeuvres and Cocktails</i>
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2010 INg Forum Agenda ***The Watermark Hotel – San Antonio***

Thursday March 11

*Members and Partners for meetings, All attendees and guests
for Tex-Mex Party – La Mansion
Hats and Boots a must*

7:30am – 8:30am

Breakfast – River Walk Room

8:30am – 8:45am

Welcome and Introduction of Partners, Harry Stephens

8:45am – 10:15am

VINCE POSCENTE
Featured Keynote Speaker

Is our “pause button economy” eating us alive... or setting us free?

New York Times bestselling author, inductee into the Speaker Hall of Fame and Olympian, Vince Poscente has the answer.

“We will not thrive by ‘coping’ with our present economic situation. Seeking to manage our way to bottom line results is not the way. We will individually and organizationally thrive by embracing and harnessing the speed of change around us.”

10:15am – 10:30am

Break– Saddlery Ballroom

10:30am – 11:00am

“What’s New, What do you Know!!”
Guy Broadhurst, Oce

11:00am – 11:30am

Corey Smith, V.P. - Business Development, BCC Software
George Vaisey, BCC Software

11:30am – 12:00pm

Mike Maselli, Vic Tolomei, Bowe, Bell & Howell

12:00pm – 1:30pm

Lunch - River Walk Room

1:30pm – 2:00pm

“Color: The Value of Change”
George Promis, Suzanne Oles, InfoPrint Solutions

Thursday, March 11, 2010 continued

2:00pm – 3:00pm

Guest Speaker - Kemal Carr, Madison Advisors

“Transpromo vs. Multi-Channel Delivery in 2010 and Beyond”

Kemal Carr president of Madison Advisors. Madison Advisors is establishing its market niche addressing the needs of the electronic and print customer communications marketplace

3:00pm – 3:15pm

Break

3:15pm – 4:30pm

INg Member Survey Results

Human Resources, Security and Compliance

Member Open Forum

Moderator: Dave Henkel, Johnson & Quin

6:30pm – 9:00pm

All Attendees and Guests –

La Mansion Historic Hotel Courtyard

Tex-Mex Fiesta Dinner



2010 INg Forum Agenda ***The Watermark Hotel – San Antonio***

Friday March 12

Members and Partners for meetings, All attendees and guests for Cocktails on the River and River Boat Cruise

7:30am – 8:30am

Breakfast – River Walk Room

8:30am – 9:30am

**Guest Speaker – Patricia Kilgore, President,
Sterling Kilgore**

“Social Media for your Business”

Everyone is talking about online social networking. People are using Twitter, Facebook, LinkedIn and other sites to develop relationships and create sales opportunities. If you want to leverage social media to grow your business, you need to develop a strategy and a plan to connect and network on social networking sites.

9:30am – 10:00am

Profitable Applications, Delivering Real Results
Shelley Sweeney, Toni Schottenhammer, Xerox

10:00am – 10:15am

Break – Saddlery Ballroom

10:15am – 10:45am

*What’s the Economy doing to your Business?
Trends, markets, & measurements*
Paul Lattimore, Peter Strandes, HP

10:45pm – 12:30pm

**Beth Smith, President Smith Browning Direct
In God We Trust; All Others Bring Data**

How to move from the expense side to the revenue side

4 Major Direct Market trends: what’s working in today’s economy

The most common direct marketing mistakes that doom results and the foundation of direct marketing success

The Big 2 Players: Direct Mail + Internet

What works and what does not

Examples from award winning multi-channel marketing campaigns

Friday, March 12th continued

12:30pm – 1:30pm

Lunch – River Walk Room

1:30pm – 7:00pm

Networking your own – but plan for cocktails and River Boat Cruise

6:30pm – 8:30pm

River Boat Cruise and Cocktails
(Organized Resort Activity)



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Saturday March 13	<i>Members and Partners for meetings, All attendees and guests Awards Reception & Dinner</i>
7:30am – 8:30am	Breakfast – River Walk Room
8:30am – 9:00am	Pitney Bowes
9:00am – 9:30am	<i>Breathe easier with live print center information and control in the palm of your hand. Solimar's Document GPS takes you mobile in 2010!</i> Mary Ann Rowan, Adam Armstrong, Solimar Systems
9:30am – 10:00am	Break
10:00am – 10:30am	<i>“Why Transpromo Doesn't Work – How to change this and deliver ROI – Case Study”</i> Michael Watts, President - North America, GMC Software
10:30am – 11:00am	Move Update, IMb and a Member's Solution Corey Smith, BCC Software, Pitney Bowes, Tom Womble, DATAMATX
11:00am – 11:30am	Terry Wieczorick, President, Doculynx
11:30pm – 12:30pm	Lunch – River Walk Room
12:30pm – 1:30pm	<i>ING Open Discussion from Wednesday Notes</i> Moderator: Dan Adler, DA Digital
1:30pm – 2:00pm	<i>ING Membership Open Forum</i> <i>Come prepared to discuss ideas to improve our Association Announcement of 2011 Forum Location and 2010 Workshop Details</i>
6:00pm – 10:00pm	<i>Awards Reception & Dinner,</i> <i>Pesca on the River</i> <i>All Attendees and Guests</i>