



# What a Senior Leader Needs to Know About ...?

A One-Day Management Conference for Printing Industry Owners, CEOs, and Senior Managers

## THURSDAY

### April 21, 2022

8:00 am – 3:30 pm

Join your colleagues on April 21st as Printing Industries Alliance and the Graphic Arts Association present “What a Senior Leader Needs to Know About ... ?” This one-day program examines key topics that are critical for printing industry owners, CEO’s, and senior managers to understand as our industry evolves into post-COVID reality. Topics covered to include:

- **Increasing Your Company’s Value**
- **Merger & Acquisition Trends**
- **Creating a Positive Company Culture**
- **Understanding New Labor and Employment Issues**
- **Paper Supply and Supply Chain Issues**
- **Bulletproof Cyber-Security**

#### CONFIRMED PRESENTERS:

- Paul Reilly,**  
Partner,  
New Direction Partners
- Nick Fiorenza,**  
Partner,  
Ferrara Fiorenza PC
- Larry Gilroy,**  
President,  
Gilroy Kernan & Gilroy
- John Cumming,**  
Executive Director of Sales,  
Case Paper Co.
- Peter Blau,**  
CEO,  
ITDATA
- Mohammad F. Anwar,**  
WSJ Best-Selling Author of  
“Love as a Business Strategy”

#### CONFERENCE SPONSORS:

- APPI
- B&R Moll
- Canon Solutions America
- Case Paper
- Constellation
- FujiFilm
- Gilroy Kernan & Gilroy
- Good2Go
- Heidelberg
- ITU AbsorbTech
- Kodak
- Komori
- Konica Minolta
- Prisco
- Quality Bindery Services
- Shipman Print Solutions
- Xeikon

QUESTIONS? CONTACT PIA OR GAA

**PIA** at (716) 691-3211  
ktuzzo@PIAlliance.org

**GAA** at (215) 396-2300  
mjones@gaaonline.org

CONFERENCE FACILITY:

**WESTIN PRINCETON AT FORRESTAL VILLAGE**  
201 Village Boulevard  
Princeton, NJ 08540  
(609) 452-7900





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**April 21, 2022**  
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**REGISTRATION FORM**

**What a Senior Leader Needs to Know About . . .?**

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NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

ADD'L REGISTRANT (1) \_\_\_\_\_ EMAIL \_\_\_\_\_

TITLE \_\_\_\_\_

ADD'L REGISTRANT (2) \_\_\_\_\_ EMAIL \_\_\_\_\_

TITLE \_\_\_\_\_

CHECK ENCLOSED \$ \_\_\_\_\_ (Payable to PIA or GAA)

INVOICE MY COMPANY \$ \_\_\_\_\_

CREDIT CARD PAYMENT \$ \_\_\_\_\_

CREDIT CARD:  VISA  MASTERCARD  AMEX EXP. DATE (MONTH/YEAR) \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

Cancellation Policy: Reservations must be cancelled by April 13, 2022 to receive full refund.  
COVID-19 Policy: We are monitoring public health communications regarding COVID-19 and will abide by federal and local guidelines at the time of the conference.

**RETURN  
FORM  
TO:**

**PRINTING INDUSTRIES ALLIANCE**  
636 North French Road, Suite 1,  
Amherst, NY 14228  
fax: (716) 691-4249  
email: info@PIAlliance.org  
www.PIAlliance.org/events

**GRAPHIC ARTS ASSOCIATION**  
1210 Northbrook Dr, #200,  
Feasterville-Treose, PA 19053  
email: mjones@gaaonline.org  
www.graphicartsassociation.org/events/

**COST TO ATTEND:**

Members of PIA/GAA,  
PINE, or PGAMA: \$300 per attendee  
Non-Members: \$400 per attendee

Includes all conference lectures,  
all handouts, breakfast and lunch.

**HOW TO REGISTER:**

**Register using this form, online,  
or contact your affiliate.**

**PIA Members:**

(800) 777-4742  
www.pialliance.org/events

**GAA Members:**

(215) 396-2300  
www.gaaonline.org/events

**CONFERENCE FACILITY:**

**Westin Princeton at Forrestal Village,  
201 Village Boulevard,  
Princeton, NJ 08540  
(609) 452-7900**

Group Rate: \$189 per night  
Book online at  
<https://bit.ly/3JhNZ2X>  
or call (888) 236-2427 and  
mention PIA/GAA April 2022  
at the time of booking.  
Room block expires on  
March 30, 2022.