

2010 Leadership Summit
Science & Policy Collide with the Business of Print
April 27-29, 2010
Sheraton Parsippany Hotel
Parsippany, NJ

Quick: Name one Opportunity in 2010 to bring all your Gravure and Print / Conversion Management acuities up to date. Suggest one place where thought leaders in gravure Product, Packaging and Publishing cross paths with thought leaders in the global exchange of cutting edge Technology, of Commerce, of Sustainability, Marketing, and industry Service. Where you can renew old acquaintances and relationships; identify and form news ones; and support graphic communications students as they make critical choices about the processes and companies where they'll make the kind of signal contribution to advancement that you yourself have.

If you answered the **Gravure Association of America Leadership Summit** – you win the prize and are entitled to block out 3 Must-Do days from April 27th to the 29th. We look forward to seeing you here.

Chairs:

Bob Whitton, Principal, Arellton Group, LLC and **Dr. Jacquelyn McNutt**, Executive Director, CPBIS

Tuesday April 27, 2010

4:00pm-7:00pm

Registration Opens

5:00pm-7:00pm

Cylinder Society Inductee Reception

Join the Cylinder Society as they induct the new class of 2009 into the prestigious Cylinder Society. This opening event sets the stage for the week ahead filled with terrific programs, great food and plenty of networking opportunities.

Wednesday April 28, 2010

9:00am

Opening Remarks

The start of a jam packed day begins when GAA President & CEO **Bill Martin**, joined by **chairs Bob Whitton**, Principal, Arellton Group, LLC and **Dr. Jacquelyn McNutt**, Executive Director, CPBIS lay the foundation for the summit ahead.

Keynote Presentations

Business Sustainability – Challenges and Realities

George Weyerhaeuser, Jr.

Former Senior Fellow, World Business Council for Sustainable Development, retired senior executive at Weyerhaeuser Company

Across North America leaders are feeling pressure to drive their companies towards Sustainability. But given the imprecision of the term and the scientific and political uncertainty, what is a prudent course of action? Old lessons from the contentious past of the forest supply chain could point the way.

Critical Shaping Issues

Dr. Jacquelyn McNutt, Executive Director, CPBIS

Former Forest Products Industry Senior Manager and Executive Director, CPBIS (Center for Paper Business and Industry Studies – an Atlanta-based joint venture of Georgia Tech and the Alfred P. Sloan Foundation dedicated to discovery and dissemination of strategic issues and initiatives with particular relevance to pulp, paper and forest products).

Experience in senior line and staff positions and her role at CPBIS provide a unique platform for Jacquie's fact-based discussion of the intersection of policy and business, with emphasis on what academics, research institutions and stakeholder firms can do about carbon management as it relates to the manufacture and conversion of printing substrates.

Mr. Tom Rosser, Director General, Policy, Economics and Industry Branch for Natural Resources Canada

Based in part upon his broad array of experience in industry (at Forest Products Association of Canada) and government (Natural Resources Canada), Mr. Rosser will discuss the roles of government and business to evolve truly necessary and workable sustainability policies for the North American and global marketplace.

Open Forum Dialog and Response to the Issues of the Day

12:00pm

Lunch with the GAA Annual Business Meeting and ERA Report delivered by James Siever, Secretary General

1:30pm

State of Gravure

Moderator and Panelist: Bob Whitton, Principal, Arellton Group, LC

Panelists:

Kevin Karstedt, Karstedt Associates, Ltd

John Maine, Vice President, RISI

Tom Wetjen, President, Graphic Communications World

Bob Whitton, with deep roots in publication, provides some baseline understandings of Gravure's place under the sun, while Kevin Karstedt offers high level perspective for the packaging segment. Tom Wetjen examines some of the premises underlying the "share of mind" viability of all of our major processes. John Maine reviews the world of substrates demand and utilization most germane to the process. The panel promises to celebrate and lift up the gravure process, while identifying the currents of change pulsing through an entire graphic communications industry.

Keynote Presentation

View from the Top

Chet Rutledge, Director of Packaging Private Brands, Marketing/Project Management, Walmart Stores, Inc.

Coming closely on the heels of the company's 5th annual Sustainable Packaging Expo in Bentonville, Arkansas, this keynote recaps Walmart's initiative, provides an understanding of the Score Card, highlights success stories and introduces future vision for the unique partnership between enlightened buyer and progressive consumer packaged goods provider.

6:00pm

Reception & GEF Auction

Golden Cylinder Awards Ceremony and Dinner

Time to get in the spirit for the gala dinner and awards to follow and raise a little money to benefit the GEF Scholarship Fund. A wide array of offerings will be presented by auctioneer Butch Hoover so bid high and bid often!

Following the reception, join in the celebration as the gravure industry gathers to honor the best of gravure printing with the presentation of the Golden Cylinder Awards. This **Black-Tie Optional** event will be a night to remember, so invite your customers and colleagues to this gala event honoring the "Best of the Best".

Thursday April 29, 2010

7:30am

Educators Breakfast

(By Invitation Only)

8:45am

Keynote Presentation

The Orion Energy Story

Michael J. Potts, Executive Vice President, Orion Energy Systems

Hear how the story unfolds as rotogravure manufacturing meets energy efficient power technology. Learn how base load energy reductions are achieved in settings very similar to the ones we call “home.”

Printed Electronics: Where we are in the Transition from the Lab to Printed Products

Moderator & Panelist:

Dr. Bill Ray, Nth Degree Technologies Worldwide, Inc.

Panelists:

Dr. Margaret Joyce, Professor, Western Michigan University

Dr. Tim C. Claypole, Professor, School of Engineering, Swansea University

While printed electronics, generally, is still largely a laboratory exercise —particularly for generalized or consumer electronics, the good news is that several highly targeted products are either on the edge of or are in early stages of commercialization

This session will update the attendee with respect to some of the technical aspects of printing electrically functional materials and will review the "state of play" in possible near term product areas.

Lean Manufacturing and the Gravure Process

Moderator: Dr. Samuel T. Ingram, Professor and Chair, Department of Graphic Communications, Clemson University

Panelists:

Burke McCarthy, Director Sales & Marketing, Retrotech Inc.

Chris Illa, Operations & Continuous Improvement Manager, Japs-Olson Company

Jeff Gilbert, VP Operations- Packaging Division, North America Division Flint Group

In the race to be competitive, the lower capital investment represented by Lean or 6 Sigma initiatives can make our process's higher capital investments phenomenally profitable. Expertise and experience from higher education, premedia, automated storage and retrieval and ink-on-paper manufacture make the concepts and implementations seem readily accessible *and* vitally important.

12:00 noon

GAA/GEF Persons of the Year Award Luncheon

Honorees for this year's event are:

Kimberly L. Feil, Vice President and Chief Marketing Officer, Walgreens Company

Charles L. Sullivan Jr., Executive Vice President, Sonoco

PLEASE NOTE: This is a fundraising event for the GEF Scholarship program and is NOT included in the Leadership Summit registration fee. Information is available online at www.gaa.org or by calling 201.523.6042.