



CPrint® International

A Program of Crouser & Associates, Inc.

4710 Chimney Drive, Charleston, WV 25302 (304) 965-7100 + Fax (304) 965-3777
www.cprint.org + email office@cprint.org

CPrint® Production Training November 3-6, 2010 Cincinnati, Ohio

Hotel Information and Directions

Cincinnati Marriott Northeast
9664 Mason Montgomery Road
Mason, Ohio 45040
Phone: 1-513-459-9800
Fax: 1-513-459-9808
www.cincinnati-marriott-northeast.com

Located in the suburb of Mason, Ohio our host hotel is minutes from offices, attractions, shopping and more. Cincinnati Marriott Northeast is well-equipped with high-speed wireless Internet access and a 24-hour Business Center. Conveniently located for work and play you will find the Plug In panel, which allows you to connect your laptop, DVD player or gaming system and watch them come to life on our 32" LCD HDTV. For the iron men and women in our group there is an indoor lap pool and fitness center.

This hotel does not provide shuttle service.

Parking

- Complimentary on-site parking

Directions

Cincinnati – CVG

Phone: 1 859 767 3151

Hotel direction: 30 mile(s) NE

Driving Directions: Take I-275 East to I-71/I-75 North - cross river - Follow I-71 North to Exit 19 - Mason-Montgomery Rd/Fields Ertel Road. Left off exit, hotel ahead 1/4 mile on right.

- Alternate transportation: Airport Executive Transportation; fee: 89.95 USD (one way)
;reservation required
- Estimated taxi fare: 70.00 USD (one way)



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Dayton - DAY

Phone: 1 800 543 7577

Hotel direction: 45 mile(s) SE

Driving Directions: Take I-70 East to I-75 South to I-275 East to I-71 North to exit 19, Mason-Montgomery/Fields-Ertel Rd. Turn left off exit and hotel is 1/4 mile ahead on right.

- Alternate transportation: Executive Transportation; fee: 90 USD (one way) ;reservation required
- Estimated taxi fare: 95.00 USD (one way)

End of Directions



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Fifteenth Annual
CPrint® International Production Meeting
Producing Print Without Printing
November 3rd-6th, 2010

Meeting Site: Cincinnati Marriott Northeast, 9664 Mason Montgomery Road, Mason, Ohio 45040 Phone: 1-513-459-9800 Fax: 1-513-459-9808
www.cincinnati-marriott-northeast.com

WEDNESDAY – NOVEMBER 3RD

9 am – 5:00 pm

Net Solutions North America Optional Training

Web solution training for Net Solutions products takes 30 one-hour webinars. Attend this Optional Wednesday training (9 am to 5 pm) and you can cut that down to less than half. Additionally, there will be Net Solutions Workshops for follow-on discussions both Thursday and Friday evenings after the regular sessions end.
Additional fee of \$75 per individual attendee

6:30 pm – 7:30 pm

Welcome Get Together in the lobby bar. Gather with us as we renew acquaintances and make new friends and prepare for the upcoming events.

THURSDAY – NOVEMBER 4TH

8:00 – 8:45 am

Welcome: Don't Forget the Principles!

Todd Nuckols

In this session we will find out who has joined us for this three day adventure. Plus, we'll review the basics of production that will still be the commandments of the future. Remember, we NEVER break the commandments no matter how much our industry changes!



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9:00 – 9:45 am

Taking Charge of Change

John Giles

There has been more change in your business in the last twelve months than ever before caused by factors outside of your control. Worse yet, there's more to come. Most of us don't like it and don't want it, but it is here. So now what?

While we can't prevent change; *we can manage our reaction to it.* This session helps us understand the three stages of change and helps you identify which stage is more difficult for you and why. We need these skills to keep up with the velocity of change we face today more than ever before!

10:00 – 10:45 am

Producing Print without Printing Our Print Shop Environment of the Future

Todd Nuckols

Just five short months ago we began talking about “*Print without Printing*” and how our industry is changing before our eyes. In this session we focus on how our shops will change in a “*World of Print without Printing.*” What skill sets will be needed? What will your organizational chart look like? This and more will be introduced in this keynote address.

11:00 – 11:45

Great! We sold a website. Now what?

Bob Reynolds & Patrice Valentine

Net Solutions North America

How do we get production of a website through our shop? In this session the team from NSNA will teach us just that. Also specific tools you can use as well as how to handle website production within your overall workflow will be discussed

Lunch

1:00 – 1:45

Practical Website Production Roundtable

John Giles, Moderator

Since the Sales Summit CPrinters everywhere are jumping into website production. In this session a panel of CPrinters will tell us what they've learned, what to



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watch out for and how this new technology can be managed in your production environment.

2:00 – 2:45 pm

Pricing Stuff We Have Never Produced

With Tom Crouser

Whenever there is a dramatic change in what we do, the question remains the same: how do we price it? *Tom Crouser* addresses this specific issue of introducing a new service and pricing it at the same time. He will offer his perspective on how pricing developing for services as well as give us his latest take on what to charge.

Tom recently completed a six-month project to organize and publish a *Digital Output Price Guide*. He will also discuss his pertinent findings in this area as well as discuss common pricing inconsistencies and gotchas that he saw in the data submitted as well as the methodology used to make sense out of a market with widely varying prices.

3:00 – 4:00 pm

Print Shop of the Year Presentations

You

Always a popular event at a production meeting, you are invited to put your shop into contention for Print Shop of the Year. Even if you aren't selected by the panel of distinguished judges (the audience), you will at least get a Runner Up Print Shop of the Year designation which makes for a great local press release. To enter or get more information, message todd@cprint.org.

4 pm – 6 pm

Net Solutions North America Optional Workshop – For CPrinters who are either using Net Solutions' services or are interested in learning about this new technology

Thursday Evening – Dinner on your own

FRIDAY – NOVEMBER 5TH

8:00 – 8:30 am

To Be Announced



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8:30 – 9:15 am

Free Tools Making Website Production Easier

Bob Reynolds and Patrice Valentine

Net Solutions North America

In this session Bob & Patrice will introduce CPrinters to tools that will help make website production easier. Each tool has been found to save time and reduce overall costs and the best part is that they won't cost you a dime!

9:30 – 10:15

Wide Format from a Technical Perspective

Hewlett Packard

One of the hottest markets for printers today and in the near future is wide format signs and banners. In this session we will be introduced to the latest technology available to us and we will be able to get our technical questions answered.

10:30 – 11:15

Actually Producing Wide Format Printing

Don Cortez

First Impressions & Marketing

Now that we learned about the technical side of wide format, CPrint® Affiliate Don Cortez will explain what he has learned in producing wide format printing projects for the last several years. Included will be pre-press and equipment considerations along with “gotchas” such as space requirements and installation pitfalls. Whether you are a beginner or a pro, Don will be able to pass along his real world experience with this very profitable niche.

11:30 – 1:00– *We'll load the buses and head to the xpedx Technology Center for a delightful **lunch** followed by a tour of the state of the art facilities.*

1 pm - 4 pm

Tour of the xpedx Technology Center

Bill Van Buskirk and Traci Talbott will host our group as we take the conference offsite to visit this state of the art technology center where we will receive a complete tour covering Work Flow Programs, Wide Format Print Solutions, Digital Print and Finishing, Mailing Systems and more. *As always, tour topics are subject to change.*



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4 pm – 6 pm

Net Solutions North America Optional Workshop – For CPrinters who are either using Net Solutions’ services or are interested in learning about this new technology

Friday Evening – Dinner on your own

SATURDAY – NOVEMBER 6TH

8:00 – 8:45 am

Social Media: What it Takes to Set-Up and Manage

John Giles

Whether customers know it or not they need to use social media such as Twitter, Facebook, and blogs, but they don’t have time to do it right. This will be a good opportunity for a printer to offer social media management as an important service to the time-strapped customer.

But how do you do it? How long does it really take? John Giles will show you the basics of Twitter, Facebook and blogs and how easy they are to setup, maintain and automate. Your prepress person shouldn’t be spending all day fooling with the computer. These services will be quick to maintain and carry a high profit margin. You’ll get to see just what production time is necessary to offer this new service.

8:45 – 9:30 am **Check Out Break**

9:30 – 10:15 am

Managing Generation “Y”

Todd Nuckols

With the change of our business landscape there will inevitably be a change in the type of worker we attract. And, we anticipate that more workers within your shop will be part of generation “Y”. In this session we’ll learn how to communicate and motivate the twitter generation that is used to communicating with you in 140 characters or less. Remember, this generation views work as a “gig between weekends” so we must learn new skills to keep them on point!



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10:30 – 11:30 am

Content is King: Where to find Copywriters

John Giles

We can't print or post something for the customer if they can't provide us content. Printers will find themselves managing another creative position as the amount of content that must be created for the customer grows. This session will look at what a copywriter does and how to find one for your business. We'll look at costs, local and online sources, contracts and all those things that must be considered when dealing with copywriting. We'll even look at the training resources available so you can grow your own copywriter in-house.

11:30 – Noon

Wrap Up and Where to from here?

Todd Nuckols

Less than six months ago CPrint® began introducing new money making technologies that Affiliates have already began profiting with. So, what's next?

Because of the velocity in which the world around us is changing we can no longer focus on our five year plan or even one year plan. Now we have to make quick decisions on what we will produce starting now, with full expectations that adjustments will have to be made in six months!

Velocity of change can be scary but it doesn't have to be. It does however require quick action and in this session we will outline a few of the key points to take back to the shop for Monday morning.

End of Agenda