

MOUNTAIN GRAND

LODGE AND SPA

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2013



SUMMER
MANAGEMENT
CONFERENCE

AUGUST 13, 14, 15, 2013

BOYNE MOUNTAIN, MICHIGAN

Schedule of Events

Tuesday August 13, 2013

- 11:00 am - 12:30 pm PIM Board of Directors Meeting
Open to all members
- 1:00 pm - 4:00 pm **Thriving in the Digital Market Place**

Presented by: Bill Wieners
- 6:00 pm - 10:00 pm Reception and Dinner
(Evening programs are adult functions)

Wednesday August 14, 2013

- 8:30 am - 11:30 am Panel Discussion:
Rapidly Growing Inkjet Printing Market

Presented by: John Raithel
- 9:30 am - 1:00 pm Spouses' Program
- 11:15 am - 12:30 pm Buffet Luncheon
- 12:10 pm - 1:20 pm Golf
- 6:00 pm - 10:00 pm Reception and Dinner
Guest Speaker Jeffrey A. Dowd
(Evening programs are adult functions)

Thursday August 15, 2013

- 8:30 am - 11:30 am **Focusing on Sales Management and Breakthrough Marketing**

Presented by: Leslie Groene
- 11:15 am - 12:30 pm Buffet Luncheon
- 12:30 pm - 1:36 pm Golf
- 5:30 pm Golf Awards
(Children invited)



August 13, 2013 Thriving in the Digital Market Place

Presented by: Bill Wieners

Bill will discuss in detail how he grew his company Digital Lizard, from its beginning in 2005 and Bill's leadership starting in mid 2007 to an 11 million dollar/year digital print provider. He will cover his business model including production equipment, software, people, business marketing and sales and wrap it all up in a free flowing question and answer session. This is a must attend event for anyone in the digital print world.



August 14, 2013

Panel Discussion: Rapidly Growing Inkjet Printing Market

Presented by John Raithel

Inkjet printing is growing rapidly because it provides significant advantages across many supply chains. The overall market is valued at \$33.9 billion in 2012 and forecast to grow to \$67.3 billion in 2017.

The developments shown at drupa further confirm this technology and will accelerate more widespread adoption.

Inkjet printing is not a one market technology, but is used in many applications from packaging and industrial applications to textile and product marketing, using very different types of equipment and materials. Inkjet is currently a small proportion of global print market. In 2012 it accounted for about 4.6% of print value and just under 0.5% of the volume. It is attractive to manufactures because the marketing is growing strongly while conventional print volumes fall.

Signage is the largest market sector for inkjet, representing about 57% of the value in 2012. However, this proportion is steadily falling as the technology is used to print books, transactional and direct mail, packaging and commercial products, all which are growing strongly.

There are approximately 700 inkjet print lines installed, with sales in 2013 of 500 more systems predicted, ranging from \$350, 000 up to \$1.5 million.

Panel Discussion Highlights

- Overview of usage of high speed color inkjet equipment.
- Market shares of print applications currently being produced on high speed inkjet color printers.
- Products & applications targeted now and future applications for next generation inkjet devices.
- Requirements for future inkjet printing systems and challenges for more widespread use.
- An overview of the prepress systems used, including workflow and data formats.
- The importance of vendors workflow offerings on choosing a printer.
- Requirements and preferences for finishing & mailroom solutions.
- Types of paper grades being used today and future requirements on paper grades.
- Economical drivers for choosing high speed color devices
- Areas of profitability, labor savings, waste reduction, ROI.
- SWOT analysis of the technology and the applications.
- Market overview and growth opportunities.

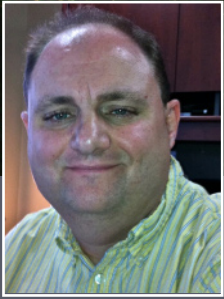
August 15, 2013

Focusing on Sales Management and Breakthrough Marketing

Presented by: Leslie Groene

- Sell More Solutions to your Current Customer Base
- Asking the Right Question and Overcoming the Objections That You Know Will Come!
- How to Get that First Appointment
- Discover What Kind of Presentation to Deliver and How to Deliver the Presentation
- Goal Setting and Planning
- Personal Profiling System-DiSC (\$32 per booklet for each participant)- 2 hour session
- Professional Selling Skills
- Active Listening Skills and Body Language
- Escaping the Price-Driven Sale
- How the Experts Earn Long-Term Accounts
- The Keys to Consultative Selling
- Cross and Up Selling





Bill Wieners, President Digital Lizard

After graduating from State University of New York at Buffalo, Bill started his career as a Programmer Analyst at Canisius College in Buffalo, New York, where he was instrumental in launching the college's first Internet presence in 1993. During his tenure at Canisius, Bill also designed and built the college's first "Electronic Classrooms," which were among the first interactive classrooms in the US. Bill was recruited back to his alma mater, where he took the lead role on the university's external web team. His team won several National Awards for outstanding university web services. During his tenure at UB, Bill also taught on the faculty of the Millard Fillmore College.

Bill went on to found BR Internet, which was a key developer of early internet-based customer portals developed for Hewlett Packard. They developed software for HP Enterprise Computing to help customers market their products. HP eventually purchased the software and websites that were developed over a three-year period consulting for HP.

After BRI, Bill helped found TagFX, one of the pioneers in variable data printing and workflow automation. TagFX purchased one (later two) of the first Series 2 HP Indigo presses to be sold in the US. Over the next 7 years, Bill worked with many Fortune 1000 companies and their ad agencies to launch personalized print programs. In 2006 Bill sold his share in TagFX and went to work for HP as the Solutions Architect for the Mountain West Region. Bill helped HP customers bring about workable solutions to the Indigo Platform.

In mid 2007 Bill was offered the opportunity to take over Digital Lizard. In 6 1/2 years at Digital Lizard, Bill and his great team expanded the infrastructure from two HP 5000s to 7 HP 5000's, 3 HP 7600, 2 Xerox IGEN 4's and several monotone devices. He changed the company model from primarily an in-plant model to a digital commercial print shop model. Digital Lizard has 2 locations Hayden, Idaho and Las Vegas, Nevada. Digital Lizard today processes in excess of 500 unique Print-On-Demand orders every day.



John Raithel, President Colorbar Graphic Equipment Inc.

John has over 25 years of printing equipment sales experience, John is Internationally experienced, dynamic and a results-orientated professional offering successful leadership in advancing corporate structure and business development in achieving growth and revenue in today's evolving printing industry.

John is currently president of Colorbar Graphic Equipment, Inc. Specializing in buying and selling printing equipment, cost center rate calculation, relationship sales training, and plant appraisal services. Many of you in Michigan may know him from his 16 years at Heidelberg USA where he served as a field sales representative and used equipment director in Southeast Michigan and Northwest Ohio.

During his tenure he was recognized as one of Heidelberg's top salesmen, winning numerous regional and national sales and service awards.

Currently John serves on the advisory board of Ferris State University, the board of directors for Printing Industries of Michigan and the National board of directors for the Printing Industries of America. He is a graduate of Ferris State University with a Bachelor degree in vocational education and printing technologies.

Kids' Program

Fritz Day Camp is full of activities to fill the day with fun and adventure for children 6 years to 12 years. Your children will take nature hikes, do art and crafts, play games in the arcade, and visit Avalanche Bay! There is also playcare for little ones 18 months to 6 years with games and activities.



Leslie Groene is one of the coaching superstars in the world of corporate sales as well as a business consultant, author and motivational speaker. Her sales seminars are continually sold out and have produced impressive results in a variety of corporate settings. She helps her clients focus on revenue generation and profit growth. She authored the business strategy book "Picture Yourself & the Life You Want" and is a nationally-renowned motivational speaker.

In 1997, Ms. Groene established Groene Consulting and has consulting engagements with leading Fortune 500 companies such as Anderson/LA (a CGX Company), KPMG, Cenvo, Deloitte Consulting, Ricoh-USA, NewPage, Guest Supply (a SYSCO company), Mohawk Paper, Coldwell Banker and other major companies across the country in many different industries such as manufacturing, professional services, distribution and real estate. To purchase her book, receive her monthly e-newsletter, or to contact Leslie, visit her web site @ www.GroeneConsulting.com.

Parent: _____

Home Phone: _____

Cell Phone: _____

Child's Name: _____ Age: _____

Child's Name: _____ Age: _____

Child's Name: _____ Age: _____

Child's Name: _____ Age: _____

Please check the appropriate box:

Tuesday Kids' Activities

All day (11:00 am - 10:30 pm) Includes lunch, dinner and snacks

Number of children: _____ Ages: _____

Wednesday Kids' Activities

All day (11:00 am - 10:30 pm) Includes lunch, dinner and snacks

Number of children: _____ Ages: _____

Thursday Kids' Activities

All day (11:00 am - 10:30 pm) Includes lunch, dinner and snacks

Number of children: _____ Ages: _____

This form should be mailed or faxed to PIM:
41740 Six Mile Rd, Northville, MI 48168-4381
Phone: 248-946-5895
Fax: 248-946-5898



Registration Form

Company _____ Business Phone _____

Address _____ City _____ State _____ Zip _____

Name _____ Email _____

Spouse's Name _____

Second Registrant Name _____ Email _____

Spouse's Name _____

Full Seminar Program

__ PIM Member	\$395.00
__ Second Registrant	295.00
__ Non- PIM Member	850.00
__ Spouses Program (Tues.)	N/C
__ Spouses Program (Wed.)	N/C
__ Wednesday Golf Greens Fees	65.00
__ Thursday Golf Tournament	
Greens fees for Conference Registrants	65.00

Please bill me.
(PIM Members only)

Yes I/we will
be playing Golf
(Wednesday Aug 3)

Yes I/we will
be playing Golf
(Thursday Aug. 4)

Wednesday Golf participant(s):

_____ () Handicap

_____ () Handicap

_____ () Handicap

_____ () Handicap

Thursday Golf Tournament participant(s):

_____ () Handicap

_____ () Handicap

_____ () Handicap

_____ () Handicap

Kid's Program

Cost: \$150 per child
Supervised for ages 18 months-12 years

Tues. _____ Children ages _____

Wed. _____ Children ages _____

Thur. _____ Children ages _____

*Note: Anyone not covered under a Boyne Mountain meal plan
will be billed separately for meals.*

This form should be mailed or faxed to PIM:
41740 Six Mile Rd, Suite 105, Northville, MI 48168-4381
Phone: 248-946-5895 Fax: 248-946-5898



BOYNE MOUNTAIN RESERVATION FORM

Group Name: Printing Industries of Michigan

Dates: August 12-16, 2013

Reservations must be made utilizing this form and be received by **July 15, 2013**. Reservation requests received after this date will be taken on a pace available basis at current room rates.

When making travel arrangements, please note the check-in and check-out times are on the second page with the room descriptions. Check in and check out takes place at the Mountain Grand Lodge Front Desk for all room types.

Accommodations: Please indicate your 1st and 2nd lodging preference below. If room type requested is not available, the next available room type and rate will be confirmed. **We cannot guarantee specific rooms/units.**

To better serve all of our guests, reservations cannot be accepted by phone or on-line.

ACCOMMODATIONS			
ROOM TYPE	SINGLE	DOUBLE	INDICATE 1 ST & 2 ND CHOICE
Mountain Grand Lodge - Parlor	\$223.25	\$146.27	
Mountain Grand Lodge - Queen	\$223.25	\$146.27	
Mountain Grand Lodge - King	\$223.25	\$146.27	
Mountain Grand Lodge - 1 Bedroom Suite	\$296.67	\$182.98	
Mountain Grand Lodge - 2 Bedroom Suite	\$214.36*	\$141.83*	

Rates are per person, per day based on the Full American Plan which includes lodging and three meals. The package begins with dinner on the day of arrival and ends with lunch on the day of departure.

Rates include 6% Michigan State Sales and Use Tax, a 2% Local Lodging Assessment Tax and 7% Resort Service Fee.

Rates include 20% meal gratuities.

Boyne Mountain is a smoke free facility.

Boyne Mountain Resort has a two-night minimum on weekends (Friday and Saturday night).

*The single occupancy rate in the two bedroom suite is based on one person per bedroom or two persons per unit; the double occupancy rate is based on two persons per bedroom or four persons per unit.

Tax exempt individuals: Please present the state tax exempt form 3372 at check in. Indicate your method of deposit below. Personal funds are not exempt from state tax or local assessments.

Company check is enclosed with this registration form.

Please use my personal credit card to guarantee the reservation. A check will be mailed from the company or presented upon arrival.

Deposits: A deposit equal to the first night's lodging is required with each reservation. Please make check or money order payable to Boyne USA Resorts or include a credit card number. The card will be charged upon receipt of form. Do not send cash.

Cancellation Policy: Cancellation and changes affecting arrival/ departure dates must be made 7 days prior to arrival date in order to receive refund of deposit, less a \$10.00 administrative fee.

Please mail or fax to:

BOYNE

Central Reservations Department

P.O. Box 19

Boyne Falls, MI 49713

Fax: (231)549-6844

Phone: 1-800-GO-BOYNE

GROUP RESERVATIONS CANNOT BE ACCEPTED OVER THE PHONE

PLEASE PRINT

ARRIVAL DAY/DATE: _____

DEPARTURE DAY/DATE: _____

SHARE WITH: _____

NUMBER IN PARTY: _____

NUMBER OF ADULTS IN PARTY: _____

AGES OF CHILDREN 18 & UNDER: _____

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE / BUSINESS: _____

PHONE / HOME: _____

E-MAIL ADDRESS: _____

BOYNE REWARDS #: _____

SPECIAL REQUESTS *: _____

**BOYNE does its best to accommodate requests, but cannot guarantee them.*

PAYMENT METHOD

CHECK ENCLOSED \$ _____

American Express Visa MasterCard Diners Club Discover

CREDIT CARD # _____ Expiration Date _____

SIGNATURE: _____

All reservations must be guaranteed by check or credit card deposit.

Checks/money orders should be equivalent to one nights' stay, payable to Boyne USA Resorts.

Credit card imprint is required at check-in for all guests.

Please provide tax exempt form at check in.

BOYNE MOUNTAIN ROOM DESCRIPTIONS

Parlor: One queen bed, one sofa bed, bathroom with tub, wet bar (microwave/mini fridge) and electric fireplace. The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out. Most with wet bar and refrigerator.

Queen: Two queens, bathroom (shower only) and wet bar (mini fridge). The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out. Most with wet bar and refrigerator.

King: One king bed, bathroom (shower), in room whirlpool tub, wet bar (mini fridge), electric fireplace and balcony. The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out. Most with wet bar and refrigerator.

One Bedroom Suite: One bedroom suite with two queens in bedroom, one queen and one sofa in living room, two bathrooms, two wet-bars, fireplace and balcony. The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out. Most with wet bar and refrigerator.

Two Bedroom Suite: Two bedroom suite with one king in master bedroom, two queen beds in second bedroom, and bath (tub) all upstairs with one sofa bed in living room, bath (shower), kitchen with table and four chairs, and electric fireplace. The Mountain Grand Lodge observes a 6:00pm check-in and 1:00pm check-out. Most with wet bar and refrigerator.

Directions

Boyne Mountain is conveniently located on the west side of US 131 just south of Boyne Falls in the heart of God's country. Commonly known as "Heaven."

Using Gaylord Exit off of I-75 North (Exit 282): Take the M-32 exit, Exit #282, towards Gaylord/Alpena. Turn left (West) onto M-32 and continue for 13 miles. Once you reach US-131 turn right (North) and continue for 7 miles. The entrance will be on your left and just South of Boyne Falls.

Using Indian River Exit off of I-75 North (Exit 310): After the exit, turn Left onto M-68 and head over I-75. Follow the signs for M-68 which becomes 27 for a short while, there will be a quick left and then right. Stay on M-68 until it reaches US 31 (Alanson), 10 miles. From Alanson follow US 31 South through Petoskey for 12 miles to the intersection of US 31 and US 131. Head straight on US 131 for 15 miles; Boyne Mountain will be on the right, just South of Boyne Falls.

Using US-131 North: Follow I-90 out of Chicago (towards the Indiana Toll Road). After about 28 miles, merge onto I-94 E via Exit#21 (towards DETROIT). Then after about 64 miles, merge onto I-196 N via Exit#34 (towards HOLLAND/GRAND RAPIDS), 77 miles. Merge onto US-131 N, 91 miles. Follow US-131 N the rest of the way to Boyne Mountain. US-131 will turn into MI-66 for a short while as you near Kalkaska but continue straight through (North). The entrance will be on your left and just south of Boyne Falls.

