



ENCORE

LEADERSHIP CONFERENCE

8:00 - 9:00 AM

Breakfast & Registration

9:00 - 9:15 AM

Opening Remarks

9:15 AM - 12:00 PM

Sessions 1 through 3

12:00 PM - 12:30 PM

Lunch

12:30 PM - 4:45 PM

Session 4 through 7

5:00 PM - 7:00 PM

Cocktail Reception

“You asked, and we listened.”

The ENCORE Leadership Conference on September 23rd is built on feedback from operations and leadership within our member companies. Throughout 2024, the Graphic Media Alliance team conducted one-on-one visits across all regions, gathering insights on the topics that matter most to you. Based on your input, this year’s conference lineup features sessions on key areas like industry transformation, inclusive leadership, innovation in traditional settings, emotional intelligence, cybersecurity, marketing strategies, and implementing advanced printing techniques. Join us to explore these topics, network with peers, and gain the knowledge you need to lead effectively in the evolving world of printing and packaging.

Date:

Monday, September 23

Location:

Quest Conference Center

9200 Worthington Rd., Ste. 400
Westerville, OH 43082

REGISTER TODAY!



KEYNOTE SPEAKER:

Lachandra B. Baker

Founder & Lead Consultant
LBB Edutainment



*Expanding Leadership Horizons in the Printing
and Marketing Media Industry*



FROM THE PRESIDENT

The ENCORE Leadership Conference on September 23rd promises to be an enlightening event tailored to the needs of the Graphic Media Alliance's members. Following a year-long effort in 2024, where the GMA team engaged in one-on-one visits across all regions, this conference reflects the most pressing concerns and interests of its members. The sessions are specifically designed to address the evolving dynamics within the printing and packaging industries and to provide actionable insights for leaders navigating these changes.

The conference kicks off with Session 1, focusing on how the "Haves" are transforming the printing and packaging industries, offering a deep dive into the forces reshaping these sectors. This is followed by a session on the importance of inclusive leadership in changing industry landscapes, emphasizing the need for diverse perspectives and inclusive practices. Participants will also explore how to embrace innovation and introduce new ideas in what is traditionally a conservative industry, fostering a culture of creativity and forward-thinking.

The afternoon sessions take a more personal turn, with topics like leading with empathy and emotional intelligence, which are essential skills for today's leaders. The focus then shifts to cybersecurity in "Guarding the Gate," addressing the increasing risks posed by AI and insider threats, and offering strategies to enhance cyber hygiene. Finally, the conference concludes with practical sessions on marketing techniques and implementing printing electronics in printing plants, providing attendees with cutting-edge strategies to stay competitive in the market.

With ample opportunities for networking and engaging with industry peers, the ENCORE Leadership Conference is a must-attend event for professionals looking to stay ahead in the dynamic world of printing and packaging.

Andrew Schall | President, Graphic Media Alliance

CONFERENCE

SESSIONS & TOPICS

SESSION 1:

How the "Haves" are Transforming the Printing & Packaging Industries

KEYNOTE (SESSIONS 2, 3 AND 4)

Expanding Leadership Horizons in the Printing and Marketing Media Industry

SESSION 2:

Changing Industry Landscapes and the Role of Inclusive Leadership

SESSION 3:

Embracing Innovation and New Ideas in a Traditional Industry

SESSION 4:

Leading with Empathy and Emotional Intelligence

SESSION 5:

Guarding the Gate: AI, Insider Risk and Enhancing Cyber Hygiene

SESSION 6:

Embracing New Techniques to Market Your Printing Company

SESSION 7:

Unlocking the Future: Implementing Printed Electronics in Your Printing Plant

COCKTAIL RECEPTION

Join us for a delightful cocktail reception with delicious hors d'oeuvres—an evening of great company and conversation awaits!

IN-PERSON ENCOURAGE

Unable to make it? New for 2024

MONDAY

SEPTEMBER

23RD

FULL DAY ACCESS
ZOOM OPTION



INTRODUCING OUR GUEST PRESENTERS

**Sessions will not be recorded.*

Jim Russell

New Direction Partners

Jim Russell is a founding Partner in New Direction Partners, an investment banking and valuation firm that specializes in merger and acquisition services in the print and packaging industry.

Prior to New Direction Partners,

Jim was President and CEO of Arbor Oakland Group (AOG) in Royal Oak (Detroit), Michigan. During his tenure at AOG, the company was recognized as an eight-time winner of the National Association for Printing Leadership's (NAPL) prestigious Management Plus Awards program that recognizes the best managed graphic arts companies in the country. AOG was also recognized twice during Jim's leadership as one of the 50 fastest growing printers in the country.

While serving as President of Arbor Press, Jim simultaneously served as President and CEO of RBF, Inc., of Lansing, Michigan, an industry leader in the document management industry.

Jim earned a degree in Business Administration from Hope College. He currently serves on the Board of the Student Statesmanship Institute, Chosen Vision (a faith-based organization operating group homes for the developmentally disabled) and The Amy Foundation. Jim has also served on the Board of Directors for the Michigan Chamber of Commerce, NAPL, and a number of other non-profit and business organizations.

Jim and his wife Michelle have been married for 42 years, and live in Petoskey Michigan. They have three adult sons, two wonderful daughters-in-law, and two grandchildren.



"Lachandra Baker's speaking style is nothing short of incredible. She captivates her audience with a unique blend of expertise, passion, and authenticity, making complex topics on diversity, equity, and inclusion accessible and engaging. Having the privilege of hearing one of her speaking engagements in the past, I've witnessed firsthand how Lachandra not only informs but also inspires leaders to take meaningful action. Her ability to connect with people and spark a genuine desire for change is a rare and invaluable gift. She leaves a lasting impact on everyone fortunate enough to hear her speak."

Carol Stokes, Operations Manager, Mount Carmel Print Facility and GMA Board of Directors.

Lachandra B. Baker

LBB Edutainment

Lachandra B. Baker, MBA, CDP, ABC, ECI (she/her) is Founder and Lead Consultant at LBB Edutainment, a consultancy specializing in the development of strategies that improve and positively impact employee engagement, communications, culture, and diversity, equity, inclusion, & belonging.

She received her bachelor's degree from Central Washington University, majoring in Hospitality Management and Communications. She received her MBA with a Marketing specialization from the University of the Southwest. She is an Accredited Business Communicator (ABC) and an Experience Columbus Insider (ECI) for the Greater Columbus Region. She is a two-time graduate of Cornell University's Diversity, Equity, and Inclusion certification programs (CDP).

She was named a 2021 Columbus Future50 leader, a 2022 WELD Women WELDing the Way calendar honoree, a 2023 Columbus Delegate for the Harvard University Young American Leaders program, and a 2024 Small Business Impact award winner.

She serves on the boards of The Women's Fund of Central Ohio, Leadership Columbus, and Small Biz Cares, as well as advisory boards with Cinema Columbus, Creative Mornings Columbus, and Franklin University's Communications Department.

La is an award-winning communicator and frequent TEDx speaker/performer. She is very active in the community and champions many issues including voting rights, pay equity, civic engagement, and liberation for all people.

In her free time, she enjoys experiencing new cultures, eating great food, and doing fun projects with her family.

The upcoming presentation, "**Expanding Leadership Horizons in the Printing and Marketing Media Industry,**" aims to equip leaders with the tools and strategies needed to navigate a rapidly changing industry landscape. The sessions will focus on the importance of inclusive leadership, embracing innovation within traditional business models, and leading with empathy and emotional intelligence. Attendees will gain insights on fostering inclusivity, driving innovation, and enhancing their leadership skills, all while aligning with GMA's broader goals of advocacy, sustainability, and employee well-being. This comprehensive program promises to inspire leaders to adapt and thrive in an evolving market.



David Mauro
NetGain IT

David Mauro, serves as Vice President of Business Development for NetGain IT.

David leads the IT Services business development team at NetGain IT, focused on protecting organizations of all types from cyber threats and adhering to robust compliance requirements. Since 1984, NetGain, headquartered in Lexington, KY, has helped organizations across the country as an award-winning IT Services Firm serving 24/7 as a SOC 2 Type II certified company.

As a member of InfraGard, he drives initiatives to educate company employees and leaders, associations and supply chain groups on emerging cyber threats and best practices. David has run hundreds of live security awareness trainings and is regularly engaged for public speaking events on Cybersecurity and Compliance topics. He has worked alongside the FBI and DHS in educating the public, especially financial institutions, on the growing cybercrime threat landscape.



Joe Carte
Specialty Print Communications

SPC is an integrated Marketing Solutions Provider with the goal of helping clients create highly

targeted, highly personalized, data-driven direct marketing programs to increase consumer awareness, traffic and conversion providing increased response rates. In turn, leveraging the data gathered to generate increasingly relevant communication and deliver that message in the

most effective channel for each individual consumer. With a channel agnostic approach. SPC can utilize variable data in traditional Direct Mail Programs or Digital methods based upon the consumers determined preferences.

Joe started his career in the Graphics Industry as a paper-handler in the pressroom and has spent time on both the client and seller sides of the business. For the past 18 years Joe's focus has been on driving highly personalized communications for clients in the Automotive, CPG, Travel & Leisure and Retail industries.



Gary Walton
Professor Emeritus at
Cincinnati State
Founder of the Cincinnati
Type & Print Museum

Gary Walton fell in love with printing in 1968 after one semester of printing basic at Schwab Middle School. Originally an offset press instructor, he has trained himself in the art of color separation, pre-press, advance color printing, digital color printing, and is now sought for his print media expertise. In addition to training over 3,400 graphic communications students at Cincinnati State, he has consulted and trained printers in Ohio, Kentucky, Indiana and other parts of the country.

Gary is devoted to the printing craft and continuously promotes the industry. He founded the Cincinnati Type & Print Museum to continue to advocate for the printing industry and to share its history.

THANK YOU
TO OUR 2024 ENCORE SPONSORS

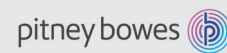
PLATINUM SPONSOR



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BRONZE LEVEL SPONSORS





Join us for the **19th Annual
Graphic Media Alliance & Sterling
Distribution Golf Tournament.**

Date:

Tuesday, September 24th

Location:

Royal American Links

3300 Miller-Paul Rd.

Galena, OH 43021



Course Contests:

- Closest to the Pin
 - Longest Drive
 - Longest Putt
 - \$10k Hole in One
 - Several Hole in One
- Prizes...and more!

Event Schedule:

- Registration & Breakfast
7:30 AM - 9:00 AM
- Practice Range Opens
8:00 AM - 9:00 AM
- Shotgun Start
9:00 AM
- Lunch & Awards
Immediately following
golf tournament

\$135 | Individual

\$500 | Per foursome

REGISTER TODAY!

graphicmedia.org

QUEST CONFERENCE CENTER:

In 2021, Quest Conference Center relocated to 9200 Worthington Road, Westerville, OH 43082. This location boasts larger, updated rooms all on one floor. This facility features beautiful views from all meeting spaces with ample complimentary parking available. The brand new conference center hosts an Ohio Inventor's Wing, and an Ohio Astronaut Wing with meeting rooms named for famous Ohioans.

ACCOMMODATIONS:

Quest Conference Center has secured special pricing for the conference at two adjacent hotels. To book your room at this reduced rate, please contact the hotel directly and ask for the Quest Conference Rate. The special rates will be honored up until the day before the conference, but reserve your room early to ensure availability.

Fairfield Inn and Suites

9000 Worthington Road
Westerville, OH 43082
(614) 568-0770

Hampton Inn and Suites

8411 Pulsar Place
Columbus, OH 43240
(614) 885-8400

CANCELLATION POLICY FOR ALL EVENTS:

Cancellations must be received by Graphic Media Alliance on or before September 16, 2024 to receive a full refund. You may, however, transfer your registration without penalty to another member of your company. Call (614) 794-2300 for cancellations.

ENTIRE CONFERENCE & GOLF PACKAGE

Includes one golf registration and full access to all events
September 23rd and 24th.

Association Member | **\$450** each registrant

Additional Registrant | **\$300** each registrant

Non-Member | **\$695** each registrant

CONFERENCE PACKAGE

Includes one registration and access to all events Monday, September 23rd.
Does not include Golf Tournament.

Association Member | **\$325** each registrant

(Breakfast, Lunch, Cocktail Reception Included)

Additional Registrant | **\$200** each registrant

Non-Member | **\$575** each registrant

Zoom All-Day Access | **\$325** each registrant

Sponsorship Opportunities Available

LEADERSHIP CONFERENCE SPONSORSHIP:

Monday, September 23rd, 2024

All sponsorship opportunities include: recognition in the Graphic Media Alliance magazine, *The Communicator*; inclusion in all press releases related to the Conference; a ¼-page ad in the Conference binder; recognition on the large sponsor sign at registration.

☐ **\$1,500 | GOLD LEVEL SPONSORSHIP**

Sponsorship includes two complimentary registrations for the Conference seminars, and signage at one chosen seminar/event.

☐ **\$1,250 | SILVER LEVEL SPONSORSHIP**

Sponsorship includes one complimentary registration for the Conference seminars, and signage at one chosen seminar/event.

☐ **\$1,000 | BRONZE LEVEL SPONSORSHIP**

Sponsorship includes signage at the chosen event.