

2009 Executive Management Retreat Preliminary Program

October 13-14

Stevensville, MD



Cadmus through the Cadmus Institute initiative is committed to expanding the knowledge of publishing associates through educational forums focused on trends, technologies, workflows, products, services, and strategies that drive the publishing process as a value proposition dedicated to collective success. As an industry leader, business partner, and solutions provider we understand the power of knowledge.

Meeting Registration

Registration is free to all invited guests. There are three simple ways to RSVP:

- Use the link provided in the meeting invitation e-mail
- E-mail Ne'Rissa Heagerty at heagertyn@cadmus.com
- Contact your Cadmus sales representative

The registration deadline has been extended to **September 30, 2009**.

Hotel Information

The Kent Manor Inn
500 Kent Manor Drive
Stevensville, MD 21666

Cadmus has reserved the entire Inn for exclusive use for the EMR which includes the meeting and guest rooms. This means the room stays for attendees requiring a room on October 13 is covered under our contract with the Inn, along with Cadmus-hosted meals, at no expense to the attendee. To reserve a room, indicate your need when you RSVP or contact Ne'Rissa Heagerty at heagertyn@cadmus.com.

Program Committee

Debbie McClanahan, SVP Customer Relations
Ne'Rissa Heagerty, Director, Customer Relations
Cindy Kerr, Sales Director
Terri Tracy, Sales Director
Valerie Morris, Director, Customer Service

PRELIMINARY PROGRAM SCHEDULE

Tuesday, October 13, 2009

6:30 pm – 9:30 pm Welcome Reception & Dinner Thompson Room

Wednesday, October 14, 2009

8:00 am – 9:00 am Breakfast Garden House

9:00 am – 9:15 am Opening Address Garden House

John Grinnell, Cadmus, Executive Vice President, Global Content Services

9:15 am – 10:00 am *Exploring The Future of Advertising in Digital and Print Media*

Greg Pessagno, Wachli Tauber Group, National Sales Manager
Stephen Tauber, Wachli Tauber Group, Vice President

Advertising is an important revenue stream that requires creativity among publishers and advertisers to maintain. Reduced budgets and new publishing models have challenged the traditional advertising market. But for many, these challenges have produced new opportunities. This session will focus on advertising trends and opportunities available for current and emerging publishing models.

10:00 am – 10:30 am *New Marketing Strategies to Increase Acquisition and Retention Rates*

Gary Pawlaczyk, Cadmus, Executive Vice President, Sales

Member, subscriber, author, and advertiser acquisition and retention are all keys to a successful publishing business model. So how do you implement measurable marketing initiatives to increase acquisition and retention rates? This session will explore the use of new technology and techniques to drive outreach and increase return through personalized marketing and content applications that support increasing revenue for publications, memberships, events and more.

10:30 am – 11:00 am Break/Refreshments Garden House

11:00 am – 12:30 pm *Current Business Reality vs. Future Business Goals: How do you manage both?*

Deb McBride, McBride Strategic Services, Consultant
TBD

In these challenging economic times it is difficult to balance the current business reality with strategies focused on growth when maintaining membership levels and budgets are obstacles in themselves. You are not alone! Panelists will share strategies, initiatives, and ideas they have explored and implemented to balance the scales within their organizations while sustaining the path toward increasing content value.

12:30 pm – 1:30 pm Lunch Garden House

1:30 pm – 2:15 pm *Utilizing Existing Staff to Accomplish Tomorrow's Objectives with Today's Budget*

Susan Harris, American Psychological Association, Senior Director

For many organizations, doing more with less has become the standard mode of operation, but that does not have to be a bad thing. As our industry changes, venturing down new growth paths oftentimes means acquiring new talent and

the expense associated with the new talent. Instead, explore management strategies to repurpose the existing talent within your organization. This case study will examine utilizing existing resources to execute publishing strategies to enhance acquisitions, workflows, the adoption of technology, and more.

2:15 pm – 3:00 pm *Expediting Content Availability – Getting it Done Easier and Faster!*

Atul Goel, Cadmus, Senior Vice President, Global Content Services

John Grinnell, Cadmus, Executive Vice President, Global Content Services

Reducing the time-to-market has always been a goal of publishers but it is the amount of time deemed standard that has changed. In many cases, traditional publishing schedules have been compressed by months thanks to “publish-ahead-of-print” models, but publishers continue to need to find ways to eliminate days and costs from content preparation while making the content more dynamic than ever before. This session will be an interactive exploration of new technologies and workflows as well as a focused discussion on the direction of R&D initiatives at Cadmus.

3:00 pm – 3:30 pm Break/Refreshments

Garden House

3:30 pm – 4:00 pm *Conventional Print for the Future*

Valerie Morris, Cadmus, Director, Customer Service

Jeff Waterhouse, Cadmus, Director, Customer Service

With the increased focus on growing digital products, many have lost sight of the advances in print manufacturing and how to make those advances work for them as circulations decline and print specifications change. This session will provide updates on new capabilities and highlight areas to consider as publishing models evolve.

4:00 pm – 4:15 pm Wrap-Up/Closing Remarks

Garden House



The Executive Management Retreat is brought to you under the Cadmus Institute umbrella program focused on the continuing education of publishing industry associates.