



Contact Ara Izquierdo
(323) 728-9500 ext. 216
Email: ara@piasc.org
www.piasc.org

FOR IMMEDIATE RELEASE

PRINTING INDUSTRIES OF THE WEST TOP MANAGEMENT CONFERENCE 2010!

The Monterey Peninsula, Monterey, CA is this year's scenic backdrop for the Printing Industries Top Management West Conference 2010 scheduled for October 28-30th! The conference, held jointly by PIA Southern California, PIA of San Diego, PIA of Arizona/New Mexico, PIA of Colorado, PIA of Utah and Visual Media Alliance, offers excellent educational seminars conducted by industry professionals in collaboration with Cal Poly Technic University San Luis Obispo.

The Conference kicks off with a welcome reception at the Monterey Bay Aquarium, on Thursday, October 28th.

On Friday, October 29th, the 1st Roundtable Discussion moderated by Dr. Harvey Levenson prepares attendees for a full-day of educational seminars that include:

KEYNOTE Presentation – by Rosemarie Monaco

- **Integrating Sales and Marketing For Powerful Results**

Monaco is President of Group M Inc. (GMI) an award-winning public relations and marketing communications agency. If you want to know what to do when Sales and Marketing professionals don't always see eye-to eye...this session shows how Sales can provide Marketing with information that leads to effective customers.

- **Social Networking – Easy to Build Marketing Strategy for Multi-Channel and Social Media** – Mike Deuerling

Deuerling, (aka) "Marketing Doc", is an entrepreneur, and he will share some fresh ideas to attract more customers, get your company in sync with your customer's communication style and strengthen your company's marketing and sales department

- **Innovations that are Changing the Mix** – Steven Schnoll

Schnoll, is Managing Director of Schnoll Media Consulting and a prominent industry thought leader, lecturer and writer...Learn first hand what can give a company a competitive and profitable advantage and how to develop a strategy from a customer's point of view; and what it can mean to them.

After a full-day of educational seminars, attendees are invited to enjoy Friday evening in the company of friends, *NEW* friends, colleagues, clients, customers and guests for a beautiful reception and elegant gourmet sit down dinner.

Saturday, October 30th starts off with the 2nd Roundtable Discussion –moderated by Dr. Harvey Levenson followed by:

KEYNOTE Presentation – by Hal Hinderliter

- **The Future of Print - Trends & Opportunities** –

Hinderliter, Hal Hinderliter Consulting Services, over 15 years of on-site problem-solving experience helping clients to increase profitability, improve quality and select new technology...See how to remain competitive in a world full of communication options, and embrace new tools and technologies that are reshaping workflows for graphic design, prepress and the pressroom.

- **Relationships that Lead to Growth** – Rosemarie Monaco

Monaco will show how to develop and build relationship skills to obtain long-term growth with customers and prospects; because in today's economy, the strength of a solid relationship is vital.

- **Web to Print – Multi Channel Marketing** – Hal Hinderliter

Hinderliter will share what it takes to offer the in-demand services, to improve response rates and benefit your customer's marketing campaigns.

Conference Concludes: Saturday, October 30 - 12:30 PM

Join us, and bring your key clients or customers to take advantage of an educational opportunity. Bring your family – and enjoy some of the activities Monterey has to offer after the conference, or simply relax on the water's edge of the Monterey Peninsula at the Monterey Plaza Hotel & Spa.

For complete detailed information and registration on Printing Industries of the West Top Management Conference 2010, please go to – <http://www.piwest.org/>