

# Agenda



**8:00 am – 8:30 am** Registration & Continental Breakfast

**8:30 am – 9:30 am**

## **10 Marketing Ideas to Help Printers Prosper**

Presenter: Patrick Whelan, Great Reach Communications, Inc.

This session will go over 10 ideas that every printer is capable of implementing to help grow their sales. The session will include an in depth discussion of how to utilize LinkedIn to generate leads and stand out as a thought leader. In addition to the ideas, the session will provide you with the framework for how to design and implement an actionable plan, utilizing a 90 day quick plan strategy. You will leave with an understanding of your options as well as a step by step plan easy to implement.

## Bios



**Patrick Whelan, President,  
Great Reach Communications, Inc.,**

Great Reach Communications, Inc. is the leading provider of direct mail and online marketing solutions to the print and direct mail industry. Patrick has a BS in business and marketing from Northeastern University and has spent the last 20 years providing marketing programs and advice to over 700 print providers throughout North America. In 2009, Patrick's contributions were formally recognized when he was inducted into the prestigious, NAPL Walter E. Soderstrom society.



**Kate Braid, President, Hungry Dog Printing**

As a printing industry veteran, Kate started her career in 1991 with Pacific Printing Industries in Southern Los Angeles. With over 15+ years in web printing and sales, Kate was able gain accounts like 21st Century, Farmers, Edison and Knotts Berry Farm, to name just a few, all through cold calling. Kate, having a strong belief that there was a way to bring local quality, affordable printing and great graphic design to small / medium sized businesses, established Hungry Dog Printing in 2011. Hungry Dog Printing currently holds the top printer ranking in Long Beach with Yelp reviews and Google search results.

**9:30 am – 11:10 am**

## **The Print Customers' Perspective: Advantages of a Responsive Website**

Presenter: Kate Braid, Hungry Dog Printing

What is the big deal with responsive websites and what will it do for your business is one of the key takeaways from this session. By going through real print buying scenarios, you will see what a customer sees on a website and how they go about finding a business. In addition, the presentation will include a demo of how to build a responsive website. You will leave knowing the benefits, the numbers and the worth of having a responsive website.

**11:10 am – 12:00 pm**

## **Tips and Tricks to Boost Your Online Visibility & Reputation**

Presenter: Ryan Cox, Yelp

Some companies out there are fortunate enough, and large enough, to have a recognizable brand to back them up. All businesses must start somewhere though, and smaller local businesses have several tools at their disposal to improve their businesses. One of these tools is Yelp; the most popular review site, with 1 in 3 Americans using it. This presentation will give you insight as to how Yelp can help small businesses with its FREE 'business owner tools' to respond to reviews and to explore some of the site's best practices on how to attract more potential customers!

**12:00 pm – 1:00 pm** Lunch



**Michael Davis, Vice President Business  
Development, CardConnect**

California native, Michael Davis, brings more than 7 years of industry experience to CardConnect. As Vice President of Business Development, Michael specializes in a tactical business model that engages and develops successful member benefit programs. Michael's years of experience have allowed him to become an advocate for his clients and their businesses.



**Ryan Cox, Orange County Community Manager, Yelp**

Ryan is Community Manager for all things Yelp in the Orange County and Long Beach area since 2012. Before Yelp, Ryan was working in marketing for an alternative publication in Orange County creating signature events and promotions. When the previous Yelp Community

**1:00 pm – 2:00 pm**

## **Payment Options that Attract More Customers**

Presenter: Mike Davis, CardConnect

Technology is making it easier for any business to accept and manage credit card transactions. Over 55% of the nation's small businesses don't accept card payments and the common reason is the fees; however, the benefits of accepting credit and debit cards far outweigh the cost. This presentation will provide a detailed look at the benefits of accepting credit cards; how it can increase business and how a variety of payment options can save you time and money; thus making it easier to attract new and attain current customers.

**2:00 pm – 3:30 pm**

## **Add Dimension to Your Business: Products Your Customers will WOW Over!**

Presenter: Ulises Grajales, Mohawk Paper

The NEW Mohawk Dimensional products are a fast, high-value solution for the brand strategy and marketing needs of vertical markets such as colleges, medical, hospitality, small businesses, and more. They are quick and easy to fold, pop out and assemble, and they eliminate finishing operations from the budget and production schedule. Because they run on digital presses, each dimensional piece can be personalized. Additionally, for short runs, Mohawk offers packs of 50 or 250 sheets. This presentation will include a demonstration on how these products work. You'll leave with another WOW service that will help your customers look like super stars.

**3:30 pm – 4:30 pm** Printers' & Vendors' Meet & Greet



**Ulises Grajales, District Sales Manager, Mohawk**

Ulises has worked in the paper business for over 25 years. He started as a Store Manager, to Sales Support Representative, to a Southern California Sales Manager where he managed a team of 13 outside sales people within five western states. Now as a District Sales Manager, he enjoys working with printers, designers, merchants and other businesses in Southern California and Las Vegas.

# PIASC ESSENTIALS TO SUCCESS

CONFERENCE  
Saturday, May 30, 2015  
8:00am-4:30pm

*Attracting the  
New Print Customer*

**Fullerton College**



### Fees:

Includes Continental Breakfast, Lunch & Snacks

\$90/Member

\$40/Member (additional from same co.)

\$130/Non-Member

\$80/Non-Member (additional from same co.)



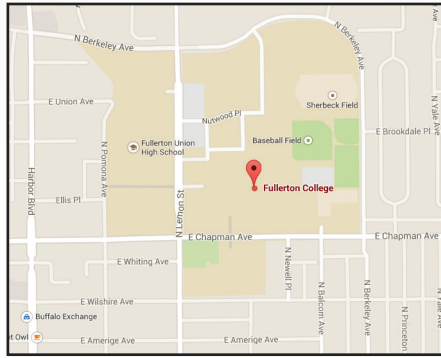
### Register:

Angelica Coulston

323.728.9500, Ext. 262

email: [angelica@piasc.org](mailto:angelica@piasc.org)

web: [www.piasc.org](http://www.piasc.org)



### Location:

Fullerton College

Printing Department, Building 900

321 E Chapman Ave.

Fullerton, CA 92832



## Who Should Attend?

Print communications business owners and managers with 25 or less employees.

- Would you like a better website but don't have the time?
- Are customers reviewing your business online and have no idea what to do or how to respond?
- Are you communicating to your customers at least once a week?
- Are you thinking about adding new services?