



2018 FSEA • IADD JOINT CONFERENCE

DAY 1: APRIL 11, 2018

- 2-6 p.m. Registration
- 4-5 p.m. FSEA Young Alliance & IADD NextGen Networking Reception
- 5:30-8 p.m. Welcome Reception and Supplier Trade Fair
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DAY 2: APRIL 12, 2018

7:30-8:30 a.m.
Continental Breakfast and Networking

General Session

8:30-9:30 a.m.
KEYNOTE: Building a Culture of High Performance / Ken Thoreson

9:30-10:15 a.m.
Finding the Fit: Digital Finishing or Conventional Methods / Panel Discussion

10:15-10:30 a.m.
Networking Break

Foil and Decorating Breakout

10:30-11:15 a.m.
The 5 Hottest Print Design Trends - And How They Can Help YOU Reach
Designers and Brand Owners / Sabine Lenz

11:15 a.m.-noon
Sustainability Update: New Alternatives for Foil Waste Disposal / Calvin Frost

11:15 a.m.-noon
Myths and Facts about Paper and Print: Update on Recycling
of Foil Decorated Paper Study / Jeff Peterson, Foil & Specialty Effects Association

Management Breakout

10:30-11:15 a.m.
Building a Talent Pipeline: Finding and Developing Tomorrow's Manufacturing Workforce / Denise Rice

11:15 a.m.-noon
Achieving Your Wildly Important Goals: The 4 Disciplines of Execution / Denise Rice

Noon-1:30 p.m.
Lunch Buffet / (Extended Exhibitor Time for Supplier Trade Fair) / Denise Rice

Networking Workshops

Attendees will choose three workshops to attend, one in each session.

1:30-2:15 p.m.

Session 1: Addressing Current Customer Demands / Leader: Greg Greenwald, Scarab Printing Arts

1:30-2:15 p.m.

Session 1: Best Practices: Managing Your Converting Industry Business and Workflow

1:30-2:15 p.m.

Session 1: Finding and Keeping Millennials / Elena Valentine

2:25-3:10 p.m.

Session 2: Picking Apart the Podcast: Globalization. Recycling. Retail-Ready. E-Commerce. Smart.

2:25-3:10 p.m.

Session 2: Decreasing Spoilage in Your Plant

2:25-3:10 p.m.

Session 2: Marketing Your Finishing Services / Leader: Jeff Peterson, FSEA

3:15-4:05 p.m.

Session 3: Addressing Current Customer Demands / Leader: Greg Greenwald, Scarab Printing Arts

3:15-4:05 p.m.

Session 3: Finding and Keeping Millennials / Elena Valentine

3:15-4:05 p.m.

Session 3: Decreasing Spoilage on Press

5-7 p.m.

FSEA Gold Leaf Awards and IADD Awards / Event & Reception (food, drink and fun)

Begin leaving 7:30 p.m. / Buses to Downtown Nashville

DAY 3: APRIL 13, 2018

7:30-8:30 a.m.

Continental Breakfast and Networking

8-8:30 a.m.

FSEA Annual Meeting and Project Update

General Session

8:30-9:30 a.m.

Continuous Improvement and its Impact on Culture in Manufacturing / Kelly Goodsel

9:30-10:15 a.m.

Recruiting the Next Generation of Employees / Elena Valentine

10:15-10:30 a.m.

Networking Break

10:30-11:30 a.m.

Trends in Decorating Packaging/Folding Cartons and How Those Provide
Opportunities to the Finishing/Decorating Marketplace / Panel Discussion

11:30 a.m.-12:15 p.m.

Economic Update: How Politics Will Shape the Print Industry / Chris Kuehl