

# thINK FORWARD

thINKforum.com | Summer | 2018

Inkjet Networking and Knowledge

## SANFORD HEALTH

Installing new high-speed inkjet technology allowed this in-plant to do more with less.

## BUILD YOUR NETWORK

A new thINK feature makes it even easier to connect with peers and exchange best practices.

## QUICK REFERENCE

This one-page agenda for thINK 2018 highlights what you need to know for this year's conference.

# THINK 2018 PREVIEW

Fourth Annual thINK Conference to be the biggest and best one yet.

thINK

**\$ PROFITABLE PRINT**

Get the Inkjet Advantage  
See back for details

## THINK 2018 IS ALMOST HERE!

The conference is September 5-7 in Boca Raton, Fla., at the Waldorf Astoria Boca Raton Resort & Club. Every year the thINK conference gets better, and we have a great lineup planned for 2018.

### Here are a just few things to look forward to:

**Inspiring Keynotes:** A leading author, social marketing strategist, brand evangelist, acting CMO of Brand Innovators and Co-Founder of Prevailing Path, Ted Rubin will keynote at the thINK 2018 General Session. thINK 2018 closing keynote will feature Jamie Clarke, Performance Coach for the 2018 Stanley Cup Champion Washington Capitals, Renowned Everest Adventurer & CEO of LiveOutThere.com. Ted will elaborate on a strategy he developed called ROR or Return on Relationship — which really reflects one of thINK's core missions of connecting people in the industry. Jamie will share his leadership strategies for teams in varying environments — which includes expeditions to the top of Mt. Everest, or helping a team win the 2018 Stanley Cup! Both will give key takeaways that you can use to move your businesses forward.

**Informative Sessions & Panel Discussions:** A full day of informative sessions and the ever-popular panel discussions provide a great opportunity to hear firsthand about print providers' experiences with inkjet and ask the questions you can't get answered anywhere else.

**Hands-On Workshops:** New this year, thINK attendees can participate in hands-on workshops across End-to-End Workflow Solutions, Media & Inks, Color Management, Sales Strategies and Marketing Techniques.

**Inkjet Innovation Awards:** Also new to thINK 2018 will be the first annual Inkjet Innovation Awards, designed to recognize Canon Solutions America production print customers who are pushing the boundaries of this game-changing technology. Judges will be looking for the degree of "winnovation" used in each entry including design aesthetics and business effectiveness, as well as the degree of innovation used in the printed piece.

See YOU at thINK 2018!



Bob Radzis  
thINK President  
SG360°  
Chief Customer Office

## WHAT'S INSIDE

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**4 / SPOTLIGHT: SANFORD HEALTH**  
Inkjet technology enables in-plant consolidation for one of the nation's largest integrated health care systems.



### 6 / THINK 2018 PREVIEW: BUILDING COMMUNITY

The buzz is building and this year's conference is stacking up to be even more informative and dynamic than previous years.



### 8 / THINK 2018 SESSIONS

Now's the time to plan the educational sessions you are going to attend at this year's conference. Check out all the great content available with this handy reference.



### 10 / THINK 2018 AGENDA

This one-page reference will be your go-to guide for everything going on during this year's thINK conference.

# NEW ON THINKFORUM.COM

## Building a community one person at a time

Since **think** was established back in 2015, one of its driving missions has been to provide a forum for its members to network, gain knowledge, discuss common challenges and share best practices. That mission has not changed. With each passing year, we've seen the user group and conference continue to grow and expand as more and more users join, sharing stories, knowledge and experiences that help the entire community succeed.

In an effort to build peer-to-peer networking and sharing, **think** has created two tools to help its members: a member directory and a print provider tool.

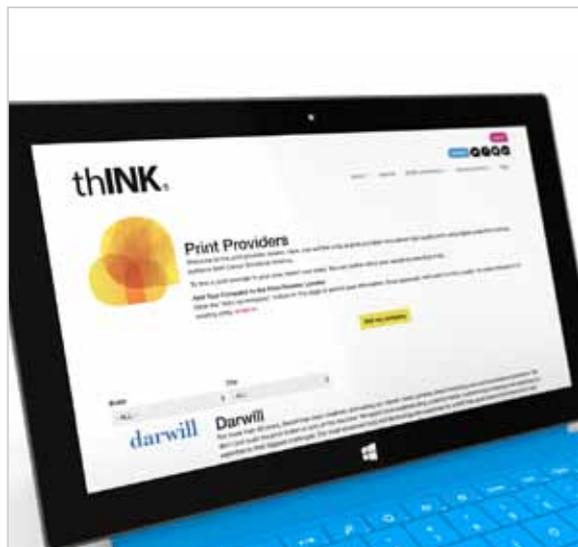
### MEMBER DIRECTORY

This year, **think** created the **think** Member Directory. This tool will be a great way to reach out to other members to share information or ask questions after the conference is over. Once you register for the 2018 conference, you will receive a link to update your **think** profile. Or you can just go to [thinkforum.com](http://thinkforum.com), login and choose edit to update your profile, opt in to the directory and add your photo.



### PRINT PROVIDER TOOL

The **think** Forum Print Provider Locator is a list of print providers who deliver high-quality print using digital production printing systems from Canon Solutions America. Do you want to be a part of it? Now, there's an easy way to add your company. Just go to the Locator page and click the "Add My Company" button to submit your information. Once approved, you'll be added to the Locator.



# INKJET ENABLES IN-PLANT CONSOLIDATION AT SANFORD HEALTH

**Most companies are lucky to have one in-plant.** But after a merger with MeritCare in 2009, Sanford Health — one of the country’s largest integrated health care systems — ended up with two of them: MeritCare’s in-house printing operation in Fargo, N.D., and its own in Sioux Falls, S.D., 240 miles south.

That may have been too much of a good thing, though.

“We had a duplication of effort,” remarks Lisa Stelter, Print and Mail Services manager.

With 23 employees between them, the two operations had a lot of redundancy in their offset and digital press capabilities. There were times when staff at each facility had very little to do.

At the same time, the distance made it difficult for Stelter to ensure brand consistency of the output between locations.

The two in-plants were ripe for consolidation, but doing so would require a printing technology capable of handling the combined volume of two operations, while cutting costs and adding speed. Inkjet was the answer, Stelter determined — specifically, the Océ VarioPrint i300 cutsheet inkjet digital press.

**“Doing more with less was ultimately my goal, and getting the Océ VarioPrint i300 has allowed us to achieve that.”**

“Truly doing more with less was ultimately my goal, and getting the Océ VarioPrint i300 has allowed us to achieve that,” she says.

The press was installed in March 2018, at the same time that the two facilities were consolidated. The inkjet press has an uptime of around 95%. “Literally, that press does not stop,” she emphasizes.

It cranks out high volumes of patient education materials, variable data mailers, forms, brochures and more. The in-plant even repurposes calibration sheets and wrinkled or imperfect pages ejected by the press’s Sentry unit into notepads.

“We have zero waste that comes off of the i300,” Stelter proclaims.

Perhaps the biggest change brought to Print and Mail Services by the Océ VarioPrint i300 was an end to the practice of printing shells on an offset press and then overprinting digital information on them.

“We send out approximately 4,000-5,000 communication letters daily,” Stelter explains. “We found ourselves having to print up thousands of monthly letterheads on our offset presses. We had to run that back through a black-and-white toner press to print the black onto the letterhead. The ability to get that done in one fell swoop [on the VarioPrint i300], versus the expense of having all those offset

(Left to right) Lauri Hoffmann (Production Coordinator); Jerrett Jennings (Large Format Operator); Mike Grush (Press Operator); Brian Kremppges (Sr. Mail Clerk); Andrew Huebert (Finishing Operator); Robert Cash (Sr. Mail Clerk); Justin Anderson (Finishing Operator); Carol Schlotfeldt (Print Supervisor); Joe Fleming (Print Operator); Mary Jansons (Print Operator); Lisa Stelter (Manager, Print and Mail)

presses and the staff to run the shells, it's just been tremendous."

Forms, too, are handled much more efficiently on the inkjet press.

"We had tons and tons of forms that we would print on the offset press," Stelter says.

To finish the high volume of booklets Print and Mail Services produces, the shop added the BLM600 in-line bookletmaking system onto the VarioPrint i300. It combines stitching, folding, spine forming and trimming in a single press to produce square-back booklets up to 224 pages thick in a variety of sizes.

"We no longer have to take that work offline and put it together," Stelter says. "We're able to put white paper in and [get] a finished product out. I love that."

Getting the VarioPrint i300 and consolidating the two facilities allowed Print and Mail Services to reduce its equipment stockpile. The in-plant went from two Xerox iGen4 digital presses, a Canon imageRUNNER ADVANCE C9075, and a Xerox Phaser 7400 to one Xerox iGen4 and from three monochrome printers to one. It also eliminated a collator, a folder, a cutter, a business card cutter, a platemaker, a laminator and much more. The in-plant held onto two of its four Ryobi presses to print envelopes.

"We consolidated our large-format operations," Stelter adds, going from two 60" printers to just one.

The consolidation brought big savings in overhead costs. The in-plant reduced its employee count by almost half, transitioning some staff to other responsibilities, and its departure from the Fargo facility not only cut expenses but benefited the company in other ways.

"We occupied approximately 10,000 sq. ft. in Fargo," Stelter says. "We have the ability now to repurpose that space for patient care."

Another efficiency that the consolidation allowed was the transition to a single job ordering method. The in-plant now uses the WRIKE project management tool. Job files reside on the corporate server and clients order them by referencing the job number.

The in-plant also installed Canon PRISMAprepare document preparation software, which enabled it to streamline 20 different workflows from one central hub.

Since adding the VarioPrint i300, Stelter no longer worries about color and brand consistency on printed pieces.

"The consistency of the color coming off the inkjet press," she says, hasn't changed since the day the shop started running it.

Stelter is pleased with the substantial cost savings inkjet has brought to Sanford Health.

"We've been able to transition a lot of work from our toner devices to the inkjet," she explains. "The toner click charge is far higher than an inkjet click charge."

Overall, she adds, 60% of the in-plant's work, both offset and digital, has moved to inkjet.

As the in-plant gains experience with the VarioPrint i300, Stelter intends to seek out new work from internal departments at Sanford Health. One source is the transactional work that is currently being sent to an outside print provider.

"My goal would be to bring that transactional print back into our environment," she says.

Sanford Health's continued growth also opens up some opportunities for additional volumes and the possibility of adding a shift.

"Having the print center set up for success so we can run a second shift ... was part of the whole consolidation plan," Stelter reveals. She is confident the VarioPrint i300 will be ready for the in-plant's peak volume period between October and February.

Stelter sees another key benefit the VarioPrint i300 provides for the in-plant — it enhances its overall value to the company.

"What it's allowed us to do is produce work as fast as we can to get communication into the hands of people that provide health care and to our patients," she says. This supports Sanford Health's core purpose, thus making Print and Mail Services an integral part of the company's mission.



(Left to right) Carol Schlotfeldt (Print Supervisor); Mary Jansons (Print Operator); Joe Fleming (Print Operator); Lisa Stelter (Manager, Print and Mail)

#PRINTCANON

# BUILDING COMMUNITY

Fourth annual think Conference to be the biggest and best one yet

Canon's Océ ProStream 1000 is one of the presses attendees can see during tours of the Customer Experience Center during think 2018.

**think 2018 is shaping up to be the most unique and substantive think conference yet.** think leaders are again expecting numbers to surpass 500 inkjet enthusiasts.

Similar to previous years, guests can expect more than 20 educational sessions, valuable networking opportunities, inspiring keynote speakers and special evening events. Session tracks this year will include Inkjet Innovations, Workflow Innovations, and Innovate for Page & Revenue Growth. Turn to pages 8 and 9 for details on all of the sessions at this year's event.

"The buzz is building and the content is already proving to be as informative and dynamic as any previous think conference – if not more," says Bob Radzis, think President.

**"The buzz is building and the content is already as informative and dynamic as any previous think conference – if not more."**

**BOB RADZIS, THINK PRESIDENT**

## KEYNOTE SPEAKERS

Like it does every year, think leaders are planning two engaging keynote speakers: Ted Rubin and Jamie Clarke.

A leading Social Marketing Strategist, Acting CMO of Brand Innovators, and Co-Founder of the recently launched Prevailing Path, Rubin believes the key to continued success for any brand is identifying with the customer. In March 2009 he started using and evangelizing the term ROR, Return on Relationship™, hashtag #RonR ... a concept he believes is the cornerstone for building an engaged multi-million member database and community.

Clarke is the performance coach for the 2018 Stanley Cup Champion Washington Capitals, a renowned Everest adventurer and CEO of LiveOutThere.com. One of a handful of people in the world who have climbed the Seven Summits — including two summits of Mt. Everest — Clarke is the creator of the successful outdoor retail company, LiveOutThere.com, which has been named one of Canada's fastest

growing businesses. Illustrating strong similarities between leading an expedition and an organization, Clarke brings audiences on a unique journey on which he demonstrates the power of teamwork, innovative thinking and an entrepreneurial spirit to conquer any goal. As he challenges participants to consider their own Everest, he inspires them to unleash the drive from within that propels adventurers and business leaders alike to new heights.

## WHAT'S NEW AT THINK 2018?

After listening to its members and embracing the community atmosphere thINK fosters, for the first time thINK 2018 will provide attendees with the opportunity to take advantage of hands-on workshops. The five workshop groups will be an hour and a half each and provide the kind of in-depth and tangible experience needed for inkjet users of all levels. Workshop topics will include:

- End-to-End Workflow Solutions
- Media & Inks
- Color Management
- Sales Strategies for Page Growth
- Marketing Your Business Techniques

Doubling down on its commitment to helping the next generation of inkjet users succeed in the ever-evolving print industry, thINK 2018 will feature its first-ever Millennial Session. The session, titled Attracting & Maintaining Millennials in the Print Industry was designed to showcase what differentiates millennials from other generations and how they continue to impact major vertical markets today. The session will discuss social and economic trends that are pushing millennials away from blue collar work; provide information on the enduring and unique traits of the millennial generation and why they are vastly different from previous generations; and highlight best practice models for attracting and retaining millennials to blue collar jobs.



Adventurer and business owner Jamie Clarke will keynote thINK Conference 2018.



Marketing Strategist Ted Rubin will be one of this year's keynote speakers.

thINK 2018 attendees can also look forward to engaging How to Sell sessions, which will highlight key factors impacting the ability to successfully sell inkjet products in the vastly evolving inkjet business landscape. Topics will include:

- Insight Selling, It Works & It Could Work for You!
- Stop Pitching, Start Solving – Helping Customers Discover What They Really Want
- Respond to Objections with Facts to Overcome Stereotypes and Grow Your Revenue
- Why Your Sales Reps Aren't Selling More Digital/Inkjet

Also new to thINK 2018 is the recently announced inaugural Inkjet Innovation Awards, which will honor unique innovation, forward-thinking strategy, and proven excellence in inkjet printing. The winners will be announced at the thINK 2018 conference and honor those pushing the boundaries of inkjet technology.

“If you consider yourself a leader or a true innovator in inkjet, this is the opportunity to show how you're using this next-generation technology to transform not only your business, but your customers' as well,” Radzis said.

“We welcome all members of this great thINK community to showcase what is possible with an inkjet press, and in doing so demonstrate the far-reaching impact this technology has on our industry.”

## CEC TOURS

As in past years, during the thINK 2018 conference, attendees are invited to visit the Canon Solutions America Customer Experience Center (CEC) on Wednesday, September 5, or Friday, September 7, for an in-depth look at the innovations changing the printing industry. At the CEC, attendees will be able to take part in product demonstrations on the Océ Prostream 1000, Océ VarioPrint i300, and Océ ColorStream 6000, as well as our latest PRISMA technologies, the Canon imagePRESS series, Océ VarioPrint TITAN and overview of the Canon Voyager technology.

# think SESSIONS

Thursday, September 6, 2018

## INKJET INNOVATION TRACK

### Commercial Success: Leveraging Inkjet to Create New Applications, Revenue Streams

8:30 - 9:20 am

Production inkjet printing technology is poised to overtake toner-based digital and conventional offset printing output for commercial print production. Hear three commercial printers provide their firsthand accounts of how inkjet is driving their commercial printing businesses forward from the standpoint of increased sales, profitability and new product applications.

**Moderator:** Mark Michelson, *Printing Impressions*

**Panelists:** Matt Novak, BFC Print; Jennifer Eberle, HighNote; and George Lawrence, Lawrence Ink

### Innovating with Inkjet and Transactional Print

9:30 - 10:20 am

Does your organization print bills, statements and other essential communications? When was the last time you thought about the opportunity to do more with these recurring customer communications? Join this discussion about key market trends and the impact that inkjet print has had on transactional communications printing environments.

**Moderator:** Karen Kimerer, Keypoint Intelligence

**Panelists:** John Mashia, IMS, Inc.; Chris Kropak, Jr., PCI Group; and John Slaney, Content Critical

### Innovations in Direct Mail

10:30 - 11:20 am

Direct mail marketing is experiencing something of a renaissance, with innovation and more robust measurement giving this traditional medium a new lease on life. What are print service providers doing to ensure their clients' messages are getting the most traction? How important is it to integrate direct mail with an omnichannel marketing program? What role does data play in ensuring campaign success?

**Moderator:** Denise M. Gustavson, NAPCO Media

**Panelists:** David Cleary, Direct Marketing Solutions; Peter Studers, Impact Solutions; and Robert Trimaldi, Compu-Mail

### What's New in Production Inkjet Innovation

1:30 - 2:20 pm

What do you need to know about the new presses from Canon Solutions America? In this session, attendees will get an update on the new Colorado, Voyager and LabelStream presses.

**Moderator:** Guy Broadhurst, Canon Solutions America

**Panelists:** Sal Sheikh, Takao Hada, and Crit Driessen, Canon Solutions America Océ

### Media Matters

2:30 - 4:00 pm

Print media is at the heart of inkjet success. Hear from a panel of industry experts about the latest media market dynamics and its impacts, challenges and opportunities.

**Presenter:** David Croll (Poing), Océ Production Printing Products

**Moderator:** Lucy Perez-Sierra, Canon Solutions America

**Panelists:** David Field, Midland; Jay Abraham, Domtar; Rick Williams, International Paper; and Michelle Garrett, Verso

## INKJET INNOVATION & WORKFLOW INNOVATION TRACK

### Production Workflow Silos: How Many Are Too Much?

8:30 - 9:20 am

Production inkjet presses now come in many sizes and configurations including web fed, sheet fed, with in-line and offline finishing capabilities, all to satisfy many different requirements. Add to that the fact that many companies have other disparate printing technologies that can complement each other, but often lead to many production silos that can limit higher levels of automation.

**Presenter:** David Zwang, Zwang Assoc.

### Production Print Workflows that Bridge the Digital and Physical Worlds

9:30 - 10:20 am

The printing industry and the demand for print have been affected by the Internet and online migration of society through social media and smart mobile devices and there is more to come! Learn how having a pathway with production print workflows can adapt to the changes and better position print providers for this not-too-distant future marketplace.

**Presenter:** Kevin Roman, Canon Solutions America

### Inkjet Innovation in Books

10:30 - 11:20 am

The book publishing industry has found a new level of equilibrium. The business model for book printing continues to change: shorter-runs, higher job frequency and days rather than weeks turnaround is the new norm. This has led to the creation of ultra-efficient, large-scale book manufacturing operations and pushed offset book printers to the brink. But there is opportunity enabled by innovation in the ability to print graphics, color-rich books at throughput and economic levels previously unattainable.

**Moderator:** Marco Boer, IT Strategies

**Panelists:** Charles Thies, Books International; Jim Clark, McNaughton & Gunn; and Ken Fultz, Bookmasters

### What Benefits Can Inkjet Bring to Your In-Plant?

1:30 - 2:20 pm

Though the decision to acquire an inkjet press is complex for any company, in-plants have the additional hurdle of needing approval from upper management. In this session we will explore how three in-plants successfully explained the value proposition and benefits of inkjet. We'll also discuss how inkjet has enhanced the strategic relevance of these in-plants to the organization, allowing them to add more value and strengthen their position.

**Moderator:** Bob Neubauer, *In-Plant Graphics*

**Panelists:** Lisa Stelter, Sanford Medical Center; Michele Woodrum, Indiana Farm Bureau; Chuck Werninger, HISD; and Marcie Carr, Commonwealth of PA

### The End-To-End Solution – “What Are Your Production and Finishing Workflow Problems and How Can You Solve Them?”

2:30 - 4:00 pm

When it comes to workflows, one size does not fit all. How do you develop, enhance and manage an end to end workflow that meets your business requirements and can reduce cycle time, increase margins, and ensure you are meeting client expectations? This hour and a half-long session is a follow up to the Production Workflow Silos session. It is designed to allow the audience to get answers to specific production and finishing workflow challenges, and share solutions.

**Moderator:** David Zwang, Zwang Associates

**Panelists:** Mark Moomjian, Canon Solutions America; Jim Tressler, CP Bourg; Mark Hunt, Standard Finishing; Pete Dolphis, Technau; Stephanie Pieruccini, Crawford; Kevin Yan, Arcis; Keith Lewis, Quadiant; and Matt Mahoney, Racami

## WORKFLOW INNOVATION TRACK

### Grow Inkjet Pages with Designers

8:30 - 9:20 am

Designing for Inkjet is even more complex than it was in 2014 when the first Designers Guide was published. The authors of the Guide 2.0 will discuss the top ways to get designers engaged and excited about working with you, while setting the ground rules for successful projects in your inkjet environment.

**Presenters:** Elizabeth Gooding, Insights Forum and Mary Schilling, Schilling Inkjet Consulting

### The New Customer Communications Delivery Hub, Powered by Inkjet Technology

9:30 - 10:20 am

Production inkjet technology is the latest catalyst for digital transformation for traditional print operations. Learn how HM Document Solutions has transformed their traditional in-plant print operation into a true customer communications delivery hub and Center of Excellence utilizing Canon Prisma technology.

**Moderator:** Susan Cotter, Madison Advisors

**Panelist:** Jason Fonner, HM Health Solutions

### Millennials and Their Effect on the Changing Business Models of Print Business

10:30 - 11:20 am

The print industry in the U.S. has a looming problem: lack of qualified labor to run existing printing operations. Millennials don't want to become print operators; the lack of educational training options speaks volumes. Yet the need for print volumes is more stable than it might appear. Automation is the key to solving the emerging gap between an aging printing plant workforce and millennials. Come learn about changing business models required and enabled by the next generation: the millennials.

**Presenter:** Marco Boer, IT Strategies

### Innovating Today for Tomorrow's Mail

1:30 - 2:20 pm

The changes and complexities of e-commerce are tumbling down traditional marketing. The new mobile environment has allowed the consumer to act immediately with digitally enhanced mail. See how the USPS is capitalizing on new and emerging technologies to keep mail relevant in a digital world.

**Presenter:** Gary Reblin, USPS

### Color Management for Inkjet

2:30 - 4:00 pm

There are numerous ways to manage color that will provide for consistent and repeatable results. This session will focus on the capabilities of the Canon Solutions America printer controllers, combined with the Océ Color Control Suite and the PRISMAprofiler to provide the best result for your environment.

**Presenters:** Ed Jansen and Sean Nestler, Canon Solutions America

**Trainer:** Rich Warner, Canon Solutions America (Color)

## INNOVATE FOR PAGE GROWTH TRACK

### Papertalk: Media News

8:30 - 9:20 am

Substrates are at the heart of inkjet success. Hear from an industry expert the latest developments with inkjet medias.

**Presenter:** David Croll, Océ Production Printing

### Steer Clear of Price: Learn How to Sell the Value of Inkjet

9:30 - 10:20 am

The session will begin with a brief overview of changing buying behaviors and the benefits of insight selling. Industry sales expert, Kate Dunn will moderate a panel of sales professionals in the printing industry who know how to use insight to create demand and lead their customers to high value inkjet applications.

**Moderator:** Kate Dunn, Keynote Intelligence

**Panelists:** Adam LeFebvre, Specialty Print Communications and Trevor Hansen, Thomas Printworks

### Stop Pitching, Start Solving – Helping Customers Discover What They Really Want

10:30 - 11:20 am

Your team already has a number of "sales questions" they like to ask customers during a call. Maybe you recognize a few of these:

- "Do you have a budget?"
- "When are you looking to make a change?"
- "Who is involved in the decision-making process?"

Your reps may benefit by asking these types of questions but your prospect gains little! These sales meetings typically end with the customer saying "Why don't you send me some information and I'll get back to you?"

"Stop Pitching, Start Solving" will show you what it takes to craft questions that ignite emotions, discover motivations, and get customers to act.

**Presenter:** Tim Wackel, Tim Wackel, Inc.

### Cutting Through the Noise to Reach Your Customers

2:30 - 4:00 pm

How do you cut through the noise and reach your customers with a message that matters? By creating a content marketing plan you can actually stick to. This workshop will help you craft that plan so that you can deliver consistent content that generates and nurtures leads.

**Presenters:** Sarah Mannone, Trekk and Kelly Mallozzi, Success In Print

## INNOVATE FOR PAGE GROWTH TRACK

### Attracting & Maintaining Millennials in the Print Industry

8:30 - 9:20 am

Learn what differentiates millennials from other generations and how they impact major vertical markets today.

**Presenter:** Warren Wright, Coaching Millennials

## Tales from the Trails of #ProjectPeacock: Inkjet is In!

9:30 - 10:20 am

What have we learned after visiting with more than 600 print customers from some of the largest ad agencies and brands in the world? INKJET IS IN! Learn how #ProjectPeacock is driving digital print dollars, educating the inkjet market, and providing plenty of printspiration along the way.

**Presenter:** Deborah Corn, Print Media Centr

### Data-Driven Marketing: How Do I Get from Where I Am to Where I Need to Be?

10:30 - 11:20 am

Print service providers clearly understand the importance of helping marketing executives do data-driven marketing. Many remain stumped about how to actually begin putting data-driven marketing to work. "What should we do first?" "Is there a right way? A wrong way? A best way?"

**Presenter:** Barb Pellow, Pellow & Partners

**Panelists:** Casey Hendrick, United Mail and Ken Orr, ICS/Taylor

### Why Your Sales Reps Aren't Selling More Digital/Inkjet

1:30 - 2:20 pm

After an exhaustive process that culminates in the purchase of a new digital/inkjet device, you stand before the sales force to talk about the possibilities and this new opportunity. If you have an underperforming sales team, this session is for you. There are reasons why the reps don't embrace digital/inkjet and there are things you can do about them to foster change.

**Presenters:** Bill Farquharson, Aspire For and Kelly Mallozzi, Success In Print

### Arm Yourself: Respond to Objections with Facts to Overcome Stereotypes and Grow Your Revenue

2:30 - 4:00 pm

thINK and NAPCO Research have teamed up for a research project to take the temperature of the downstream brand owners and marketers regarding their use and perception of print. The results of this study will be applied in a real-world workshop. We reached out to the thINK members and asked what objections they most often encounter in the sales process. Based on these responses, the session will dissect the objections and provide an entertaining approach to reviewing the "right and wrong" way to respond to these challenges which will include engagement and influence from all in attendance.

**Presenters:** Barb Pellow, Pellow & Partners;

Mark Subers, NAPCO Media; and Nathan Safran, NAPCO Research

## WEDNESDAY, SEPTEMBER 5, 2018

5:00 PM - 7:00 PM

WELCOME KEYNOTE KICK-OFF, Royal Palm Ballroom

7:00 PM - 9:00 PM

NETWORKING, FOOD & COCKTAILS IN PARTNER PAVILION, Grand Ballroom

## THURSDAY, SEPTEMBER 6, 2018

7:30 AM - 8:20 AM

INNOVATE FOR SUCCESS - BREAKFAST, Royal Palm Ballroom

TRACK	INKJET INNOVATION	INKJET & WORKFLOW INNOVATION	WORKFLOW INNOVATION	INNOVATE FOR PAGE GROWTH	INNOVATE FOR PAGE GROWTH
LOCATION	Addison East	Addison West	Estate I & II	Grand Ballroom Salon D	Grand Ballroom Salon G
8:30 AM - 9:20 AM	Commercial Success: Leveraging Inkjet to Create New Applications, Revenue Streams	Production Workflow Silos: How Many Are Too Much?	Millennials and Their Effect on the Changing Business Models of Print Business	Papertalk: Media News	Attracting & Maintaining Millennials in the Print Industry
9:30 AM - 10:20 AM	Innovating with Inkjet and Transactional Print	Production Print Workflows that Bridge the Digital and Physical Worlds	The New Customer Communications Delivery Hub, powered by Inkjet Technology	Steer Clear of Price: Learn How to Sell the Value of Inkjet	Tales from the Trails of #ProjectPeacock: Inkjet is In!
10:30 AM - 11:20 AM	Innovations in Direct Mail	Inkjet Innovation in Books	Grow Inkjet Pages with Designers	Stop Pitching, Start Solving — Helping Customers Discover What They Really Want	Data-Driven Marketing: How Do I Get From Where I Am to Where I Need to Be?
11:30 AM - 12:20 PM	PARTNER PAVILION, Grand Ballroom				
12:20 PM - 1:20 PM	LUNCH IN PARTNER PAVILION, Grand Ballroom				
1:30 PM - 2:20 PM	What's New in Production Inkjet Innovation (session ends at 2:30)	What Benefits Can Inkjet Bring to Your In-Plant?	Innovating Today for Tomorrow's Mail	Keep Your Press Running - More Predictable Press Performance	Why Your Sales Reps Aren't Selling More Digital/Inkjet
2:30 PM - 4:00 PM	Media Matters	The End-to-End Solution: "What Are Your Production and Finishing Workflow Problems and How Can You Solve Them?"	Color Management for Inkjet	Cutting Through the Noise to Reach Your Customers	Arm Yourself: Respond to Objections with Facts to Overcome Stereotypes and Grow Your Revenue
4:00 PM - 6:00 PM	PARTNER PAVILION, Grand Ballroom				
7:30 PM - 10:00 PM	DINNER AT BEACH CLUB				

## FRIDAY, SEPTEMBER 7, 2018

8:00 AM - 9:00 AM

BREAKFAST, Royal Palm Ballroom

9:15 AM - 10:15 AM

think WRAP-UP, Royal Palm Ballroom  
Inkjet Innovation Awards Winners Announced | Klik Winners Announced

10:15 AM - 11:30 AM

CLOSING KEYNOTE, Royal Palm Ballroom

12:00 PM - 4:00 PM

CUSTOMER EXPERIENCE CENTER TOURS & DEPARTURES

For more about each session and its presenters, visit [thinkforum.com/event-calendar](http://thinkforum.com/event-calendar) and click on the session title.

# POSSIBILITIES WITHIN REACH

## TOGETHER WE GO FURTHER

For the seventh consecutive year, Canon Solutions America is the worldwide leader in total high volume inkjet market share. Our commitment to our customers' successes, along with our award-winning inkjet product line, enables us to help customers reap the benefits of inkjet technology. The real winning combination though for Canon Solutions America is growing with our customers and pushing the realms of what is possible with production inkjet.

**VIEW THE INFOGRAPHIC — PRODUCTION  
INKJET: SEE HOW WE INNOVATE**  
[PPS.CSA.CANON.COM/LEADER](https://pps.csa.canon.com/leader)

— By —  
**2024**

inkjet printing technology is projected to account for **over one-half of all digital print volume**, according to industry reports.

877-623-4969 [CSA.CANON.COM](https://CSA.CANON.COM)

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# think FORWARD

Inkjet Networking and Knowledge



19

¢ / 4.8 HOURS

Total cost to print this issue of

the think newsletter: 19¢

Press Time: 4.8 hours

Compare that to 39¢ per piece and 8 hours  
and 20 minutes of press time on a 100 page  
per unit toner engine. Supply and service  
cost of inkjet was .085¢ per set and .30¢ for  
toner per set. **That's profitable print!**

#### PRODUCTION NOTES

PAPER: International Paper Accent® Opaque Digital Super Smooth  
with ImageLok® Technology, 80# Text

PRESS: Océ VarioPrint i300

think is an independent community of Canon Solutions America  
production print customers, solution partners, and print industry experts.  
Led by some of the most successful inkjet service providers in the country,  
it provides a forum for members to network, gain knowledge, discuss  
common challenges, and share best practices.

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