

## 2024 PIAS Convention Agenda

### **Sunday June 2**

1:00 – 5:00 pm Registration

6:00 – 7:30 pm. Chairman's Reception Sunrise Deck

### **Monday June 3**

7:00 – 7:45 am

Debbie Nicholson, Think to Ink

Selling Wide Format: Listening to Customer Needs & Wants

8:00 – 9:00 am

Kristin Scroggin, genWhy Communications

Bridging Generational Gaps

9:15 – 10:40 am

Debbie Nicholson, Think to Ink

Effective Marketing Language that Will Expand Your Grand Format Business

10:45 – 11:45 am

Ralph Williams, MTSU

Extracting Actions from Financials: What Should We Do?

1:00 pm. Golf Scramble at Baytowne Course

### **Tuesday June 4**

7:00 – 7:50 am

Peter Schaefer, New Direction Partners

Succession Planning

8:00 – 9:00 am

Stephen Price, Jackson Lewis

Employment & Labor Law Update

9:15 – 10:15 am

Peter Schaefer, New Direction Partners

8 Mega Trends Driving Success in the Printing Industry

10:30 – 11:30 am

Greg Lovensheimer, Millcraft Paper

Navigating the Turbulence in the Printing Paper Supply Chain

6:00 – 7:00 pm. Awards Reception

7:00 – 10:00 pm. Awards Dinner & Presentations

**Wednesday June 5**

8:00 – 10:00 am. Farewell Breakfast