



Print Buyers Program at GOA 2009 Offers Insights for Both Print Buyers and Printers on How Best to Work in Today's Environment

Two of the industry's leading experts, Margie Dana and Frank Romano, team up to deliver a crash course on the basics of buying print in 2009

Miami Beach – February 6, 2009 – Today's challenging economic climate imposes unique and sometimes confusing operating conditions on print buyers and printers alike.

At Graphics of the Americas 2009, both sides of the equation will be able to sharpen their skills and gain new insights into the latest technologies and the wealth of additional options available to them at the Print Buyers Workshop and Print Buyers Panel sessions running Thursday, Feb. 26th and Friday February 27th here in Miami Beach.

First on the GOA agenda is a double session, half-day Print Buyers Workshop on Thursday, Feb. 26th, from 1:00 pm – 5:00 pm and aimed at print buyers, designers, sales and marketing professionals, customer service representatives and others involved with buying print for their organizations. Lead by two of the industry's leading print buying experts, Margie Dana, founder of Print Buyers International, LLC, and Frank Romano, Professor Emeritus, Rochester Institute of Technology, the workshop is a great primer for those new to sourcing print and even those new to selling it, as well as more seasoned veterans who may benefit from their peers' perspectives.

The Print Buyers Workshop will focus on latest technology and new media, and how these will affect those involved in buying print. It will cover the major printing processes, paper issues, proofing options, industry terminology and current trends and will also educate buying professionals on how best to work with printers today. Workshop session topics include:

- Understanding the Printing Landscape
- Buying Print - Start Here (How to source print cost effectively)
- Everything You Must Know About Proofs
- Good Job Specs - the Why and the How of It
- Paper Information for New Buyers

Each attendee will receive a valuable workbook with all of the presentation materials included.

Also at GOA 2009, on Friday, February 27 at 10:30 am – 12:00 pm Margie Dana will convene a panel of print buyers that is designed to educate printers on how best to work with print buyers today. Four print buyers from different industries will give their views on the latest printing technology as well as new media and how it will affect them. They'll have an open conversation about their biggest challenges as print buyers - and what they're doing to become recession-proof.

GOA is the premier Exposition and Conference for the printing and publishing industry in the Americas and the Caribbean, and will take place February 26-28, 2009 in Miami Beach, Florida (www.GOA2009.com).

About Margie Dana, Founder Print Buyers International, LLC, and Boston Print Buyers

Margie Dana is a former print buyer who turned her passion for printing into a print consulting business. Her popular e-column, *Margie's Print Tips*, is designed to build bridges between the printing industry and its customers. Today this weekly publication is seen worldwide by 15,000 subscribers in 36 countries. *Margie's Print Tips* has been the staple of print professionals worldwide for 10 years.

Margie Dana is the founder of **Print Buyers International, LLC**, an international organization that's dedicated to serving buyers worldwide through online education and event production. She also founded **Boston Print Buyers**, a Division of Print Buyers International, which brings networking and educational opportunities to New England professionals who purchase or influence the purchase of printing.

She has produced three annual print buyer conferences and is a highly sought after speaker worldwide.

About Frank Romano, Professor Emeritus, Rochester Institute of Technology

Frank Romano has spent 50 years in the printing and publishing industries. Many know him best as the editor of the *International Paper Pocket Pal* or from the hundreds of articles he has written for publications from North America and Europe to the Middle East to Asia and Australia.

He is the author of over 45 books, including the 10,000-term *Encyclopedia of Graphic Communications* (with Richard Romano), the standard reference in the field. He has founded eight publications, serving as publisher or editor for *TypeWorld/Electronic Publishing* (which ended in its 30th year of publication), *Computer Artist*, *Color Publishing*, *The Typographer*, *EP&P*, and both the *NCPA and PrintRIT Journals*.

Romano lectures extensively, having addressed virtually every club, association, group, and professional organization at one time or another. He is one of the industry's foremost keynote speakers.

He has consulted for major corporations, publishers, government, and other users of digital printing and publishing technology. He has been quoted in the *New York Times*, *Wall Street Journal*, *Times of London*, *USA Today*, *Business Week*, *Forbes*, and many other newspapers and publications, as well as on TV and radio. He continues to teach

courses at RIT and other universities and works with students on unique research projects.

About Graphics of the Americas (GOA)

Now in its 34th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., an industry trade association. Taking place each year in Miami Beach, Fla., GOA is the print industry's second largest, annual combined exposition and education event in the U.S. With worldwide attendance and exhibitors, GOA is one of the only conferences that attracts print providers, suppliers and creative professionals. For 2009, GOA will be held Feb. 26 - 28, and will be a one-of-a-kind international event that showcases the convergence of industry knowledge, products and technology. For more information call 1-800-331-0461 or visit www.GOA2009.com. Outside the U.S. and Canada, dial +1-407-240-8009.

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