



Graphics of the Americas 2009 Announces “Supervising Print Production” Two-Day Seminar

Miami Beach -- December 4, 2008 -- Rick Green’s popular “Supervising Print Production” seminar will come to Miami Beach as part of Graphics of the Americas 2009’s (GOA) line-up of educational conferences. GOA takes place February 27-28, 2009 in Miami Beach, Florida.

GOA is the premier Exposition and Conference for the printing and publishing industry in the Americas and the Caribbean.

According to George Ryan, president of GOA, the two-day seminar will help print production supervisors elevate and hone their managerial skill sets, which in today’s challenging environment have become more critical than they have in some years.

This two-day workshop, a Printing Industries of America* program facilitated by Rick Green of Green Communication Strategies, will show supervisors how to enhance their communications skills and leadership strategies in one-on-one and group situations, as well as develop their skills for facilitating performance.

“Supervision is a tough job. Traditionally our industry has taken the best craftspeople and promoted them into supervision. But the skills to supervise are very different than the skills needed to operate production equipment,” says Green.

“At GOA 2009, new and even experienced supervisory-level attendees will walk away better equipped with critical skills and strategies that will help them become more effective managers and give them the ability to support higher employee performance. In these demanding times, these are the skills that industry professionals and companies can bank on to have a positive impact,” Green explains.

Over the span of the two days, the nine seminars will include topics such as:

- The Role of a Supervisor
- Transforming Your Workgroup into a Higher Performing Team
- Leading Participation & Involvement with Facilitative Leadership
- Integrating Differences & Managing Conflicts
- Providing Feedback for Optimizing Employee Performance
- Problem Solving Skills

- Goal Setting
- Planning, Organizing, & Communicating
- Delegating

“Rick Green has advised top executives around the world regarding organizational communication, and so we are honored and privileged to have him coach our attendees,” says Ryan. “This two-day seminar fits perfectly with GOA’s major emphasis on delivering educational tracks that offer real world relevance.”

Green has been a consultant for Printing Industries of America (formerly PIA/GATF) for 13 years, and has advised printing managers from companies such as Seven Worldwide, R.R. Donnelley, Freisen’s Publishing and Great Lakes Printing.” (See addendum for full biography on Rick Green.)

To register for the Supervising Print Production two-day seminar go to: www.GOA2009.com. Early registration before February 1, 2009 is \$395 USD; Conference Registration after February 1, 2009 is \$495 USD.

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 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.

* *formerly PIA/GATF*

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Media Contact:

Helene Smith

HSPR

+1 321-388-6511

smith@helenesmith.com



(Addendum)

Graphics of the Americas 2009

**Rick Green – Green Communication Strategies
Biography**

As an experienced business coach, Rick specializes in coaching and training executives and managers in organizations worldwide. He has advised top executives in the U.S. as well as in England, France, Norway, South Africa, India, Singapore, Japan, Canada, South America, Central America, and The Caribbean.

Before establishing Green Communication Strategies, Rick was employed by leading international consulting, training, and information technology organizations. He was Vice President of Communication Development and Director in the Quality College of Phillip Crosby Associates; a Senior Training Consultant for Learning International; and a Marketing Specialist for Unisys Corporation. Major Fortune 50 and 500 companies have implemented his training products in communication, cultural diversity, leadership, and team skills. He has spoken at the Continuous Improvement Network Conference (CIN), the WOA Conference, NAPL's Management & Leadership Institute, Association for Graphic Art's Training Conference (AGAT) and at Clemson University's Bill Treadaway Leadership Forum.

He has trained and coached hundreds of professionals in organizational communication, change management, continuous improvement, management development, leadership, supervisory skills, facilitation, coaching, training, presentation, interviewing, sales, interpersonal, and team process skills. Rich has worked as a consultant to Printing Industries of America (formerly PIA/GATF) for 13 years and has worked with hundreds of printing managers from companies such as Seven Worldwide, R.R. Donnelley, Friesen's Publishing and Great Lakes Printing.

His commentary on communication, leadership and organizational cultural change has appeared in *Training Magazine*, *GATF World*, *Artés Gráficas*, *Management Portfolio*, and *The Quality Update*. Rick currently serves as a faculty member in communications for the Illinois Institute of Art-Chicago.