

Print Buyer Panel

February 27th, 2009

Graphics of the Americas

MARGIE DANA, MODERATOR

Former print buyer turned print industry consultant, Margie is the founder of Print Buyers International and its member-based organization, Boston Print Buyers. Her mission is to build bridges in the industry between printers and print purchasers, and she does this in several ways.

Every Monday since 1999, she's published *Margie's Print Tips*, her free e-newsletter that has an audience of 15,000 people worldwide. To subscribe, visit www.printbuyersinternational.com. Margie is also the Senior Contributing Editor of *Print & Media Buyer*, the only US print buyer publication, produced by *American Printer* magazine.

Margie is widely considered the leading print-buying expert. She's a sought-after public speaker on the topic of printer/print buyer relationships who has made presentations in the UK and in New Zealand as well as all over the US.

For three years, Margie has produced an annual Print Buyers Conference. The 2009 conference takes place November 3rd - 5th in Westford, MA.

PANELISTS

Jim Fellows, Manager, Front List Procurement, Pearson Education

Jim Fellows has been the Manager of Front List Procurement for Pearson Education in Boston, MA for 10 years. He's responsible for handling all aspects of book, composition, printing and bindery for Pearson's soft side titles in the K-12 division. In his previous life he managed direct mail production for companies like Reader's Digest, Publisher's Clearing House and the Paralyzed Veterans of America. Jim has a Bachelor of Science degree from the Rochester Institute of Technology in Printing Management and Science.

Alan M. Hamil, Purchasing Manager, Fortegra Financial Corporation

Fortegra Financial Corporation is one of the nation's leading insurance services and marketing companies. As the purchasing manager of Fortegra Financial, Alan is responsible for the strategic sourcing and procurement of all goods and services used by Fortegra and its associated companies.

Alan joined Life of the South (A Fortegra Company) as a print buying consultant in 2004 and shaped the print procurement program now used by all Fortegra companies.

Prior to holding his current position, Alan spent 15 years selling commercial printing for a national printer and later specialized in financial print sales.

Lynn Hamilton, Production Manager, Oceania Cruises

Lynn has been purchasing for Oceania Cruises for almost four years. She buys all of their direct mail and is an active member of the Miami-Dade County PCC.

In addition, Lynn works on print collateral for travel agents, which includes various shells and post cards that are season specific. All design is done in-house, so many different projects come up that run anywhere from the common to the unique, like pop-up calendars, etching plates for awards, CD duplication for ad files for release to travel partners with packaging, variable birthday cards, variable retention letters to future guests, corporate stationery, posters and banners. Quantities vary from one banner to 350,000 112 + cover perfect bound brochures. Lynn assists in paper specification on all new projects, including shipboard collateral.

Her previous experience ranges from paste up in the 80's, to working as a production person in a midsize commercial photography studio, to prepress production which lead to sales. Lynn has a degree in ad design, and she's currently a junior at a private local university going for her bachelor's degree. Her husband is a creative director.

Zarie Lorow, Production Manager, Starmark International

For more than three decades, Zarie Lorow has been involved in nearly every aspect of paper production and printing – from all sides of the desk: manufacturer, end user and advertising agency.

Ms. Lorow began her career as a Production Assistant with Keller Industries, before taking her knowledge and skill set to the pharmaceutical industry, serving as Sales Promotions Manager at Key Pharmaceuticals and Product Manager at IVAX. Her value in sales support emerged in her appointment as Specification Sales Manager at paper distributors and manufacturers, Zellerbach/Xpedx and Stora Enso, where she worked with corporations, agencies, design firms and printing sales representatives to advise them in the best use of printing paper. Her most recent experience on the client side includes serving as Production Manager for the high-end Silversea Cruises, where she explored techniques that utilized custom-made papers, sophisticated printing techniques and watermarks designed to influence high-end cruise passengers.

Currently, Ms. Lorow is Production Manager at Starmark International, a full-service branding, advertising and Internet marketing firm. At Starmark, she continues to leverage her knowledge of paper and printing to best serve the goals of a wide range of business-to-business and business-to-consumer companies.

Print Buyer Panel Discussion

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Panelists:

- **Jim Fellows**, Manager, Front List Procurement, Pearson Education
- **Alan M. Hamil**, Purchasing Manager, Fortegra Financial Corporation
- **Lynn Hamilton**, Production Manager, Oceania Cruises
- **Zarie Lorow**, Production Manager, Starmark International

1. Tell us about your current position. Major responsibilities?
2. How much of your role is related to sourcing/managing print? Is this percentage growing, shrinking, or fairly stable?
3. Let's not waste any time. What is your biggest challenge working as a print buyer today?
4. Let's talk about the role of professional print buyers: is it changing?
5. How is the economy affecting your role, and what's your prediction about the future of print buying in the US?
6. The growth of social media is quite phenomenal. Do any of these sites play a part in your organization's marketing campaign? Are you involved?
7. What's likely to change about your print buying behaviors/needs in the next few years?
8. What's your company's stance on the environment? How important is going green with the print you purchase?
9. Digital vs. offset: what are you producing and is the 'mix' changing?
10. Are you currently buying any print outside of the US? Why/why not?
11. Tell us what techniques and/or materials would really get your attention from a printer who wants to impress you as a new customer.
12. What advice would you give to people who were just getting into the print buying field?
13. What are your favorite resources - books, web sites, thought leaders, events, publications...?