



Invite you to attend a special dinner meeting --

# Print Media . . . Future Insights from a Buyers' Perspective

Thursday, March 18, 2010 \* Holiday Inn, Plainview, NY

This program will focus on the opportunities, concerns and challenges experienced by Long Island's marketing executives, local print buyers, designers and specifiers, ranging from the cost effectiveness of sustainable purchasing practices to partnering with local suppliers to gain an advantage in this most difficult economic environment.

Results from a recent multi-client research study entitled **"Print Global, Think Local"** will shed new insights on current and future challenges facing the print media. Topics for discussion will include:

- \* Current awareness levels and purchasing considerations for local and sustainable print sourcing
- \* The value of Sustainable Green Certification and environmental responsibility
- \* Key purchasing factors/requirements when considering new suppliers

The panel will consist of:

- Thaddeus B. Kubis, NAK Integrated Marketing, Moderator
- John Rebecchi, Sr. VP/Marketing & New Business Development, Disc Graphics
- Nick Patrissi, Senior Partner, Partner Providers Inc.

Panelists representing DMALI to be added.

- Special Guest: Evette Beckett-Tuggle, Executive Director of Nassau County Office of Economic Development

Please see reverse of this flyer for further information about our panel of speakers.

To register, return form below to PIA, visit [www.PIAlliance.org](http://www.PIAlliance.org) or call PIA at 800/777-4742 or 908/233-4124.

## Print Media . . . Future Insights from a Buyer's Perspective

Thursday, March 18, 2010  
6:00 pm – 9:00 pm

**Holiday Inn Plainview**  
215 Sunnyside Blvd.,  
Plainview, NY 11803  
(516) 349-7400

**Cost:** PIA/DMALI Members:  
\$40.00 per person  
Non-Members: \$55.00 per person

**RSVP:** Use form at right, visit [www.PIAlliance.org](http://www.PIAlliance.org) or call PIA at 800/777-742 or 908/233-4124.

## REGISTRATION FORM: Thursday, March 18, 2010

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADD'L GUESTS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

CREDIT CARD: Name on Card  Visa  AmEx  MasterCard

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

Fax to Printing Industries Alliance at 716/691-4249.

## **About our panelists:**

### **Thaddeus B. Kubis, President, NAK Integrated Marketing Inc.**

For nearly 30 years, Thad has developed NAK Integrated Marketing Inc. into an internationally known, innovative marketing resource. Addressing highly sophisticated B2B and B2C customers, NAK has developed successful offline and online strategies that link traditional media with emerging technologies, resulting in highly effective marketing and communications programs for some of the world's largest corporations. Clients have included Air France, The Print Council, JP Morgan Chase, MasterCard, Columbia University, Kodak, The New York Knicks, Pitney Bowes, Xerox, Heidelberg and Albany Law School. NAK has remained at the forefront in adapting advanced marketing technologies for the development of seamless and powerful initiatives to increase sales and profits.

### **Nick Patrissi, Senior Partner, Partner Providers Inc.**

Nick Patrissi has recently transitioned from a successful sales and marketing career with brand leading companies in the graphic arts, where he was responsible for sales, marketing and building company brand presence. Nick is currently senior partner in Partner Providers Inc. and president and founder of Marketing Business Acceleration Inc., a New York based marketing research and business development firm. He also enjoys his role as an adjunct professor at New York City College of Technology and serves as a moderator, panelist or seminar leader for a number of industry associations

### **John Rebecchi, Disc Graphics, Senior Vice President of Marketing and New Business Development, Disc Graphics**

Disc Graphics is a leading producer of printing and folding carton packaging for the pharmaceutical, luxury goods, cosmetic and personal, and home entertainment markets. Mr. Rebecchi has been in the packaging business for over 25 years and has extensive experience in package design and development, with applications as diverse as DVD box sets to private-label pharmaceutical packaging. Mr. Rebecchi travels extensively speaking with companies on how to analyze their current packaging and develop eco-friendly alternatives, including AT&T, Rosetta Stone, the Entertainment Media Group representing major film studios and other consumer product companies. He is a longtime board member and former president of the Hauppauge Industrial Association, which represents over 1000 members and was on the small business advisory council for Congressman Steve Israel.

## **SPECIAL GUEST:**

**Evette Beckett-Tuggle, Executive Director, Business Development Unit of the Nassau County Office of Economic Development** Evette Beckett-Tuggle is responsible for business attraction, retention and development for the County. Additionally, Evette oversees the County's Empire Zone Program which offers special incentives to new and expanding commercial and industrial businesses to encourage economic and community development, business investment and job creation.