

# AZ Creative Media & Print Expo

## RETRO MEETS TECHNO-DADDY-O!

Register today!

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THURSDAY, MAY 15TH, 2008 • HOTEL VALLEY HO • SCOTTSDALE



### SEMINAR SCHEDULE

Track 1 • Creative Illumination – Adobe

Track 2 • Pre Press Success!!

Track 3 • Creative Marketing Combined w/Print

Time	REGISTRATION		
8:00am - 6:00pm	REGISTRATION		
8:30am - 9:45am	<p><b>Closer Collaboration using Acrobat 8!</b> Get Fast &amp; Efficient!! <b>Presenter:</b> Kelly McCathran, Certified Adobe Specialist</p>	<p><b>It's Not You!! It's Your Color Calibrations!!</b> Getting the color you want and the results you need! <b>Presenter:</b> Daniel Dejan, Sappi Fine Papers</p>	<p><b>Building an Exclusive Audience!</b> Concentrate your marketing efforts to deliver the message exactly where you want it!! <b>Presenter:</b> Andy Van Oostrum, Sales &amp; Strategy, eROI</p>
10:00am - 11:15am	<p><b>Animating in Flash!!</b> <b>Presenter:</b> Kelly McCathran, Certified Adobe Specialist</p>	<p><b>Pre-Press Performance Anxiety</b> Files that ACUTALLY print as you intended! <b>Presenter:</b> Daniel Dejan, Sappi Fine Papers</p>	<p><b>Beyond Paper: Innovative Ideas for Alternative Substrate Applications.</b> Think Lenticular is cool? Learn about this &amp; more! <b>Presenter:</b> Steve Sprinkel, Hatcher Press, San Francisco</p>
11:30am - 1:00pm	KEYNOTE LUNCHEON • Associate Professor Brian Lawler, Cal Poly: "This is NOT Your Father's Communications Business!!"		
1:15pm - 2:30pm	<p><b>The Honeymoon Phase is OVER!!</b> You fell in love with InDesign, NOW you need efficiency!!!! <b>Presenter:</b> Kelly McCathran, Certified Adobe Specialist</p>	<p><b>Leap Out of the Mailbox with Amazing Direct Mail!!</b> Invigorate your marketing with Direct Mail that Sings like Ol' Blue Eyes himself!! <b>Presenter:</b> A TBD USPS Marketing Specialist</p>	<p><b>The Emerging Media ~ Welcome to the Revolution!</b> Delivering Content in multiple formats, like Marilyn did! <b>Presenter:</b> Mark Nardozi, MacMedia</p>
2:45pm - 4:00pm	<p><b>InDesign's Entourage!!</b> Advanced Illustrator, Flawless Photoshop <b>Presenter:</b> Kelly McCathran, Certified Adobe Specialist</p>	<p><b>FSC &amp; Beyond: What's all the Fuss About?</b> A "sustainable" way to approach any project and finish environmentally sound! <b>Presenter:</b> A TBD representative from Mohawk Fine Papers</p>	<p><b>Take the Fear out of Getting Personal!!</b> Enhance your Marketing Campaigns with Personalization! <b>Presenter:</b> Cat Moriarty, Editor, Deliver Magazine -USPS</p>
4:00pm - 7:00pm	EXHIBITS & ONE SWINGIN' RECEPTION OPEN!		