



Pittsburgh Society of  
Association Executives

FRIDAY, APRIL 9 MEETING NOTICE  
PRINTING INDUSTRIES OF AMERICA

200 Deer Run Road  
Sewickley, PA 15143

[www.printing.org](http://www.printing.org)

Exit 66 off of I-79

Located in the I-79 North Industrial Park  
1st building on the right when you come up Deer Run Road

8:30 AM Registration; 9 – 11:30 AM Program; 11:30 AM Reception;  
12:00 PM Lunch and Program

**Morning Program: “Is Print Dead or Alive? A 360° View”**

Join us for an important and timely discussion on the critical issues facing non-profits – and for-profits – as it relates to the future of print media. Are your leaders pressuring you to go “all electronic” but your customers still want printed products? Are your advertisers affecting your print vs. electronic media budgetary decisions? What impact has the social media phenomena made on your printed product lines?

If these are some of the questions that keep you up at night, then you should be at this session to learn more about this topic from some of the best in the business. At this program, you will learn more about print media strategies, striking a balance between print and social media, situational marketing based on customer needs, plus ways to customize your print media strategies to meet your organization’s needs.

**Panelists:**

Michael Schindel, President, Advertisers Associates

And other experts to be confirmed soon!

**Luncheon Program:** Print is often criticized for its loss of value and importance in the market, as well as its impact on the environment. During this luncheon session we discuss the printing industry and the attributes that make it an environmentally and socially responsible industry. As part of the program a brief tour of the Printing Industries of America print facility will take place.

Presented by: Lisa Rawa, Vice President, Marketing, Printing Industries of America

PROGRAM & LUNCH: PSAE MEMBER \$60 \_\_\_ NON MEMBER \$90 \_\_\_  
MORNING ONLY: PSAE MEMBER \$40 \_\_\_ NON MEMBER \$70 \_\_\_  
LUNCH ONLY: PSAE MEMBER \$35 \_\_\_ NON MEMBER \$50 \_\_\_  
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Register online at [www.psaе.org](http://www.psaе.org) or

Remit this completed form along with a check payable to PSAE to:

**PSAE**

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**Pittsburgh, PA 15236**

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