

## Printing Industries of America 2018 Color Conference

Saturday 1/13/2018

Pre-Conference	
TIME	
10:00 a.m.–1:00 p.m.	Pre-Conference registration
1:00 p.m.–4:00 p.m.	Color Management 101: The Complete Primer – Don Hutcheson, President, HutchColor
4:00 p.m.–6:30 p.m.	Conference registration
5:30 p.m.–6:30 p.m.	Welcome reception

Sunday 1/14/2018

TIME	Main Stage	Print & Production	Brand & Design	Emerging Technology
7:30 a.m.–7:45 a.m.	Registration			
7:45 a.m.–8:15 a.m.	Continental Breakfast			
8:15 a.m.–8:30 a.m.	Welcome Introductions			
8:30 a.m.–9:45 a.m.	The Psychology Behind Color, Design, and Interaction – David M. Hogue, Ph.D., Google			
9:45 a.m.–10:00 a.m.	Vendor Resource Break			
10:00 a.m.–11:00 a.m.	Tech Track Xerox & X-Rite	G7: Yes it Works On That! – Ron Ellis, IDEAlliance	Color: How Do You See It? – Brian Lawler, California Polytechnic State University	Beyond Color: Capturing Appearance Characteristics – Thomas Meeker, X-Rite Pantone
11:10 a.m.–12:10 p.m.	Tech Track 3 & 4	Benchmarking Output Device Performance – Dave Hunter, Pilot Marketing Group	G7 and Great Picture Making – John Thorburn, Canon USA	Brilliant! What's New With Optical Brighteners – Peter Pretzer, Fujifilm and Son Do, Rods and Cones
12:10 p.m.–1:10 p.m.	Lunch			
1:10 p.m.–2:10 p.m.	Tech Track GMG Americas & 6	When Good Digital Color Goes Bad – Michael Riebesehl, Xerox Corp	How Color Specificity Brings About Efficiency – Adrian Fernandez, X-Rite Pantone	Illuminating Advancements in LED Lighting – James Summers
2:20 p.m.–3:20 p.m.	Tech Track Heidelberg & 8	Managing Color with Apple's New Colorspace – Kevin O'Connor, Make Color Behave	Color Management in Photoshop CC – Son Do, Rods and Cones	Metallics: Technology, Methodology, & Opportunity – Charles Dickinson and Mary Roddy, Xerox Corp.
3:20 p.m.–3:50 p.m.	Vendor Resource Break			
3:50 p.m.–5:00 p.m.	You're Not the Boss of Me: My Slightly Ironic Creative Journey – Brian Yap, Adobe			
5:00 p.m.–6:00 p.m.	Vendor Reception			

Monday 1/15/2018

TIME	Main Stage	Print & Production	Brand & Design	Standards and Research
7:30 a.m.–8:00 a.m.	Registration			
8:00 a.m.–8:30 a.m.	Continental Breakfast			
8:30 a.m.–9:45 a.m.	Design, Color, and Motion – Dan Boyarski, Carnegie Mellon University, School of Design			
9:45 a.m.–10:00 a.m.	Vendor Resource Break			
10:00 a.m.–11:00 a.m.	Tech Track 9 & 10	End Goal: Brand Color Accuracy – Scott Thompson, sgsc	Manage PDF Brand Colors Like a Pro – Juergen Roesch, CGS	What's New in Standards and Why Should You Care? – Ray Cheydeur, X-Rite Pantone
11:10 a.m.–12:10 p.m.	Tech Track 11 & 12	Expanded Gamut Separation the Right Way – Birgit Plautz, GMG Americas	Pigment to Print: Accurate Color in the World of Art Reproduction – Christopher Campbell, Campbell Studio and Franz Herbert, Chameleo	First 6.0: The Scoop – Joe Tuccitto, FTA and Mark Mazur, E. I. du Pont de Nemours and Company
12:10 p.m.–1:10 p.m.	Lunch			
1:10 p.m.–2:10 p.m.		Analysis of Expanded Gamut Printing – Steve Upton, CHROMIX	Remote Proofing: How Global Brands are Doing It Right – Eric Dalton, GMG Americas	iccMAX: What Makes it Different? – William Li, Kodak
2:20 p.m.–3:20 p.m.		High Speed Inkjet: Get Great Color with Less Ink – Dr. Mark Bohan, Heidelberg	It's "IN" the Package: Using AR for Unlimited Branding – Erica Aitken, Road and Cones and Cynthia Walas, Walas Younger Ltd	Color Measurement on a Budget – Dave Hunter, Pilot Marketing Group
3:20 p.m.–3:50 p.m.	Vendor Resource Break			
3:50 p.m.–5:00 p.m.	Diageo: Anatomy of a Strong Color Management Program – Barry Sanel, DIAGEO North America			
5:00 p.m.–6:00 p.m.	Farewell Reception			

Tuesday 1/16/2018

Partner Programs	
TIME	Main Stage
8:00 a.m.–8:30 a.m.	Continental Breakfast
8:30 a.m.–9:30 a.m.	Global Brand Consistency: How 3M Makes it Happen – Lisa Price, 3M
9:40 a.m.–10:40 a.m.	Brunch with the Standards Gurus, Moderated by Don Schroeder – Fujifilm
10:40 a.m.–11:00 a.m.	Wrap Up Game
11:00 a.m.	Adjourn