

## ING/Print 2019 conference to feature 'Black Hawk Down' speaker

► NEWS & TECH STAFF REPORT

The **ING/Print 2019** conference is taking place Oct. 4–5 in Chicago.

The International Newspaper Group event is a chance for industry executives and insiders to “engage with top management in newspapers to meet demands in today’s market.”

Giving the conference leadership keynote is Keni Thomas, author, speaker, country musician and decorated former U.S. Army Ranger.

In the summer of 1993, Staff Sergeant Thomas was deployed to Mogadishu, Somalia, as part of an elite special operations unit. On Oct. 3, Thomas and his fellow rangers engaged in an eighteen-hour firefight that would be recounted in the book and movie “Black Hawk Down.” Eighteen Americans died and more than 70 were wounded in what’s known as the Battle of Mogadishu.

Thomas is a recipient of the Bronze Star Medal for valor.

In his presentation, titled “Get It On! What It Means to Lead the Way,” Thomas will deliver a message with lessons from that event, according to conference promoters. “Leadership has never been about the rank or the position you hold. It’s about the example you set. There are people to your left and to your right who are counting on you and it’s up to you to deliver. But you will only be as good as you prepared yourself to be,” he says.

Jason Taylor, president of New Media Investment Group Ventures and GateHouse Live Promotions and Events will give an industry keynote at the event. Joe Deluca of the Tampa Bay Times will also provide an industry keynote.

News & Tech talked to three ING board members about the conference, and sounded them out on cost-savings and recycling as well. Below are their responses.

## ING board members talk conference, cost savings

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### Brian Karnick

SVP Manufacturing, Tribune Publishing



**N&T: What has been your most effective cost-savings solution (workforce excluded)?**

Having been heavily involved in Lean Manufacturing methodologies, I try to always focus on waste. The easiest way to define waste is a product or service that

our customers are not willing to pay for, or that does not support our organizational goals. Waste in our industry could be as straightforward as excessive startup copies, returns, ink/water applied, color utilization, missed inserts or any of a number of consumable/process waste. Waste could also take the form of lack of process controls such as tracking of inserts, excessive insert zoning depleting efficiency, excessive handling or product movement, idle equipment, excessive changeover and lack of standards, reusable pallet loss, excessive shrink wrapping, etc.

By focusing on waste from the shop floor to the executive level, you provide a culture where everyone has a say in the process, a culture in which team members hold each other accountable for the success of the team and the organization. Focusing on waste is obviously not a catchall for the challenges we face, but by doing so it helps reduce other ac-

tions necessary to meet goals in addition to being an effective engagement tool. Focusing on waste in all forms can be infectious and a never-ending, continuous improvement tool. It all sounds very straightforward and what we do, but creating a standardized approach utilizing Lean or other process improvement methodologies leads to more sustainable results.

**N&T: Is recycling currently being viewed as a revenue stream or a cost of doing business? Please explain your response.**

I have always looked at recycling as a revenue stream. Working with recycling companies to achieve the highest value of the process byproducts is imperative for any organization. At the end of the day, the cost of consumables is the cost less the recycling value or revenue stream. So, at the end of the day the net expense is the cost of doing business, inclusive of the revenue stream on recycling.

In addition to the monetary value, we cannot lose sight of the environmental responsibility we all have in the processes of our business. In many cases there is a cost of recycling that is not recovered but there is larger price to pay environmentally if we do not take on that corporate responsibility. Many organizations may not think to recycle printer ink cartridges because they are not paid to do so, but there are organizations that will take them off of your hands for free. Imagine if all of the stretch wrap used in

our industry was put into landfills instead of taking the responsibility to work with other organizations in order to recycle, even if we are not paid for it. There are many aspects of recycling that need to be considered in all aspects of recycling and how we all can continue to innovate in order to continue to operate in a “green” environment.

**N&T: How does the annual ING meeting enable/empower you?**

Our industry has faced headwinds for years. Out of these challenges come opportunities. While many of our organizations compete for ad dollars and headlines as we connect customers and clients, we also work closely together on coming together to be more efficient on the manufacturing and distribution side of the business. The same two organizations may have a client role in one market and a provider role in another market and vice-versa, making it even more interesting. In addition, with all of the consolidation in our industry, the business continuity plans (BCP) have to be much more in-depth as many of the backup partners have now consolidated into other plants leaving fewer options.

The ING conference is a great platform to connect with our colleagues, discuss potential synergies and share best practices in order to best serve our organizations and our industry through collaborative relationships. ▲

ING/PRINT continues on page 3



# Leadership Networking Summit

October 4-5, Chicago

The ONLY Leadership Networking Event for  
Newspaper Production/Operations/Logistics Leaders

MUST  
ATTEND EVENT!

Early Bird Discount – 15% Off! - <https://internationalnewspapergroup.org>

The ONE gathering where every single production exec attending will bring home information, answers and contacts crucial to the well-being of their operations.

## Keynote Speakers



### Mr. Jason Taylor

**Presentation: Leadership, Revenue, and Cost Management in a Consolidating & Declining Market Space**

President of New Media Investment Group Ventures, and President of GateHouse Live Promotions and Events. Previously President of GateHouse Media's Western U.S. Publishing Operations.



### Mr. Joe DeLuca

**Presentation: Embracing the Challenge & Leading the Charge – Current state of demand for our product; Technologies impact on customer behavior and perception of our industry; The path forward**

Executive Vice President and General Manager of the Times Publishing Company with overall responsibility for leading the Times strategic planning team and execution of the business strategy across the organization.

## Keynote Lunch Motivational Speaker



### Mr. Keni Thomas

**Presentation: "Get It On! What It Means To Lead The Way."**

Author, speaker, musician, decorated former Task Force Army Ranger, Keni is a graduate of the University of Florida, and the recipient of the bronze star for valor.

Mr. Thomas delivers a message that will inspire and stimulate you with valuable lessons from Black Hawk Down: **"Leadership has never been about the rank or the position you hold. It's about the example you set.**

**There are people to your left and to your right who are counting on you and its up to you to deliver. But you will only be as good as you prepared yourself to be."**

## Legal Expert



### Ms. Dee Anna Hays

**Presentation: OSHA, Labor Law, Hot Off the Press Updates**

Dee Anna Hays is Board Certified in labor and employment law by the Florida Bar. She has been representing employers in all aspects of labor and employment law compliance and litigation for over 11 years.

## Labor Expert



### Mr. TJ Freno

**Presentation: Attract, Reward, Retain Mfg. Talent in Today's Market**

TJ, Manager of Strategic Programs, Orion Talent, helps companies acquire skilled professionals using targeted strategies for optimizing recruitment processes, finely matching employment opportunities with candidate skills.

## Expert Panels

### International Print Peers: Quality, Cost, Expertise

**Mark Hall** - ING Vice President, Panel Facilitator

Regional Manufacturing Director – Postmedia Network Inc. - Responsible for Production and Prepress operations in Ontario, Mark has 37 years of involvement in the industry.

### Logistics & Distribution- Meeting Today's Demands

**Kevin Desmond** - ING Secretary, Panel Facilitator

Regional Senior Vice President of Operations – Star Tribune Media Company – Responsible for Manufacturing, Facilities, and Information Technology.

### Profits from Nothing, Zero Waste

**Joe Bowman** - ING Immediate Past President, Panel Facilitator

Vice President, Operations – The Plain Dealer Publishing Company, Cleveland, OH. Previously Vice President of Operations at the Miami Herald, as well as Director of Production for Knight Ridder Inc.

## Network Sessions with Fellow Execs

### Friday, October 4

- **Local Tour of Chicago Tribune Freedom Center** (optional)  
Custom networking and informational tour of the Tribune's impressive 10-press campus, prepress, newsprint warehouse and prepress area for newspaper exec attendees
- **Guided Tour at PRINT 19** (optional)  
Custom AP Tech/PRINT Presentation and Guided Tour of Show floor at McCormick Place
- **ING Opening Networking Reception**
- **Networking Dinners**

### Saturday, October 5

- **Networking Session – Morning**  
Open conversation among peers
- **Networking Session – Afternoon**  
Open conversation among peers
- **2019 – 2020 Networking Plan**  
Discussion re: continuing networking through the year
- **Closing Remarks & Networking Reception**
- **Networking Dinners**



October 4-5, 2019

**PRINT 19** October 3-5, 2019

Come a day early and see the latest in print and graphic technology at PRINT 19 at McCormick Place.

ING/PRINT from page 1

## Alvin Nesmith

Production Manager  
Tampa Bay Times



### **N&T: What has been your most effective cost savings solution (workforce excluded)?**

Here at the Tampa Bay Times, we have taken time to evaluate the things we do well and that have been the building blocks of our success. Using that information, we have channeled investments into new ideas that would create not only cost-saving opportunities, but new revenue streams. Each division of the newspaper shares in the vision that we as a newspaper have value to our readers and to our advertisers.

### **N&T: Is recycling currently being viewed as a revenue stream or a cost of doing business? Please explain your response.**

Recycling in Operations has become a new culture shift over the last two years. We started looking at ways to reduce our waste stream by increasing our knowledge on the things that can be recycled. Today our Environmental Conservation Operations team, known as ECO, has focused energy, effort and behavior on expanding recycling and maintaining data on the things we have been able to capture. Today our efforts have proven that we have been able to bring savings and revenue to the company just by changing our behavior.

### **N&T: How does the annual ING meeting enable/empower you?**

ING has long been one of the conferences that has given us the opportunity to explore many different manufacturing processes, which allows us to adapt and transform their success into practical use at our newspaper.

ING has always been a valuable resource, bringing together talented leaders from different parts of the industry. It helps promote and develop relationships where information sharing is encouraged, and collaboration helps to successfully solve challenging problems. The ING organization strives to bring to the forefront timely topics that represent present-day challenges and that many organizations will be faced with while trying to navigate through a changing industry.

It also gives managers an opportunity to develop their leadership skills by learning from others. Sometimes having a forum that creates opportunities for "think tanks" where ideas can be expounded upon and developed allows a person to bring opportunities back to their organization. ▲

## Doug Wilson

Vice President of Production  
Adams Publishing Group



### **N&T: What do you see as best-in-class solutions in the market now?**

The most successful currently are solution that provide the clients with multiple platforms for their advertising and or businesses marketing. The successful printers are able to provide not only legacy print, whether it is ROP or inserts programs, but also can provide digital, variable data marketing in both print and web base, direct mailing services and higher-end production of niche publications.

As printers continue to consolidate, the opportunity newspaper groups have is to continue to expand our services and create partnerships that are driven by customer service and our name recognition in the market.

For printers with locations in multiple parts of the country or a state, regional and national selling is growing with our ability to present logistics savings, get to market quicker and have a better pulse on the area's desires.

### **N&T: What may be on the horizon for emerging solutions?**

The continued improvement in digital printing technology that makes shorter runs for specialized products. The ability for smaller printers to cost-effectively provide focused material that uses the data they have amassed over the years and provide a product the end user and advertiser values.

### **N&T: Is recycling currently being viewed as a revenue stream or a cost of doing business? Please explain your response.**

At APG East Central, we view recycling as a revenue stream. We know that by diligently sorting waste, we can dramatically improve the amount of revenue we get not only on paper waste but also on items like chip board and cardboard, to name a couple that come to us from inbound shipments. We also believe this has a positive environmental impact that has savings in our communities that would trickle back to our businesses. ▲

## Joe Bowman

VP Operations  
Plain Dealer  
Publishing Company



### **N&T: What has been your most effective cost savings solution (workforce excluded)?**

I am fortunate to work with a tremendous group of corporate and local Plain Dealer partners. We are all aligned to produce the best product available for the lowest cost possible. This means working together to ensure that content deadlines, production schedules, distribution requirements and commercial print partner expectations are in synch. Constant review of all schedule requirements and tweaking when necessary have contributed to product enhancements, cost savings and timely delivery.

### **N&T: Is recycling currently being viewed as a revenue stream or a cost of doing business? Please explain your response.**

Waste in most forms is a cost of doing business. There is some inherent level of waste on many of the processes used to produce a daily newspaper. The goal is to find appropriate measures to limit the amount of waste produced through best practices, training, standards and a constant attention to detail. Waste becomes a revenue stream once you control it to the lowest levels possible, then regain some value from that waste through the recycling process. So yes, it can be regarded as a revenue stream once waste is driven to the lowest possible levels.

### **N&T: How does the annual ING meeting enable/empower you?**

I have been an ING board member for over 20 years. Every three years I have the option to step away or to continue to participate with the group. I am still here. The ING board, along with many of our annual conference attendees, are decision-makers at the highest level of our organizations. I have gained tremendous insight from my colleagues on both short-term operational challenges and long-term direction for the industry. The ability to meet both socially and professionally over a weekend is invaluable to gathering the real-life experiences of others and helps shape decisions I make back at The Plain Dealer. ▲