



ReView 2007

Wrap Up

"While the content delivered at ReView is extremely useful, the caliber of networking opportunities is second to none in the aftermarket industry."

— Brad Roderick, InkCycle

ReView 2007 lived up to its reputation as the premier top-level conference and networking opportunity for aftermarket executives. Held Feb. 19-21 in San Antonio, Texas, the event kicked off with a golf outing at San Antonio's exclusive Quarry golf course and a welcome reception that evening.

Getting things started with a bang was keynote speaker Michael Hoffman. Even those who hadn't had coffee were awake after Hoffman's dynamic presentation; the energetic speaker whose World Expo sessions are always standing-room only took things a step further for this session.

"One of the best speakers I've had the pleasure of listening to," said one attendee; another said, "He started ReView with excellent positive energy."

(We hate to say "you had to be there," but it really applies

in this case — "I'm gonna flip you like a cheese omelet" became the conference catchphrase).

Such an introduction might have been hard to follow, but the day's speakers did so with aplomb, beginning with Static Control's Chad Golden, whose "Chasing the Cartridge Pendulum" presentation focused on the current and constant changes in the industry. Also presenting the first day were Strategy Development's Tom Callinan, Uninet's Martin Garcia, Martin Stein, Translogistics' Phil Claghorn, Eliot Disner and Rob Cowman, on subjects ranging from print management and antitrust law to growth strategies, lean manufacturing and logistics. Stein, always a popular part of the ReView lineup, presented "The \$2BB Industry Shake-Out: The Coming Financial Restructuring." In spite of Stein's jokingly proclaiming it (finance) "the most



"The knowledge I gained (at ReView), as well as the many great contacts, has proved to be invaluable."

— Phil Claghorn, Translogistics Inc.

Left: Michael Hoffman kicks things off with a bang.
Top: Lunch provided additional networking opportunities.

“Recharger’s ReView has quickly become one of the most important events on my business calendar. ReView is second to none as an educational conference, but the true value of ReView is in the unique networking opportunity it presents. ReView is attended by what is likely the highest concentration of our industry’s top thinkers and C-level managers anywhere. Taking part in ReView is an opportunity that should not be missed.”

— Scott MacKenzie, MKG

boring topic in the entire ReView lineup,” attendee comments included “excellent” and “extremely informative.”

The first day of the conference wrapped up with another cocktail reception, after which most attendees formed informal networking groups and hit the Riverwalk, San Antonio’s famed nightlife and dining area.

Day two began with a keynote from Jesse Salinas, head of Lackland AFB’s recycling program. From there, the morning’s focus shifted to channel opportunities, beginning with Joy James’s “Big Box Retailers: Market Update and Impact.” Representing other channels were John Howard (Internet), Bob Bloom (independent retail) and WooJin Kim (franchise). The four then participated in a panel Q&A session.

Rounding out the event were Lyra’s Charlie Brewer, presenting on color opportunities and Future Graphics’ Luke Goldberg, who shared the many opportunities for the after-market in “Laser-Based MFP Proliferation.” Last but not least was PrintFleet’s Bruce Grimble, who explained page-based compensation models.

Heralded as a “can’t-miss” event by attendees, ReView 2007 succeeded once again in its mission of bringing together the industry’s finest to inform, educate and enable mutual growth. **R**

“(ReView was) extremely informational about the current status of the market. It provided me the opportunity to ‘at the speed of light’ network with executives across all segments of the industry. For me this conference was worth its weight in gold!”

— Daniel Lopez, InkSell.com

“I found ReView very informative, as I am sure the other attendees did as well. Thank you for all your efforts on behalf of our industry.”

— Paul Richmond, Richmond Paper



Above: Martin Stein truly becomes a part of his presentation.



Below: Luke Goldberg presents “Laser-Based MFP Proliferation.”

Below: Members of the "Managing Through Turbulent Times" panel.



Education

ReView 2007

- ▶ **The Tornado of Business** Michael Hoffman
- ▶ **Chasing the Cartridge Pendulum** Chad Golden
- ▶ **Using a Print Management Strategy to Retain and Grow Your Supply Base** Tom Callinan
- ▶ **Lean Enterprise, a Must to Improve Productivity** Martin Garcia
- ▶ **The \$2BB Shake-Out: The Pending Financial Restructuring of the Compatible Supplies Industry** Martin Stein
- ▶ **Panel — Managing Through Turbulent Times**
- ▶ **Are You Looking for Profit in All the Right Places?** Phil Claghorn
- ▶ **Patents and Antitrust Issues in the Recharger World — Time to Be an Inventor?** Eliot Disner
- ▶ **Local Strategies Resulting in Sustainable Retail Growth** Rob Cowman
- ▶ **Panel — The Reality of Quality: Procurement Directors Answer Your Questions**
- ▶ **Lackland AFB's Pollution Prevention and Recycling Program** Jesse Salinas
- ▶ **Big Box Retailers: Fast Track to Sales or Slow Torture to Your Bottom Line?** Joy James
- ▶ **An Insider's Take on the State of Aftermarket Internet Retailing** John Howard
- ▶ **Building a Successful Ink and Toner Retail Store** Bob Bloom
- ▶ **The Franchising Option: Is It for You and What Should You Expect?** WooJin Kim
- ▶ **Color Offers Texas-Sized Opportunities** Charlie Brewer
- ▶ **Laser-Based MFP Proliferation** Luke Goldberg
- ▶ **Compensating Your Sales Team** Bruce Grimbler



Above: Tom Callinan speaks to a packed room. Top: WooJin Kim emphasizes a point. Right: Attendees listen intently to a ReView presenter.