

ReView 2007

Remanufacturing Viewpoints:

The premier technology and business summit for the document printing industry aftermarket.

- ▶ **Do you need to find new ways to reduce costs on production and logistics?**
- ▶ **Do you want to know what procurement directors really look at when they evaluate cartridges?**
- ▶ **Are you ready for the challenges and the opportunities OEM technological shifts will bring?**

ReView has the document printing industry aftermarket's top presenters sharing critical market and technical information to help attendees successfully grow their businesses. With a kickoff by the dynamic Michael Hoffman, ReView features top-level presenters including Charlie Brewer, Rob Cowman, Martin Garcia, Luke Goldberg, Chad Golden, Joy James, WooJin Kim, Rob Leonard, Martin Stein and many more. Hot industry topics will include a segment on the retail market, the market for color, the state of technology in the industry, lean production systems, managing through crisis, global and local strategies, and much, much more. Don't miss out on this top-level educational and networking opportunity that will help you take your business to the next level.

A can't-miss conference designed to inform, educate and inspire.

ReView 2007 • February 19-21, 2007 • The St. Anthony • San Antonio, Texas



San Antonio

Conference Agenda

Tuesday, February 20, 2007

7:30 AM - 8:30 AM	Breakfast included for registered attendees who are registered guests of the Wyndham
8:30 AM - 9:15 AM	The Tornado of Business Michael Hoffman
9:15 AM - 9:45 AM	Chasing the Cartridge Pendulum Chad Golden
9:45 AM - 10:15 AM	Using a Print Management Strategy to Retain and Grow Your Supply Base Tom Callinan
10:15 AM - 10:30 AM	Break
10:30 AM - 11:00 AM	Lean Enterprise, a Must to Improve Productivity Martin Garcia
11:00 AM - 12:00 PM	The \$2BB Shake-Out: The Pending Financial Restructuring of the Compatible Supplies Industry Martin Stein
12:00 PM - 1:30 PM	Luncheon included with ReView registration
1:30 PM - 2:15 PM	Panel - Managing Through Turbulent Times Moderator: Phyllis Gurgevich Panelists: Brad Roderick, Joy James, Chad Golden, Marcel Kunz
2:15 PM - 2:45 PM	Are You Looking for Profit in All the Right Places? Phil Claghorn
2:45 PM - 3:15 PM	Patents and Antitrust Issues in the Recharger World - Time to Be an Inventor? Eliot Disner
3:15 PM - 3:45 PM	Local Strategies Resulting in Sustainable Retail Growth Rob Cowman
3:45 PM - 4:00 PM	Break
4:00 PM - 5:00 PM	Panel - The Reality of Quality: Procurement Directors Answer Your Questions Moderator: Mark Hibbard Panelists: William Gordon; Kirby Salgado; Steve Tomasi
5:30 PM	Cocktail Reception

Wednesday, February 21, 2007

7:30 AM - 8:30 AM	Breakfast included for registered attendees who are registered guests of the Wyndham
8:30 AM - 9:00 AM	Lackland AFB's Pollution Prevention and Recycling Program Jesse Salinas
9:00 AM - 9:45 AM	Big Box Retailers: Fast Track to Sales or Slow Torture to Your Bottom Line? Joy James
9:45 AM - 10:15 AM	An Insider's Take on the State of Aftermarket Internet Retailing John Howard
10:15 AM - 10:30 AM	Break
10:30 AM - 11:00 AM	Building a Successful Ink and Toner Retail Store Bob Bloom
11:00 AM - 11:30 AM	The Franchising Option: Is It for You and What Should You Expect? WooJin Kim
11:30 AM - 12:00 PM	Open Q&A for Retail Sessions
12:00 PM - 1:30 PM	Luncheon included with ReView registration
1:30 PM - 2:00 PM	Color Offers Texas-Sized Opportunities Charlie Brewer
2:00 PM - 2:30 PM	New HP Printer & MFP Releases: New Channels and Opportunities for the R&R Industry Luke Goldberg
2:30 PM - 2:45 PM	Break
2:45 PM - 3:15 PM	Aligning Your Customers' Needs With Your Goals by Building a Page-Based Compensation Model Norm McConkey
3:15 PM	Wrap Up - Thank You for attending!

The proposed agenda is tentative and subject to change

Monday, February 19

Optional activity & networking day

Golf: The Quarry is recognized around the country for its unique setting and character. The front nine plays through native rolling grasslands while the entire back nine is nestled in a 100-year-old quarry pit. The golf course offers a challenge to any level player, from the scratch golfer to the weekend warrior. This will definitely be one of the most memorable rounds of golf you will ever play. Reserve now, tee times dependent on number of golfers. Estimated tee time is 1:30 p.m. For more information e-mail sophie@rechargermag.com.

RiverWalk Tour: No trip to San Antonio is complete without a beautiful cruise along the San Antonio RiverWalk. The daily narrated tours are approximately 35 to 40 minutes in length.

Welcome and Cocktail Reception: 6:00 pm.

Presenters and Topics

Tuesday, February 20 and Wednesday, February 21



Bob Bloom, Ink & Toner USA

Wednesday 10:30 AM - 11:00 AM

Building a Successful Ink and Toner Retail Store

Ink and toner stores are among the fastest growing retail market segments today. This presentation will address some of the factors that can mean the difference between a successful operation and disappointment. Various business models' advantages and disadvantages will be discussed.



Charlie Brewer, Lyra Research Inc.

Wednesday 1:30 PM - 2:00 PM

Color Offers Texas-Sized Opportunities

A look at the growing market for color toner products in the office, including trends in color office machines and what that means for supplies, how applications are driving color usage and what role inkjet will play in the office.



Tom Callinan, Strategy Development LLC

Tuesday 9:45 AM - 10:15 AM

Using a Print Management Strategy to Retain and Grow Your Supply Base

This seminar will demonstrate how print management can help you protect and retain your supply customer base while gaining additional market share. Without long-term contracts in place your customers have significant pricing power in your business relationship. You also have to deal with printers being displaced by copiers. You will gain an understanding of the steps involved to move your customers to print management as well as the techniques that copier companies employ to displace your printer base. This is a must-attend seminar if you want to find additional approaches to growing your revenue stream while actually increasing your profit margins.



Phil Claghorn, Translogistics, Inc.

Tuesday 2:15 PM - 2:45 PM

Are You Looking for Profit in All the Right Places?

The transportation industry has had quite an effect on remanufacturing companies, especially in the last year. The cost of diesel fuel is at an all time high, there are fewer truckload carriers in business than ever before and companies have little buying power because of that. Learn the many different ways to cut costs, increase profits and how to choose a third-party logistics company that would be beneficial to your company. Are you looking for profit in all the right places?



Rob Cowman, The Cowman Group

Tuesday 3:15 PM - 3:45 PM

Local Strategies Resulting in Sustainable Retail Growth

Today's fiercely competitive and increasingly complex retail marketplace requires well-conceived sales and marketing strategies, sound operational support and effective execution. Learn what successful remanufacturers and resellers are doing to not only survive, but thrive in local marketplaces through the use of fully integrated sales and marketing plans leveraging product lines, repair services, speed of delivery and most of all, the compilation of solid customer relationships. Achieve sustainable growth through effective internal and external communication, and operational excellence supported by smart financial management.



Eliot Disner, McGuirewoods LLP

Tuesday 2:45 PM - 3:15 PM

Patents and Antitrust Issues in the Recharger World - Time to be an Inventor?

A recent Supreme Court decision will embolden OEMs to more closely bundle their printers with their own toners/cartridges. Where does that leave the recharger? The antitrust laws may provide an answer. So may the patent laws. This program will provide an overview of the antitrust and patent laws at work here, and offer suggestions for continuing to succeed even in the Roberts' Court era. If this program ends up providing not enough to cheer about, rechargers will need to resort to invention to survive.



Martin Garcia, Uninet Imaging

Tuesday 10:30 AM - 11:00 AM

Lean Enterprise, A Must to Improve Productivity

This course is intended for recyclers or manufacturers who are looking at improving the efficiency of their operations and improving the company's financial performance. It presents an introduction and analysis of different techniques that come from systems used by Toyota (Toyota Production System) and by Motorola (Six Sigma) that use techniques for Poka-Yoke (mistake proofing), Just in Time, 5S, Kaizen and Six Sigma.



Luke Goldberg, Future Graphics

Wednesday 2:00 PM - 2:30 PM

New HP Printer & MFP Releases: New Channels and Opportunities for the R&R Industry

This seminar discusses the latest HP MFP releases and demonstrates how HP's entering the "enterprise" channel will challenge the traditional copier powers like Xerox. Learn why this is great news for the R&R industry.



Chad Golden, Static Control Components

Tuesday 9:15 AM - 9:45 AM

Chasing the Cartridge Pendulum

Wild swings and developments continue to dominate the global imaging aftermarket. The shift to color reverberates throughout every level of the industry from end user to the color toner manufacturer. Simultaneously, new chip technologies continue to emerge in an ever-accelerating game of cat and mouse as OEMs ratchet up technologies, and the aftermarket counters in kind. And technology is not the only issue to track. The globalization of the industry, coupled with the massive growth in new compatibles appears to be lighting a new fire in IP enforcement from OEMs. The good news is the overall growth outlook for both laser and inkjet supplies. The challenges are and will be our ability to simultaneously address a virtual onslaught of technology development requirements, all the while, maintaining extreme IP vigilance to assure our ability to take our products to market.



Phyllis Gurgevich, Recharger Magazine

Tuesday 1:30 PM - 2:15 PM

Panel - Managing Through Turbulent Times

Panelists include: Brad Roderick, InkCycle; Joy James, Joy James Group; Chad Golden, Static Control Components; Marcel Kunz,

Recharge Technologies Int'l.

Turbulent times require the ability to deal with change and uncertainty. Leaders must have a clear and concise vision if they want their organizations to survive and thrive through change. This panel of experts who have managed through their share of change will answer questions and outline key strategies to navigate turbulence successfully.



Mark Hibbard, Future Graphics
 Tuesday 4:00 PM - 5:00 PM
Panel – The Reality of Quality: Procurement Directors Answer Your Questions
 Panelists include: William Gordon, Miracom; Kirby Salgado, Office Depot; Steve Tomasi,

Supplies Network

Selling your products and services requires meeting with decision makers, and meeting the quality and product demands of those decision makers. This panel will outline their key expectations and explain what a real solution sell is all about, from the perspective of the buying organization and the executives to whom they're selling.



WooJin Kim, Franchise Services
 Wednesday 11:00 AM - 11:30 AM
The Franchising Option: Is It for You and What Should You Expect?

Franchising has been a very successful way for many to start their own businesses. While franchised businesses usually do carry some additional costs, there are some clear benefits to a franchised model. This presentation will review some statistics about franchising and why it has been such a successful model for many. Additionally, we will review some things you should expect from your franchisor and discuss what is involved in the franchising process.



Michael Hoffman, Igniting Performance
 Tuesday 8:30 AM - 9:15 AM
The Tornado of Business

In our keynote session, Michael Hoffman will focus on the things we can do to ignite performance. Why is it that for some leaders we would gladly run through a burning building, while for others we would rather remain inside the burning building? Because great leaders understand that they have the ability to either ignite or extinguish the productivity of their people. In our keynote session, Michael Hoffman will kick us off right by focusing on the things we do "on purpose" to have impact within our realm of influence.



Norm McConkey, PrintFleet Inc.
 Wednesday 2:45 PM - 3:15 PM
Aligning Your Customer's Needs With Your Goals by Building a Page-Based Compensation Model

As we kick off 2007, it's time for most owners and management teams to execute their new business plans. An important exercise is to audit your current plan and evaluate: did you hit your key performance indicators in 2006? If you didn't achieve targets then it's time to unearth the causes. This presentation discusses current hardware or supplies-based compensation models and how these are typically not in line with what will garner a dealership more revenue and overall client satisfaction levels. Included will be examples of current comp models and where they can leave a dealership exposed. The discussion will be opened up to the audience. This is a very open and frank discussion on how to better service your customers and lock out competitors, all through a smarter compensation model, driven by print management.



John Howard, Carrot Ink
 Wednesday 9:45 AM - 10:15 AM
An Insider's Take on the State of Aftermarket Internet Retailing

Where does the Internet stand in today's mix of the retail channels? As online retailing enters a mature growth phase, how are aftermarket printer supplies faring? Hear from industry veteran John Howard with his take on the Internet – its current challenges, opportunities and long-term prospects.



Jesse Salinas, Lackland AFB
 Wednesday 8:30 AM - 9:00 AM
Pollution Prevention and Recycling Program

Lackland Air Force Base, the largest base in the U.S. Air Force, recycles an average of about 700,000 pounds of materials per month. The program was the 1999 Recycling Award winner for a non-industrial installation, the 2001-2002-2003-2004-2005-2006 Central Texas Recycling Association Award winner for Most Tonnage and Most Revenue, and the winner of the 2005 Leadership Award for Outstanding Integrated Solid Waste Management Program.



Joy James, Joy James Group
 Wednesday 9:00 AM - 9:45 AM
Big Box Retailers: Fast Track to Sales or Slow Torture to Your Bottom Line?

It's no secret that big box retailers have been driving the growth of the aftermarket in recent years, and that companies selling into this channel have experienced rapid growth in terms of both volume and revenue. Yet, behind the scenes this channel strategy has inherent risks that can irreparably damage an aftermarket manufacturer's bottom line. In this exclusive ReView session, aftermarket expert Joy James will uncover the pros and cons associated with the big box retail channel, including research findings and real industry examples from companies that have pursued this path past and present.



Martin Stein, Blackford Capital
 Tuesday 11:00 AM - 12:00 PM
The \$2BB Shake-Out: The Pending Financial Restructuring of the Compatible Supplies Industry

The third-party ink and toner industry has become a sizable and respected industry over the past 15 years. Hundreds of business owners have profited from the industry's success and millions of consumers have saved money by purchasing remanufactured products. But industry dynamics are changing and the business models of the past are not guaranteed to be successful in the future. An estimated \$2 billion of industry value will change hands in the next three years. This presentation will identify the three most likely scenarios for the aftermarket in the coming years.

Conference fee for this two-day premium event is \$799 (onsite \$850)

Early-Bird discount rate is \$699 (a savings of \$100) and ends on January 19, 2007.

Hotel Accommodations:

Guests should make hotel reservations directly with the hotel. Host property is the St. Anthony – a Wyndham Historic Hotel. Conference rates: Sun-Tues (2/18-2/20) \$129/night plus tax and based upon availability. To reserve your room, please call group reservations at 210-227-4392 or 1-800-WYNDHAM and ask for ReView to receive the conference rate. Room rates are guaranteed through 1/25/07.

Registered attendees who stay at the Wyndham will receive breakfast each morning and an official 2007 ReView Polo.

**If you have questions about the ReView Summit,
 please contact Conference Services at (702) 505-9541,
 review@rechargermag.com or visit www.rechargermag.com**



Name _____

Company Name _____ Title _____

Address _____

City _____ State _____ Zip/Postal Code _____

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Email Address _____

Telephone _____ Fax _____

Additional Staff:

Please list name and title of each person attending

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Cost to attend:

Regular: \$799 each attendee 1/20/07-2/16/07

Onsite Rate: \$850

NOTE: Conference fee does not include hotel accommodations.

Total Attending: _____

Total Amount Due: \$ _____

Note: Payment required in advance

Please check one of the following as your form of payment:

Check *(Made payable to Recharger Magazine)*

Credit Card

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Expiration date _____

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Signature *(Required)* _____

Credit card orders:

Fax this form to (702) 438-4025

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(must accompany form by mail)

Please send to:

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Cancellation Terms: All cancellations received in writing by Recharger Magazine by Jan. 20, 2007, will receive a full refund. After Jan. 20, 2007, no refunds will be given, but registrants are welcome to send a replacement attendee at no additional charge. Please notify Recharger Magazine of your replacement attendee as soon as possible. Recharger Magazine shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, curtailment of transportation, acts of God or any other cause beyond its control.



ReView Golf

Monday, Feb. 19, 2007

Yes! Please send me details about an industry golf outing.