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JUNE 2012



Lights, Camera, Action!

2012 People
to Watch:
See who
made our list

Sales the Easy Way

.....
Planning for Success

.....
Activity is Not Progress



Lights, Camera, Action!

**2012 People to Watch:
See who made our list**

Entrepreneurial. Inspiring. Dynamic. These are the traits that help define leadership. Leaders are the ones who help set direction, create inspirational visions, and develop roadmaps for people and organizations to follow. On the following

“A leader is the one who knows the way, goes the way, and shows the way.”

– John C. Maxwell

pages are some of the best and brightest minds in our industry – leaders who continue to make a difference in the people, companies and associations they touch. Following is a snapshot into the personal and professional philosophies that drive – and inspire – each of them.



**Founding Executive Director
Dscoop**

Eric Hawkinson is the founding executive director for Dscoop, a position he has held since 2005. On a day-to-day basis, Hawkinson partners with the Dscoop Board of Directors to establish the organization as the premier HP Graphic Arts user group in the world. By developing beneficial, growth-focused services and programs that drive value to current members and convince newcomers to join the user community, Eric has led his team to create a world-class user community. Under his direction, Dscoop has grown to 7,000 members worldwide and hosts annual conferences on three continents that bring more than 3,500 members together.

What keeps you up at night?

Asia. Not because of the stress, it's the time difference. Dscoop expanded into Asia-Pacific in 2009, and ever since, I've learned what it's like to be on planning calls from 10 p.m. to 2 a.m. or board of directors calls at midnight. Add to that two toddlers at home, and my nights are always full of excitement.

What's the most pressing item on your to-do list?

We're developing a couple of initiatives for our members and partners (solutions providers) that are critical for our ongoing success. For our members, we're working on new business development strategies that we believe can be implemented throughout the world. For our partners, we're finalizing a global partner program that will allow them to participate in three regional conferences in 2012-13, including Barcelona in November, Nashville in February, and Beijing in May.

What are three traits every leader should have?

A strong moral character, solid communication skills and inclusiveness of all opinions

You have one mulligan - how would you use it?

I'd major in business or accounting and minor in political science. I graduated with a double major in political science and history. Being fascinated by politics, I thought they were excellent topics to study, but not so practical in the business world. Upon graduation, I ultimately worked on political campaigns for several years. But to be adequately prepared for a life outside of politics, I needed to take several post-graduate classes in business and accounting, which prepared me for what I do today.

If you could change one thing about our industry, what would it be?

I'd encourage people to share and communicate the new and emerging value of print. I come from the digital side, so I see new and incredible solutions every day. This must be communicated to the people who can influence the purchase of print. It's a necessary medium, and one that can help drive ROI in marketing campaigns. How to do this is a more intriguing question. I strongly believe in the power of networking, sharing and strategic partnerships.

Your three favorite movies of all time.

"Godfather II," "The Shawshank Redemption" and "Schindler's List"

What's your favorite inspirational quote?

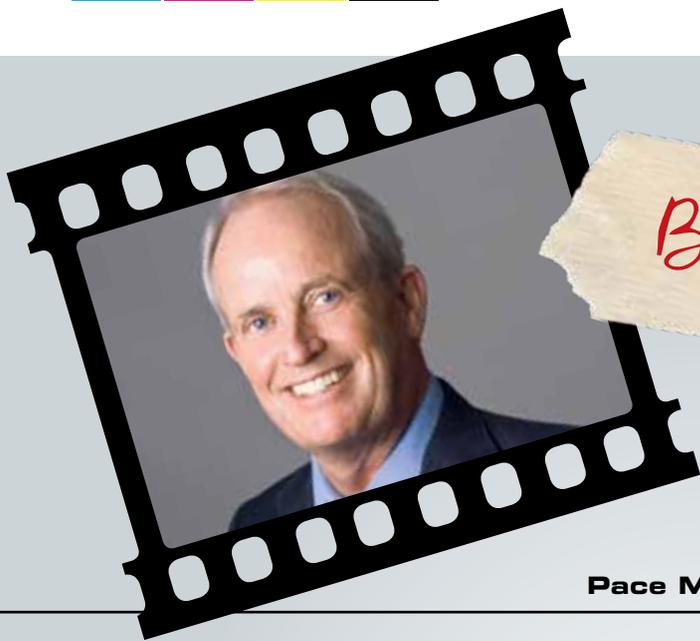
"There are two things that I want you to make up your minds to: first, that you are going to have a good time as long as you live - I have no use for the sour-faced man - and next, that you are going to do something worthwhile, that you are going to work hard and do the things you set out to do." - Theodore Roosevelt

What are your core philosophies?

Family first; and there is no substitute for hard work

What does your crystal ball say?

There is much work left to be done. The print industry is a dynamic place to be in, and I'm looking forward to tackling the challenges and opportunities it presents.



Bob Bennett

**Principal
Pace Marketing Communications**

Coming from a family of printers, Bob Bennett knows his way around the industry. So, as the industry evolved, so did the family business. In 2006, Pace Lithographers began the transition into what is now Pace Marketing Communications, a direction that opened a number of new doors. Under Bob's leadership, Pace, as it is referred to today, invested significantly in developing talent, subject matter expertise and the technologies necessary to support its core offerings – print, data, interactive services and fulfillment. Moving his way up the ranks (from president, to shareholder and eventually principal), Bob drove Pace to become experts in several niches, including financial services, health care, higher education, not-for-profit and insurance.

What keeps you up at night?

I've learned the hard way that I'm lousy at solving problems while laying awake staring at the dark ceiling in the middle of the night. To function at a high level, I need proper sleep. I do my problem solving by day.

What's the most pressing item on your to-do list?

We've invested heavily in developing subject matter expertise and functionality in a number of new offerings over the last five years. We've also invested in developing our new brand that properly represents our evolved identity. It's important, and fun, that we now get to articulate and implement these exciting array of solutions at the enterprise level with our clients. We're investing enormously in developing our senior account executives' skill sets to take advantage of this opportunity. This is the most significant development in the 37-year history of our company.

What are three traits every leader should have?

Clarity about one's values – when we are clear about our values, decision-making becomes much easier, a sense of humor and authenticity.

You have one mulligan – how would you use it?

I wish I had been better informed early on about the dangers of debt. That would have saved me a lot of grief, and eliminated some unfortunate decisions as a consequence.

If you could change one thing about our industry, what would it be?

I love our business, but I will say that I hear too many folks whine about all the changes. Wipe your nose, pull up your socks and stop whining about the good old days. Embrace today and bring it on.

Three favorite movies of all time

"To Kill a Mockingbird," "The Dark at the Top of the Stairs" and "You Can Count on Me"

What's your favorite, inspirational quote?

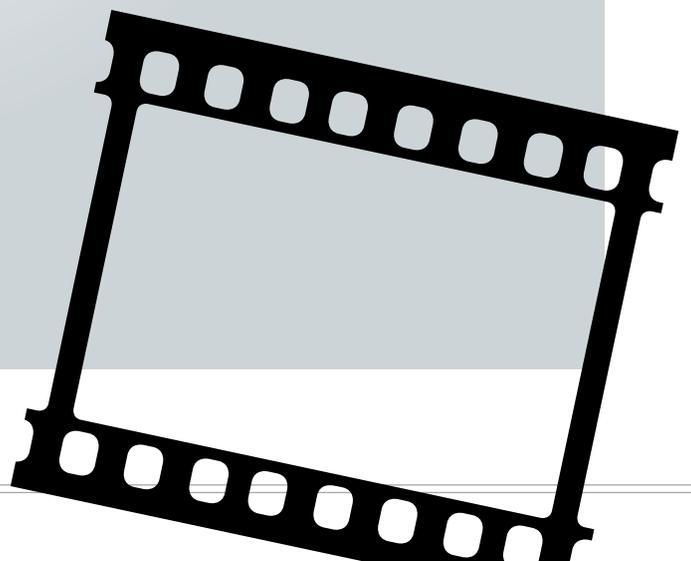
"Quality is anything that can be improved."

What are your core philosophies?

Live consciously; learn from every person and every experience, if possible; walk the earth in gentle loving kindness; make a positive difference and leave things better than when you arrived; be fair; have fun; and face my fears

What does your crystal ball say?

The same thing it has always said, "This is going to be exciting."





Lisa Arsenault

**President
McArdle Solutions**

Lisa Arsenault unquestionably has been the leading contributor to McArdle's growth and success over the last 27 years. Wielding a tenaciousness and intense customer focus, she has helped create a culture that demands performance and excellence, and has inspired impressive customer loyalty. As president, Lisa is acutely aware of the need to invest in cutting-edge technology, and the importance of developing new products and services in order to continue to provide solutions for customers spanning a wide spectrum of industries in the region.

What keeps you up at night?

How to incorporate the right strategy with the right services to help our customers grow their business, and at the same time grow ours.

What's the most pressing item on your to-do list?

Revenue

What are three traits every leader should have?

Must be innovative, a driver and a great listener

You have one mulligan - how would you use it?

To go back in time and celebrate the successes we've had instead of flying through them.

If you could change one thing about our industry, what would it be?

I'd change how other printing companies allowed fear to drive down the real value of what our services are worth, therefore turning us in to a commodity in the eyes of our clients and taking us to a position of the low-cost provider, high-service space that's impossible to sustain over time.

Three favorite movies of all time

"Slumdog Millionaire," "The Notebook" and "The Lion King"

What's your favorite, inspirational quote?

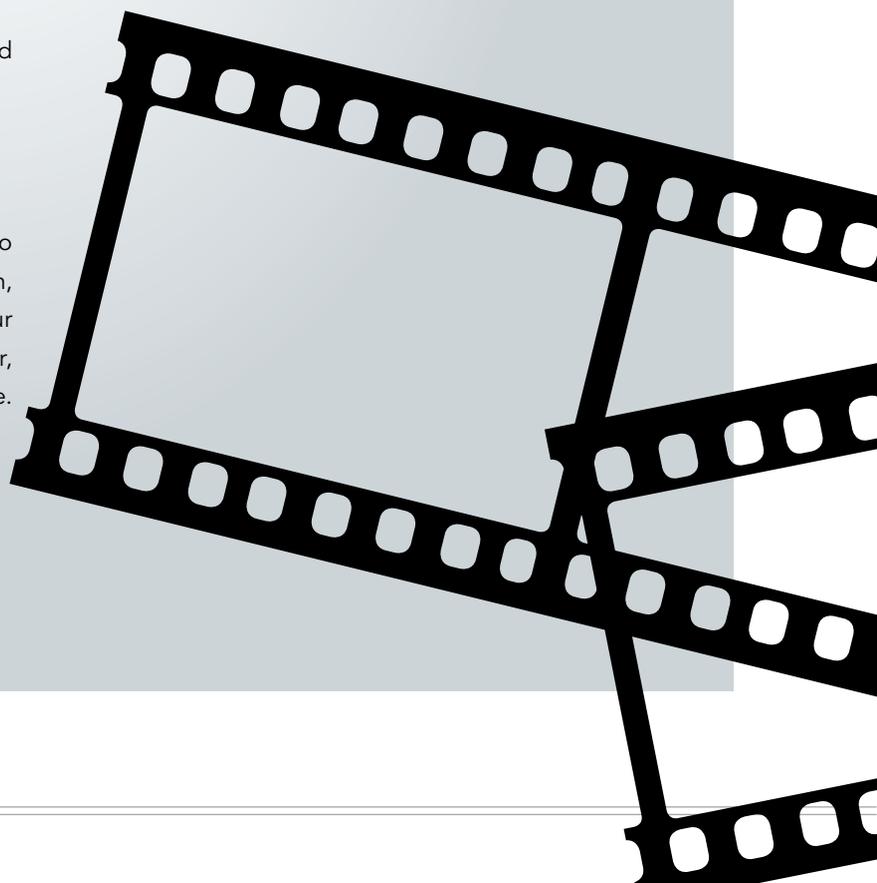
"You get what you give." – Maya Angelou

What are your core philosophies?

Hard work and determination always wins.

What does your crystal ball say?

The future of our business is bright, but it will take more creativity, strategy and focus in order to thrive. All we can count on is change.





Bill Barta

**President & CEO
Rider Dickerson**



After working in the public accounting industry for Coopers & Lybrand, Bill Barta decided to go to work for one of his clients – Rider Dickerson. Originally overseeing all of the company’s accounting and administrative functions, he eventually became a minority partner in the firm, where he began to deal directly with clients. In 2003, he purchased the company from his partner, driving it to nine consecutive years of sales growth. Today, Bill continues to push Rider’s mission to find unique ways to add value for its clients.

What keeps you up at night?

The main thing is figuring out how to allocate our resources to add more value to our clients, which in turn will help us to grow and prosper.

What’s the most pressing item on your to-do list?

Finding new talented people who have the skill set to help us profitably grow our company

What are three traits every leader should have?

Integrity, empathy and courage

You have one mulligan – how would you use it?

I don’t like to think about what I would have done differently. Hindsight is 20/20, so we can all beat ourselves up for mistakes we’ve made. I try to make the best decisions with the information I have at the time. Sometimes they are good decisions, and sometimes they are not. The real key is to learn, and hopefully make more prudent decisions going forward.

If you could change one thing about our industry, what would it be?

I believe a huge challenge for our industry is attracting new and young talented people who want to be in it. I personally don’t see a lot of young people interested in our industry.

Three favorite movies of all time

“The Godfather,” “The Sting” and “Good Will Hunting”

What’s your favorite, inspirational quote?

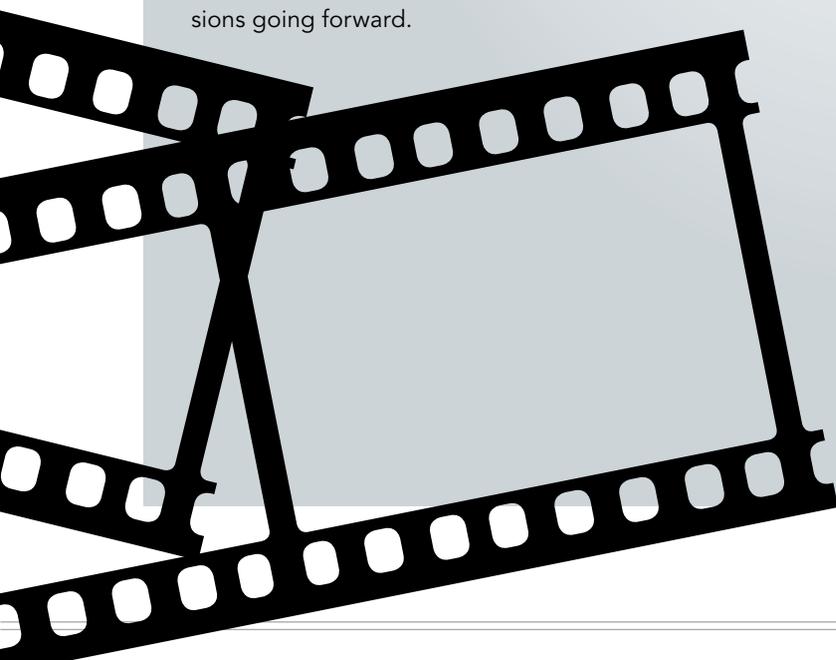
“I can do all things through Christ who strengthens me.”
– Philippians 4:13

What are your core philosophies?

A strong faith with God; treat everyone with the utmost integrity and respect; always find ways to give back and help people less fortunate; take what I do seriously, but not take myself too seriously; bring more humor and laughter into life, which keeps us young and healthy

What does your crystal ball say?

With all the new technologies and tools available, we have more opportunity than ever to add value to our clients. I believe that companies that succeed will be flexible and smart enough to adapt to changes in the marketplace. Successful printing companies will partner more with other companies ancillary to our businesses – those that can offer more valuable solutions to our clients.





Harald Weimer

**President
Heidelberg Americas**

Before climbing the Heidelberg corporate ladder, Harald Weimer started his career with Xerox, where he served as a sales representative and sales manager. He joined Heidelberg in 1998 as a sales manager in Germany, where he eventually took the responsibility as business driver for Digital Printing for Switzerland and Germany. In 2004, he was made head of Region West for the German Sales and Service Unit, which he maintained until moving to Mexico to head up Heidelberg Mexico. This past October, Harald was named president of Heidelberg Americas, moving from Mexico to Atlanta with the responsibility for the United States, Canada and Mexico.

What keeps you up at night?

Nothing business related. Sometimes, a good red wine with friends keeps me up.

What's the most pressing item on your to-do list?

I've met so many customers at the Drupa tradeshow in Germany that I want to follow up with them.

What are three traits every leader should have?

Vision, leadership (especially by example), implementation and follow-up skills

If you could change one thing about our industry, what would it be?

The perception by many that we are not a process manufacturing industry. We are. We also need to believe that it's the equipment and philosophy you adopt that gives you a competitive advantage.

Three favorite movies of all time

"Gone With the Wind," "Pulp Fiction" and "For a Few Dollars More"

What's your favorite, inspirational quote?

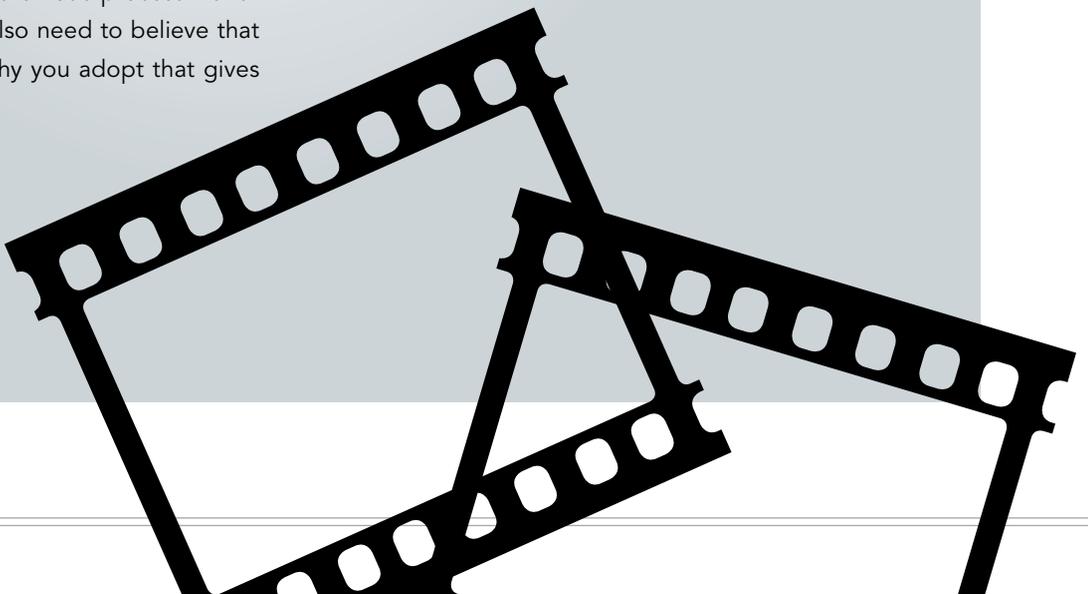
"Believe you can and you're halfway there"
– Theodore Roosevelt

What are your core philosophies?

I do what I say I will do. I am better as part of a team than alone.

What does your crystal ball say?

There is no more "low lying fruit." There are a lot of opportunities for people who are ambitious, passionate and work hard.





Brenda Kai

**Executive Director
Electronic Document Scholarship Foundation (EDSF)**

Brenda Kai's mission is pretty straightforward. As executive director of the Electronic Document Scholarship Foundation (EDSF), a post she was promoted to on January 1, 2008, Brenda is responsible for the foundation's administration, governance, industry development, and award and scholarship programs. Brenda also is charged with strategic planning, marketing and fundraising development, components that help drive EDSF programs. Before joining EDSF in 2007, Brenda was VP of marketing at Docucorp International, a technology company specializing in customer communication management solutions. She also held senior management positions at eCosmetic.com and TIG Insurance Company.

What's the most pressing item on your to-do list?

Finalizing the EDSF 2012 scholarship program. We are working with our selection committee to identify the best and brightest young minds wanting a career in our industry, and providing much needed funds for their college education.

You have one mulligan - how would you use it?

To make the transition from the corporate world to a non-profit earlier. The feeling of really making a difference is a huge reward.

What are three traits every leader should have?

Honesty. It's important to tell the truth, even when it's a difficult situation. Compassion. You must have a sense of direction and concern for the future of the organization, and each employee and their families. Sense of humor. You need to be positive, upbeat and optimistic.

If you could change one thing about the industry, what would it be?

We feel that a significant change would be re-defining what "print" really means. The term print, with its inherent connection and limitation to mechanically produced documents, is a thing of the past. If we change the paradigm and think of it as encompassing, all the different types of communication and data documents that are capable of electronic or mechanical dissemination and production, then "print" is more viable and important than ever.

Three favorite movies of all time

"Young Frankenstein," "Out of Africa" and "Lord of the Rings"

What's your favorite, inspirational quote?

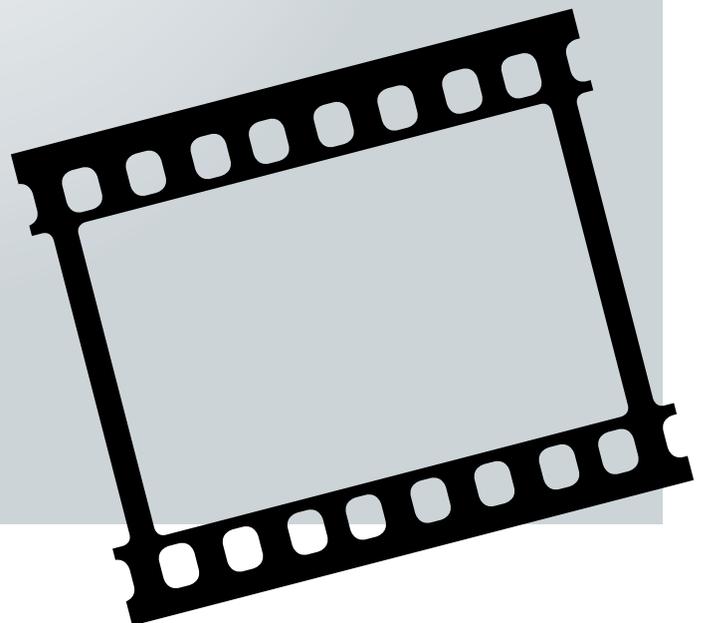
"You've gotta dance like there's nobody watching; love like you'll never be hurt; sing like there's nobody listening; and live like it's heaven on earth." – William Purkey

What are your core philosophies?

Value the dignity of each person – we all bring something to the table; being good enough – isn't; and always be open to learning something new

What does your crystal ball say?

The EDSF crystal ball says that with continued support, the talented students and aspiring professionals receiving financial help today will be running the major companies in our industry in the not too distant future.





Patti Groh

**Director of Marketing Communications
Sappi Fine Paper North America**

When it comes to marketing strategies, Patti Groh has it covered – literally. As director of marketing communications for Sappi Fine Paper North America, she handles every aspect of the company’s said strategy – and handles it well. From the award-winning publication, *The Standard*, to the viral video sensation, “Off Register,” Patti continues to push the creative envelope to new heights. A 20-year veteran of Sappi, Patti has risen through the company ranks, holding various positions in sales, marketing and brand strategy.

What keeps you up at night?

What else can I be doing to communicate how paper still is relevant and offers people an experience digital media will never be able to replicate.

What’s the most pressing item on your to-do list?

I can’t really talk about it. But it concerns giving the sales force a new kind of marketing tool to strengthen existing customer relationships and forge new ones.

What are three traits every leader should have?

Vision, clarity of purpose, and integrity

You have one mulligan – how would you use it?

To cancel a few business trips so I could spend more time with my kids

If you could change one thing about our industry, what would it be?

The belief that paper has a future, as well as the fact that we should be actively working to bring in young talent with fresh ideas to breathe new life into our industry. The time has come for us to stop being defensive and apologetic, and to embrace the products and services we sell.

Three favorite movies of all time

“Star Wars,” “Annie Hall” and “The Shawshank Redemption”

What’s your favorite, inspirational quote?

“When you learn, teach, when you get, give.” – Maya Angelou

What are your core philosophies?

The purpose of life is a life of purpose. Strength and empathy are not mutually exclusive. Treat assistants no differently than CEOs. Don’t do anything I would be ashamed to tell my child about.

What does your crystal ball say?

In 20 years, my sons will be reading the same books to their kids that I read to them. And by books, I don’t mean anything that involves a pixel.

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