



2015 ERA/IRgA Convention



thursday april 9 > saturday april 11

Grand Hyatt Atlanta

3300 Peachtree Road, NE Atlanta, GA 30305

In the heart of Buckhead

Time to register!



ERA/IRgA in Atlanta Georgia

Celebrate Spring in Atlanta with your family while attending the ERA/IRgA.

Atlanta offers world class dining, family fun vacation attractions, shopping, historical heritage, award winning arts & culture, Chateau Elan Winery and Resort and Stone Mountain Golf Club.

AGENDA*

- **Thursday, April 9th:** Opening Reception
- **Friday, April 10th:** Trade Show Floor Open all Day
Morning Educational Session: Colour and the Reprographic Firm
Afternoon Educational Session: Digital Services Opportunities
- **Friday Evening:** Bukovsky Award Dinner

The Bukovsky award was created in memory of George K. Bukovsky, who worked in the reprographics industry for more than 30 years and was a dedicated member of the IRgA. The award was established in 1990 to honor his great contributions by recognizing others who have similarly made a lasting impact on the reprographics industry.

- **Keynote Speaker:** This is a not to be missed event!

The IRgA and the ERA proudly present

Jaynie Smith

Competitive Advantage Expert

*Jaynie's keynote presentations are rich in content and aimed at providing a fresh perspective on competitive positioning. She offers an innovative set of tools that provide marketing and sales teams with the ammunition to effectively compete in today's marketplace. Jaynie is personable, humorous, and uses real life case studies to convey her invaluable message. The compilation of research and processes are defined in her best-selling business books *Creating Competitive Advantage* (Doubleday, 2006) and *Relevant Selling* (Executive Suite Press, 2012).*

- **Saturday, April 11th:** ERA Meeting & IRgA Activities
- **Saturday Afternoon:** A visit to HP Graphics Experience Centre

Discover the HP Graphics Experience Center. More than 68,000 square feet, 30 printers and finishing equipment, where our digital printing professionals will print your future.