

EXTREME Color Management Outline

Event Co-Chairs:

Erica Aitken, CMG Founder and President, Rods and Cones

Ron Ellis, Consultant and GRACoL 7 Co-Chair, Ron Ellis Consulting

Marc Levine, Director of Business Development, Color Management Group

Day 1

8:00 – 9:00 Registration and Continental Breakfast

Session 1

Session Title: The Metrics of Color (The "LAB" Lab)

Time: 9:00

Duration: 1 hour 15 minutes

Session Leader: Marc Levine – Dir.of Business Development/Color Management Group

Panelists: Raymond Cheydleur - OEM Project Manager/X-Rite, Steve Upton – President/Chromix

15 minute break

Session 2

Session Title: Workflow...Up and Running

Time: 10:30

Duration: 1 hour 15 minutes

Session Leader: Son Do - Co-Founder/Rods and Cones

Panelists: Terry Wyse – President/WyseConsul, Elie Khoury – President/Alwan Color Expertise & Founder/Kee Consultants, and Christian Schowalter - GMG Americas

15 minute break

Session 3 - CMG's Special Guest Speaker

Session Title: The Last 1 Percent – Color Management's Uncharted Territory

Time: 12:00

Duration: 30 minutes

Session Speaker: Don Hutcheson – President/HutchColor LLC

15 minute break

Lunch Break

Time: 12:45

Duration: 1 hour 15 minutes

Event Sponsor: Canon USA and X-Rite



Session 4

Session Title: ISO – A European View

Time: 2:00

Duration: 1 hour 15 minutes

Session Leader: Neil Barstow - Imaging and Colour Management Specialist/
Colourmanagement.net

Panelists: Florian Suessl - Director of Technology/Berliner MetaDesign AG, and
Thomas Holm - Color Management Consultant/Pixl Aps

15 minute break

Session 5

Session Title: All for Naught!

Time: 3:30

Duration: 1 hour 15 minutes

Session Leader: Matt Fehn - Director of Technology/La Crosse Litho Supply

Panelists: Bruce Bayne – President/SpotOn! Press LLC, Jim Raffel – CEO/ColorMetrix,
and Glenn Andrews - Color Analyst/Schawck, Inc.

15 minute break

Session 6

Session Title: Town Hall Discussion

Time: 5:00

Duration: 1 hour 15 minutes

Session Leader: Ron Ellis - GRACoL 7 Co-Chair & President/Ron Ellis Consulting

Participants: Everyone in the room!

EXTREME Color Management Reception

Time: 6:15

Duration: 1 hour 45 minutes

Session Leader: Lida Jalali Marschke, Founder, Color Management Group

Event Sponsor: X-Rite and Canon USA

Day 2

8:00 – 9:00 Registration and Continental Breakfast

Session 1- Keynote – General Session for EXTREME & SPECTRUM

Session Title: Learning to Ride the Waves: Crisis Management with Change
Management

Time: 9:00

Duration: 1 hour

Keynote Speaker: John Sheehy – President/John P. Sheehy & Associates



Session 2 – General Session for EXTREME & SPECTRUM

Session Title: The Global Print Workflow

Time: 10:00

Duration: 1 hour 15 minutes

Session Leader: Ron Ellis - GRACoL 7 Co-Chair & President/Ron Ellis Consulting

Panelists: Joe Fazzi - Vice President Print Media/IDEAlliance, Tonia Williams - Williams & Partner, and Markus Weber - Head of Production/Nureg, GmbH

15 minute break

Session 3 - Concurrent Session for EXTREME & SPECTRUM

Session Title: Green Workflow from Advertising & Design Agency Perspective

Time: 11:30

Duration: 1 hour 15 minutes

Session Leader: Erica Aitken – President/Rods and Cones

Panelists: Trish Wales – Partner/Roloc coloR, Peter Montgomery - Moquin Press, Belmont CA, and Jimmie Stone – Partner & Executive Creative Dir./Green Team USA

Lunch Break

Time: 12:45

Duration: 1 hour 15 minutes

Session 4 Concurrent Session for EXTREME & SPECTRUM 360

Session Title: Pressroom Color Management

Time: 2:00

Duration: 1 hour 15 minutes

Session Leader: Eric Magnusson – President/Left Dakota

Panelists: David Piccus - Wizard of Color/Piccus 4 Color, and Chris Hamilton - Color Supervisor/Paragon Press

15 minute break

EXTREME Color Management Program Adjournment

Note:

Order, timing & speakers are subject to change.
Daily start and end times will not change.



EXTREME Color Management Exhibitor Information

Exhibit Set up: 8:00 am until 12:00 noon Monday

Exhibits Open: 12:00 noon Monday

Exhibits Close: 3:30 pm Wednesday

Exhibits Breakdown: 3:30 – 5:00 pm Wednesday

EXTREME Color Management Exhibitors

Alwan Color Expertise
Apollo Systems
Canon USA
ColorMetrix, LLC
EFI
Eizo
Epson America
GMG Americas
IDEAlliance
Just Normlicht
Kodak
Mid-States Graphics
Proofing and Prototyping Technologies
SpotOn! Press, LLC
The Color Management Group
X-Rite/Pantone

EXTREME Color Management Event Sponsors

Canon USA
X-Rite/Pantone



EXTREME Color Management Hotel Information

Reserve your room at the **New Orleans Marriott** for the conference.

When you make your **hotel reservations**, please let the New Orleans Marriott know you are coming in for the **EXTREME Color Management** event.

See Link Below for booking rooms in the **EXTREME** room.

New Orleans Marriott

555 Canal Street

New Orleans, LA 70130

New Orleans Marriott Web Site: [neworle](http://www.marriott.com/neworle)

1.800.654.3990

\$135.00 single/\$145.00 double

register here: [New Orleans Marriott >>](http://www.marriott.com/neworle)

<http://www.marriott.com/hotels/travel/msyla-new-orleans-marriott/?groupCode=ECMECMA&app=resvlink>

EXTREME Color Management Questions: Call 1.877.COL-RMGT