

Get the Big Picture: The Integration of Graphics, Packaging and Marketing

CLEMSON UNIVERSITY • GRAPHIC COMMUNICATIONS

March 29, 2011

8:00–8:10 am • OPENING SESSIONS

Welcome and the Bill Treadaway Story
Raju Balakrishnan • Associate Dean CBBS
Sam Ingram • Chair, Graphic Communications

8:00 am–9:00 am • Opening Keynote

Joe Duncan–Leo Burnett, Strategic Vendor Director

GENERAL SESSIONS

9:10 am–9:50 am • Session 1

Gary Bernier–HP, Strategic Bus. & Brand Dev.

10:00 am–10:40 am • Session 2

Jean Jackson– Praxair Surface Technologies, Inc.
Global Business Development Manager

10:50 am–11:30 am • Session 3

Bobby Rettew–BobbyRettew, llc, Principal Owner

11:00 am–12:20 pm • Lunch

12:20 pm–1:20 pm • Session 4

Jon Stevens–Sonoco Trident, Technical Director

1:20 pm–2:00 pm • Session 5

John Foley–InterlinkOne, President/CEO

2:10 pm–2:30pm • Closing Remarks



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