

The WPPC is an organization of your peers, dedicated to providing a forum for education and opportunities for networking within the publishing industry. Founded in 1990, WPPC presents timely, pertinent topics and helps its members meet the challenge of rapidly changing technologies that impact our industry and our jobs. Regular membership is open to those responsible for production of magazines, catalogs, books, newsletters, and other printed matter, as well as to designers and ad agencies. Annual dues are \$50 for individuals and \$150 for corporate membership. Associate (vendor) membership is open to printers, prep houses, service bureaus, paper companies, ink manufacturers, graphic arts vendors, and other suppliers to the publishing industry, at a rate of \$75 for individuals or \$200 for corporate (vendor) membership.

WPPC and their sponsors invite members, guests and prospective members to attend our annual meetings in September, December, January, March and May. Location varies, please check the meeting notice or [www.wppc.org](http://www.wppc.org) for details. Meeting cost: \$15 for students, \$40 for members and \$60 for guests & prospective members.

**Join now or renew your membership online at [www.wppc.org](http://www.wppc.org).**

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**Enclosed:**

Wisconsin Publishers' Production Club  
meeting announcement:

**Production Technology Update**  
*Tuesday, December 2, 2008*

Add WOW to Your Workflow

- What's new with Adobe CS4 and Quark 8
- Time-saving efficiencies and best practices
- Maximize your assets for digital publishing
- Operating System: What's New, What's Next?

Register and pay online at  
**[www.wppc.org](http://www.wppc.org)**  
before Thanksgiving!

100 Interstate Blvd  
Edgerton, WI 53534-9399



# Production Technology Update Best Practices in Production Workflow

Tuesday, December 2, 2008

8:30 a.m. – 3:30 p.m.

Country Springs Hotel, Pewaukee, WI 262-547-0201

## Sponsored by:

### C2 Graphics Productivity Solutions

Full Service Support to the Graphic Design Industry

The theme of this year's annual Tech Update is adding WOW to your workflow. There's plenty to talk about with Adobe's shiny new Creative Suite (CS4) and Quark 8. Join the best and the brightest of Wisconsin's largest publishing companies, design firms, catalogers and ad agencies to take a peek at some of the sexiest new features of Adobe CS4 and Quark 8. **Erica Conway** of C2 Graphics Productivity Solutions has once more put together an impressive team of presenters from **Adobe**, **Apple**, **C2 GPS** and **Quark** to add WOW to your workflow.

Presentations and demos will include:

- Workflow efficiencies and best practices featuring Adobe and Quark, from desktop designers and production artists to final product on press.
- Adobe Bridge and other asset management options, with a focus on best practices for meta data, tagging, etc.
- InDesign, InCopy and Quark: plug-ins and Applescripting for data-driven publishing.
- Photoshop tips and tricks.
- Illustrator tips and tricks.
- Tips for maximizing assets for digital publications, like creating Flash movies in InDesign and other mind-bending demos.
- Acrobat and prepress technologies: making flawless files for any destination.
- Operating system smarts: What's new? What's next?

**Register TODAY, and come ready to discuss your challenges and solutions! Everyone benefits.**

## Agenda

**8:00 a.m.** Registration and coffee

**8:30 a.m.** Program begins

**11:30 a.m.** Networking & refreshments

**12:00 p.m.** Lunch (included)

**12:45 p.m.** Program continues

**3:00 p.m.** Q & A; door prize drawings

**3:30 p.m.** Program concludes



Register and pay online at **www.wppc.org**,  
or pay at the door with cash or check made payable to WPPC.  
The cost is still only \$40 for members and \$60 for non-members. While  
walk-ins are always welcome, we encourage you to register no later than  
**Wednesday, November 26th.**

**How to  
Register**