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Risks (and Rewards) of “Doing Nothing” Presented at PRINT 13

Faced with big decisions, many printing-company owners opt to “do nothing.” Rock LaManna of the LaManna Alliance will explain the risks and rewards of sticking with the status quo in his presentation at this year’s PRINT 13 conference: **Making Big Decisions: Will “Doing Nothing” Destroy Your Business?**

The presentation, which will take place Monday, September 9 from 12:00 – 12:45 PM at Booth 5440 at PRINT 13. It includes a free luncheon for all attendees.

In today’s world of rapid-fire change, owners are uncertain about their next strategic move. “More often than not, they choose to do nothing,” LaManna said. “In some cases, this is a smart play. In others, it can be catastrophic.”

Examining the situation from both a financial and operational perspective, LaManna will detail what drives today’s decision makers. He’ll explain what should be the “backbone” for all big decisions, when a decision should be made, and some of the various options available in the marketplace.

Rock LaManna, President and CEO of the LaManna Alliance, helps businesses improve their profitability by developing strategies based on financials. His West Palm Beach-based business focuses on the printing and print-related industries, and provides guidance on Mergers and Acquisitions, Finance, Operations, Succession Planning, Recruiting, and Family Business planning and conflict resolution.

PRINT 13 is the largest and most all-encompassing commercial printing, publishing, mailing and transactional exposition and conference for the Americas. It will be co-located with the CPP EXPO, which is the premier event for the converting/package printing marketplace, including: flexible packaging, folding carton/boxmaking, corrugated converting, tissue converting and narrow web/tag & label industries. Both events will run from September 8-12, 2013, at the McCormick Place South in Chicago.

For more information on the presentation, and the LaManna Alliance, contact Greg Mischio at 608-445-0683 or greg@gmwrites.com.

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