

When Your Success Depends on PDF



Sept. 26 – 27, 2005

Crystal City Hilton

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Get Connected!

Introducing the Adobe® Acrobat® User Group

Adobe invites you to participate in an Acrobat user group. Share your experiences, learn from other Acrobat users, keep up to date with all things Acrobat, get better connected with the folks at Adobe...in short, get the most from your Acrobat investment.

To learn more, please join us for a special Acrobat User Group session:

Tuesday, September 27, 1:00pm - 2:00pm in the Farragut room. Or, stop by Adobe's booth at the PDF Conference Expo.

If you are interested in joining or leading an Acrobat user group, please visit www.acrobatusers.com.





Bonus Pre-Conference Workshop

1 P.M. 5 P.M.

#405 Everything You Wanted to Know About PDF but Were Afraid to Ask
— Leonard Rosenthol, PDF Sages.

Interested in learning more about PDF and what it can do for you? Join PDF Sage Leonard Rosenthol as he tells all at this free half-day seminar developed for our PDF Conference attendees.

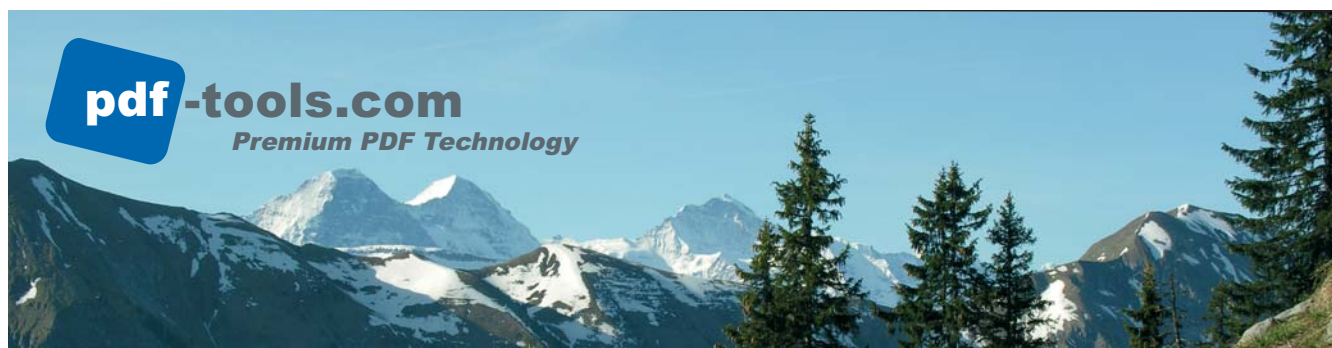
During this dynamic, four-hour session you will learn exactly what is inside a PDF and how the various parts work together to make these ubiquitous files tick. From the graphics and text that appear on the page, to interactive elements and form fields, Leonard covers it all.

Whether you are a beginner at PDF creation or an expert in the field, you'll walk away from this session learning *Everything You Wanted to Know About PDF but Were Afraid to Ask*.

This seminar is free to registered PDF Conference attendees only. Space is limited. Separate pre-registration is required.

Sign up today at http://www.pdftrain.com/PDFs/RegForm_PDFconf05.pdf.

This workshop, a \$300 value, is being offered free of charge courtesy of Adobe Systems, Inc.



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FormFinder for the Web

Managing structured content and processes

FormFinder 8.0 for the Web is the total solution to help your organization streamline its processes and reduce operating costs. Our FormFinder technology is unique in the marketplace, and has key features and benefits that set it apart, including:

- Supports leading XML form technology including Adobe® PDF®, Formatta®, PureEdge®, Microsoft® InfoPath®, FormClient® and FormServer® technology.
- Publishing digital forms and creating tables for SQL®, Oracle®, and DB2 databases across your enterprise with easy-to-use, wizard-style interfaces.
- With FormFinder's data connector technology, administrators can both populate and submit information to databases without scripting or coding.
- FormFinder for the Web supports Microsoft and UNIX Web server platforms.

Authenticate

Controlling access and managing users and groups has never been easier. FormFinder provides built-in user and group management capability as well as integration to directory services and network authentication.

Locate

FormFinder provides many simple ways to locate forms, such as searching by name, number and other descriptors, or last 10 record folder showing the last 10 records accessed.

Populate

Easily pre-populate end-user data into the digital form process saving time and improving accuracy of the data. FormFinder provides for end-user profile population or provides for integration to existing directories or databases.



Submit

Once work is completed, users can submit their work for processing which can initiate many different actions based upon the requirements of the process.

Route

In the Enhanced Routing edition, users can easily select the next person(s) to receive the digital process, or a process can be designed to make that decision for the end user. FormFinder provides an easy-to-use graphical process designer making quick work of developing a complete digital process even supporting multiple digital form technologies within the same process.

Track

The originator or any participant in the process can track the digital process to determine what approvals have occurred and who currently has the record.

Survey

FormFinder provides survey capability so that links can be e-mailed, digital surveys completed, and data compiled for submission or reporting purposes.

Manage

Old records are easily found and new records are automatically created using the chosen form technology and most current digital form.

Integrate

In the Enhanced Routing edition, integrating your digital forms processes into existing legacy databases or applications is easily accomplished (no coding) by using our graphical connector technologies. Choose from our Database, Session, Soap and/or API connector technology.

Report

FormFinder provides out-of-the-box reports for understanding usage trends of your digital forms. In addition, FormFinder provides a graphical Excel® report writer to generate dynamic reports used to manage the digital process.

Management Console

The Management Console is a Web-based utility that allows administrators to publish digital forms and dynamically create database tables and associated links. Administrators can also create a graphical process map that determines the flow of the process through your organization.



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Monday



When Your Success Depends on PDF

Hilton Crystal City

Sept. 26 - 27, 2005

www.pdfconference.com

SESSION AND SPEAKER

ROOM

| | | | |
|------|-----------|--|----------|
| 8:30 | 9:15 A.M. | Secure Enterprise Printing: How Workgroups Can Enable More Predictable, Reliable, and Secure Printing Using the Adobe Portable Document Format — Adobe Systems, Inc. | Ballroom |
|------|-----------|--|----------|

BREAKOUT SESSIONS BEGIN

Acrobat User

| | | | |
|------|------------|--|----------|
| 9:30 | 10:30 A.M. | Inside Adobe Reader 7: Maximize Your Organization's Efficiency for Free — Ted Padova, author | Ballroom |
|------|------------|--|----------|

PDF in Business and Government

| | | | |
|------|------------|---|-------|
| 9:30 | 10:30 A.M. | Case Studies: ASRC's Exploration of NASA Re-engineering Document Imaging Workflow Inefficiencies and Adobe's Implementation of the Reader Distribution System | Dewey |
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PDF in Printing and Creative Arts

| | | | |
|------|------------|---|------------|
| 9:30 | 10:30 A.M. | Case Studies: Implementing Web and Print PDF Standards at a National Laboratory | Charleston |
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Break

Acrobat User

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|-------|------------|---|----------|
| 10:45 | 12:00 P.M. | Case Studies: IRS Dynamic CD Portfolio and Deploying Secured PDFs on CD and the Web | Ballroom |
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PDF in Business and Government

| | | | |
|-------|------------|--|-------|
| 10:45 | 12:00 P.M. | Effective Strategies For Managing Web-Based PDF Forms — Randy Popson, FormSoft | Dewey |
|-------|------------|--|-------|

PDF in Printing and Creative Arts

| | | | |
|-------|------------|---|------------|
| 10:45 | 12:00 P.M. | Quick Start Guide to Identifying and Repairing problems in PDFs — James Lockman, WorkingWords | Charleston |
|-------|------------|---|------------|

BUFFET LUNCH AT THE HILTON CRYSTAL CITY

Acrobat User

| | | | |
|------|-----------|---|----------|
| 1:00 | 2:00 P.M. | Quality Assurance in PDF: Your Business Critical Files May Not Be Legible in the Future — Dr. Hans Bärfuss and Roger Reeves, PDF Tools AG | Ballroom |
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| 2:15 | 3:15 P.M. | Case Studies: Adobe Acrobat 6.0.3 Rollout for the Enterprise and Creating a Home-Grown Document Management System | Ballroom |
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PDF in Business and Government

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|------|-----------|--|-------|
| 1:00 | 2:00 P.M. | Strategies for Implementing Reader Extended PDF Forms — Chris Pieper, FormRouter | Dewey |
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| 2:15 | 3:15 P.M. | PDF Forms and Database Connectivity Solutions — Franklin Garner, Amgraf | Dewey |
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PDF in Printing and Creative Arts

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| 1:00 | 2:00 P.M. | Online Collaboration: A New Value Add for Creative Professionals and Enterprise Consultants — panel moderated by Carl Young | Charleston |
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| 2:15 | 3:15 P.M. | J+PDF=Faster Turnaround and Lower Costs — Leonard Rosenthol, PDF Sages | Charleston |
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GENERAL SESSIONS RECONVENE

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| 3:30 | 4:30 P.M. | Warp Speed Product Overviews | Ballroom |
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| 4:30 | 6:00 P.M. | Expo Opens | Ballroom |
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| 5:00 | 6:00 P.M. | Welcome Reception | Ballroom |
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When Your Success Depends on PDF

| START | END | SESSION AND SPEAKER | ROOM |
|-------|-----------|--|----------|
| 8:30 | 9:30 A.M. | What's Next: The Adobe/Macromedia Merger and the Microsoft Challenge — Carl Young, moderator | Ballroom |

PDF EXPO Opens

BREAKOUT SESSIONS BEGIN

Acrobat User

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|------|------------|--|----------|
| 9:45 | 10:30 A.M. | MS Office and Acrobat: Why Can't We All Get Along and Building a Word Template: The Foundation for a Better PDF — Claudia McCue, Practicallia and Carl Young, PDF Conference | Ballroom |
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PDF in Business and Government

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|------|------------|---|-------|
| 9:45 | 10:30 A.M. | Case Studies: PDF in Pharmaceutical Applications and Using PDF Forms in a Hospital. | Dewey |
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PDF in Printing and Creative Arts

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| 9:45 | 10:30 A.M. | Taking PDF to the Next Level: How End-To-End PDF Workflows Are Transforming The Printing Landscape — Harry Waldman, Adobe Systems, Inc. | Charleston |
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Break

Acrobat User

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|-------|------------|--|----------|
| 10:45 | 11:30 A.M. | Advanced Acrobat Techniques — Ted Padova, author | Ballroom |
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PDF in Business and Government

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|-------|------------|--|-------|
| 10:45 | 11:30 A.M. | Less Paper, More Profit — Panel Moderated by Paul Showalter, IRS | Dewey |
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PDF in Printing and Creative Arts

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|-------|------------|---|------------|
| 10:45 | 11:30 A.M. | PDF Print Workflow Color Management Issues — Leonard Rosenthol, PDF Sages | Charleston |
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LUNCH AT THE HILTON CRYSTAL CITY

Acrobat User

| | | | |
|------|-----------|--|----------|
| 1:00 | 2:00 P.M. | Creating Acrobat User Groups — Pooja Goyal, Adobe Systems, Inc. | Ballroom |
| 2:15 | 3:15 P.M. | Prepping for the Acrobat ACE Exam — Claudia McCue, Practicallia LLC | Ballroom |
| 3:30 | 4:15 P.M. | Case Studies: Using PDF to Create a Secure Engineering Workflow and Development of a Custom PDF Search | Ballroom |

PDF in Business and Government

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|------|-----------|--|----------|
| 1:00 | 2:00 P.M. | Adobe User Group Session | Ballroom |
| 2:15 | 3:15 P.M. | Moving from Acrobat to Designer JavaScript — Thom Parker, Winjack Solutions | Dewey |
| 3:30 | 4:15 P.M. | Making PDFs Compliant with Section 508 Requirements — Duff Johnson, Document Solutions, Inc. | Dewey |

PDF in Printing and Creative Arts

| | | | |
|------|-----------|---|------------|
| 1:00 | 2:00 P.M. | Adobe User Group Session | Ballroom |
| 2:15 | 3:15 P.M. | Using Acrobat 7 to Interactively Display 3D Images — Greg Smith, Immersive Design | Charleston |
| 3:30 | 4:15 P.M. | Let's Share: New PDF Export Options from Adobe Creative Suite 2 — Janet Frick, Training Resources LLC | Charleston |

GENERAL SESSIONS RECONVENE

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|------|-----------|--|----------|
| 4:30 | 5:30 P.M. | PDF Power Panel Moderated by Daniel Shea, Planet PDF | Ballroom |
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Wednesday and Thursday



Post Conference Workshops

Separate registration required

All sessions take place at the Crystal City Hilton

| WORKSHOP | | DATE | PRICE |
|--|---|--|----------------------------|
| <p>#406</p> <p>Mastering the Power of Acrobat 7 Professional</p> <p>You can master Acrobat 7.0. PDF Conference producer Carl Young leads this course designed to take beginning and intermediate users of Adobe Acrobat to an advanced skill level. During this two-day event, we will focus on how to navigate the interface while understanding the full range of Acrobat 7.0's capabilities.</p> <p>Level: Beginner to Intermediate</p> <p>Style: Hands-on</p> | Carl Young | Two Days Sept. 28-29 8:30 a.m. - 4:30 p.m. | \$795 \$695 Government. |
| <p>#407</p> <p>Mastering the Power of InDesign CS2</p> <p>Are you a new user of Adobe InDesign? If you're making the switch from Quark or PageMaker, learn how to convert your legacy files. See how InDesign integrates with other Creative Suite applications.</p> <p>Level: Beginner to Intermediate</p> <p>Style: Hands-on</p> | Claudia McCue | Two Days Sept. 28-29 8:30 a.m. - 4:30 p.m. | \$795 \$695 Government. |
| <p>#408</p> <p>Creating Acrobat PDF Forms</p> <p>Level: Beginner to Intermediate</p> <p>Style: Presentation</p> | Ted Padova, Author, Acrobat 7 PDF Bible and Adobe Reader 7 Revealed | One Day Sept. 28 8:30 a.m. - 4:30 p.m. | \$495 |
| <p>#409</p> <p>Developing for Acrobat and PDF</p> <p>Adobe Acrobat and Reader offer a rich eco-system for software developers who wish to add PDF functionality to their own – or Adobe's – applications. Spend half a day with Adobe and PDF Sages getting a taste for the many ways in which you can integrate with the Acrobat product line. Writing plugins and communicating with COM will both be covered. Plus, we'll take a look at JavaScript and the new PDF ActiveX control.</p> <p>Level: Developer</p> <p>Style: Presentation</p> | Leonard Rosenthol, PDF Sages | Half Day Sept. 28 8:00 a.m. - 12:00 p.m. | \$275 |
| <p>#417</p> <p>Creating Interactive Forms with Adobe Designer -- Part 1 Introduction</p> <p>Are you a new user of Adobe Designer? This course covers the basics – objects, properties, designing and importing forms, some basic scripting – and includes an introduction to using data connections to accelerate forms development.</p> <p>Level: Beginner; must be familiar with Windows (some familiarity with creating Acrobat forms is helpful)</p> <p>Style: Hands-on</p> | Steve Forrest, Adobe Systems | One Day Sept. 28 8 a.m. to 5 p.m. | \$495 |

Wednesday and Thursday

| WORKSHOP | | DATE | PRICE |
|--|--|--|---------------------------------|
| <p>#418</p> <p>Creating Interactive Forms with Adobe Designer -- Parts 1 & 2 Introduction and Advanced</p> <p>Already covered the basics? This course includes Part 1 and moves on to building a dynamic form (a document where boilerplate sections appear and/or repeat based on relevant data – customizing the form for the purpose) using an XML data schema and taking advantage of some of the more advanced features, such as master pages, floating fields, position and flowed subforms, overflow leaders and trailers. Dynamic forms will be created for both server and client side rendering.</p> <p>Level: Intermediate, must have taken Part 1 of the course (have scripting knowledge and familiarity with XML)</p> <p>Style: Hands-on</p> | <p>Steve Forrest, Adobe Systems</p> | <p>Two Days</p> <p>Sept. 28 and 29</p> <p>8 a.m. to 5 p.m.</p> | <p>\$795</p> <p>\$695 govt.</p> |
| <p>#410</p> <p>Introduction to Acrobat JavaScript: a Structured View of the Acrobat JavaScript Environment</p> <p>Get the fundamentals needed to use Acrobat JavaScript. This comprehensive introduction will cover setting up Acrobat; the essentials of the Acrobat DOM (Document Object Model); using Events; exactly how and where to enter code; and techniques for debugging. Utilizing many interactive examples, you will learn a structured view of the Acrobat JavaScript environment. This workshop will provide tools for novice and cut-and-paste programmers to move to the next level of creatively and effectively using Acrobat JavaScript.</p> <p>Level: Developer</p> <p>Style: Hands-on</p> | <p>Thom Parker, Windjack Solutions</p> | <p>Half Day</p> <p>Sept. 28</p> <p>8:00 a.m. - 12:00 p.m.</p> | <p>\$275</p> |
| <p>#411</p> <p>Advanced JavaScript Techniques and Programming JavaScript for XFA Forms in Adobe LiveCycle Designer</p> <p>Learn advanced Acrobat JavaScript techniques in this jam-packed, half-day course. Topics include using Templates, Regular expressions, OCG, Rich Text, icon Objects, popup menus, custom dialog boxes, Web Services, Database access, Security, Digital Signatures, DataObjects, and XML Objects.</p> <p>In addition, we will cover the essentials for programming JavaScript for XFA forms created with Adobe's LiveCycle Designer.</p> <p>Level: Developer</p> <p>Style: Hands-on</p> | <p>Thom Parker, Windjack Solutions</p> | <p>Half Day</p> <p>Sept. 28</p> <p>1:00 p.m. - 5:00 p.m.</p> | <p>\$275</p> |
| <p>#418</p> <p>Creating Interactive Forms with Adobe Designer -- Parts 1 & 2 Introduction and Advanced</p> <p>Already covered the basics? This course includes Part 1 and moves on to building a dynamic form (a document where boilerplate sections appear and/or repeat based on relevant data – customizing the form for the purpose) using an XML data schema and taking advantage of some of the more advanced features, such as master pages, floating fields, position and flowed subforms, overflow leaders and trailers. Dynamic forms will be created for both server and client side rendering.</p> <p>Level: Intermediate</p> <p>Style: Hands-on</p> | <p>Steve Forrest, Adobe Systems,</p> | <p>Two Days</p> <p>Sept. 29-30</p> <p>8:00 a.m. - 5:00 p.m..</p> | <p>\$795</p> <p>\$695 gov't</p> |
| <p>#413 Developer Package Combined #409 and #411</p> <p>Choose a morning half-day course and an afternoon half-day course.</p> | | | <p>\$495</p> |
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| <p>#416 Developer Package Combined #410 and #412</p> <p>Choose a morning half-day course and an afternoon half-day course.</p> | | | <p>\$495</p> |
| <p>For more information, call 1-800-758-6512 or e-mail: info@pdftrain.com. Register at http://www.pdftrain.com/PDFs/RegForm_PDFconf05.pdf.</p> | | | |

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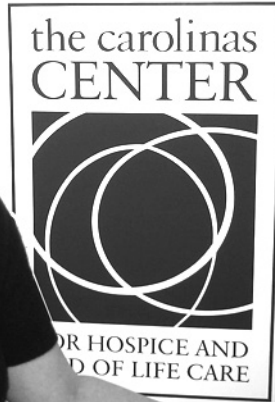
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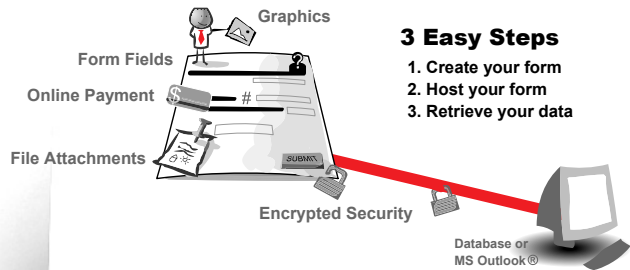
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General Sessions

Secure Enterprise Printing: How Workgroups Can Enable More Predictable, Reliable, and Secure Printing Using the Adobe Portable Document Format

Lori DeFurio and Michael Ouslander

Document management and printing requirements in today's enterprises have become more demanding than ever. Small, medium, and large enterprise workgroups are being asked to reduce administrative costs, increase efficiencies, and comply with increasing government regulations such as Sarbanes-Oxley. By evolving toward electronic document processing using Adobe PDF, enterprises can dramatically increase efficiencies and reduce costs.

At the same time as enterprises are moving toward electronic documents, workgroups still rely on predictable, reliable, and secure printing. Today, new printing technologies are emerging that complete the end-to-end PDF workflow for enterprises. These new technologies enable workgroups to search, authenticate, distribute, manage, and print office documents with greater reliability and ease.

Attendees will learn:

- How to enable better communications and file handling across the enterprise
- How to build an end-to-end PDF workflow
- How to solve office printing issues and increase predictability of printed output
- How to help conform with regulatory requirements including auditing capabilities, compliance with Sarbanes-Oxley, expiring documents, policy enforcement, and more
- How scanning capabilities can support searchable documents, user authentication, document security, and data distribution.

What's Next: The Adobe/Macromedia Merger and The Microsoft Challenge

Panel Discussion Moderated by Carl Young

What happens when you merge the best form and document display software with the leading web multimedia application? We will find out after the Adobe/Macromedia merger closes. In this session, you will get the latest news on the merger, and what it means to your PDF deployment.

In addition, it appears that Microsoft is a little envious of the success of PDF. Rather than joining the PDF community, Microsoft is pushing alternatives, such as Metro and InfoPath. In this panel discussion, you will learn more about what Microsoft is proposing, and the response from the PDF community.

Panelists include Tim Sullivan, activePDF, Jim Healy, FormRouter, and Randy Popson, FormSoft.

Warp Speed Product Overviews

Moderated by Daniel Shea

The PDF Development community is always innovating. Come see the newest, most helpful products displayed at Warp Speed.

PDF Power Panel

Moderated by Daniel Shea

After more than a day of fact-finding, you've probably got a burgeoning list of questions, most triggered by the valuable information from sessions you've attended. If so, then this session is for you- see if you can stump the experts!

Acrobat User

Advanced Acrobat Techniques

Ted Padova

Learn some tips and techniques in Adobe Acrobat for file editing, document repurposing, the power of bookmarks, setting actions and creating interactive PDF documents This session offers tips and techniques for editing PDF documents. Essential forms design issues, custom batch sequences and a host of tips that can make your PDF creation and delivery much easier.

Inside Adobe Reader 7: Maximize Your Organization's Efficiency for Free

Ted Padova

Whether your work is related to consulting, IT management, corporate PDF workflows, or creating PDF files for users of the free Adobe Reader software, this session details what users can and cannot do with Adobe Reader. Information in this session can help those who need to provide support and guidance for Reader users and create PDF documents designed especially for the Reader user.

All tips and techniques addressed in this session are also applicable to Acrobat users as well as the Adobe Reader users. Learn some of the new basic features provided in Acrobat 7 and the alternatives that can be used with Adobe Reader. Learn how PDFs can be created without purchasing Acrobat, how to assess viewers for Reader audiences, and a number of tips that help your clients easily move around PDF documents.

MS Office and PDF: Why Can't We All Get Along?

Claudia McCue

The most common applications for creating PDFs are not high-end graphics tools, but are the workaday tools in the Microsoft Office suites. In this presentation, Claudia McCue will discuss techniques for delivering high-quality PDFs from Microsoft Word and other Microsoft products..

Prepping for the Acrobat ACE Exam

Claudia McCue

You now have two choices what kind of Acrobat expert you want to be. The current tests are Adobe Acrobat 7 Professional Print Production and Adobe Acrobat 7 Professional with Adobe LiveCycle Designer. Which should you choose, and how should you get ready for the exam?

In this session, attendees will learn:

- How the exams differ.
- Areas the exams cover.
- How questions are worded.
- What are good ways to prepare for the exam.

Building a Word Template: The Foundation for a Better PDF

Carl Young

Microsoft Word is the world's leading source document for PDF creation. Although it is very easy to produce a great PDF from Word, it is even easier to create a truly awful one. Make your organization much more efficient by deploying and using style-based Word templates.

In this session, attendees will learn:

- Why every organization should have its own Word templates.
- How to create and manage Word styles.
- How to create and format tables of contents, lists of figures and other interactive elements.
- Tricks for getting PDF bookmarks generated correctly from Word.
- How to add alternative text for Section 508 compliance.
- The correct creation procedure for making accessible PDFs from Word.

PDF in Business and Government

Strategies for Implementing Reader Extended PDF Forms

Chris Pieper

With all the recent changes in PDF format there are many questions arising about what PDF forms can and cannot do. Adobe Reader Extensions take PDF forms to a new level of functionality for almost 1 billion users of the free Adobe Reader.

So what are Reader Extensions and how do they impact my forms? What I need is to save my data locally. And how about e-mail - can Reader Extensions e-mail completed forms? In this presentation we cover the basics as well as the vague. What are Reader Extensions and what do they cost. How do you acquire Reader Extensions and what questions should you know to ask.

Less Paper, More Profit

Panel moderated by Paul Showalter

One of the earliest drivers for PDF usage was the idea of saving money by reducing printing costs. Are we there yet, or are there still hidden cost savings inside your organization?

In this session, you will learn ROI-maximizing ideas from a panel of experts who have used PDF to substantially reduce printing budgets.

Quality Assurance in PDF: Your Business Critical Files May Not Be Legible in the Future

Dr.. Hans Bärfuss and Roger Reeves

PDF is the preferred processing and archiving format for millions of critical business documents that have to be retained and reproducible for years. But it is alarming how few companies are aware of the potential quality problems with PDF files or analyze the quality of their PDF documents. PDF files that are created and processed in your daily business can contain corruptions that allow the documents to be viewed and appended today, but may hinder or wholly prevent their reproducibility in the near or far future.

In this presentation we will explain when and how Quality Assurance (QA) can be applied to PDF files in different business processes, offer suggestions how to recognize and prevent or repair corrupt files, and indicate how different types of corruption may adversely affect the reproducibility of PDF files now and in the coming years.

Effective Strategies for Managing Web-Based PDF Forms

Randy Popson

The session will provide a summary of key requirements for effectively managing PDF structured content on the web. With billions of pages of PDF form content created to date and millions more created daily, effective form and data management is critical to all organizations.

This session will also outline issues and options you have as you migrate to XFA based PDF's created from Adobe LiveCycle Designer. Come see how a well planned transition strategy can help your organization. Actual implementation examples will be provided so that attendees can develop a plan of action for their organization.

PDF Forms and Database Connectivity Solutions

Franklin Garner

With great software like Amgraf OneForm Designer Plus (OFDP) and Adobe Acrobat, paper forms can be converted to PDF Internet forms (I-forms) thereby saving significant costs in printing and storage. With additional effort, I-forms can be extended into fillable, submittable containers for data capture, retrieval, presentation, and processing.

The benefits of database-connected I-forms solutions include improvements in productivity, transaction accuracy, and user satisfaction. So where's the problem?

Forms layout and design, and even the steps to insert fill fields, are typical graphic designer tasks. A non-connected PDF form is a self-contained file with everything packaged within the visual image. To make a PDF form submittable, the designer must think beyond the form image and interact with software for field data extraction and communication. Navigational panels to start and end a form filling session must also be provided. These functions are usually developed by computer programmers, and can be worrisome tasks for graphic designers.

Sessions

Adding database connectivity also introduces another layer of complexity onto I-forms.

This presentation will outline the technical issues involved in implementing an I-forms data collection and retrieval system, and show examples of successful real-world PDF I-forms systems within industry and government.

PDF Content: Strategies for Section 508 Compliance

Duff Johnson

Since 2001, Section 508 of the Rehabilitation Act requires Federal government agencies and contractors to provide electronic content in a manner accessible to all users. State and local governments are following the federal lead with their own regulations to facilitate equal access to documents by disabled users. With millions of visually impaired and tens of millions of other disabled in the U.S. alone, making on-line content accessible is more than just a mandate for government agencies and their vendors, it's good business as well.

In this session, we'll focus on the strategic issues surrounding Section 508 compliance for electronic documents in general, focusing on the implications for PDF deliverables. We'll discuss the realities of making and validating accessible PDFs, and conclude with some high-level pointers on building accessibility into the content development process, no matter what format you use to publish..

Moving from Acrobat to Designer JavaScript

Thom Parker

JavaScript is the essential tool for making PDFs interactive. It is especially important for forms. Adobe is now shipping LiveCycle Designer as part of the Acrobat 7 installation. The Designer JavaScript model is completely different from the traditional Acrobat model so how can you migrate your Acrobat-based forms to the XML-based forms created by Designer? In this session, attendees will learn:

- How the JavaScript models differ.
- How to use the Designer JavaScript model.
- Where to get information on Designer JavaScript. Tips and techniques for migrating Acrobat JavaScript.
- Many live examples will be included in the companion PDF for the session for use with your own projects.

Using Acrobat 7 to Interactively Display 3D Images

Greg Smith

Although the use of 3D product design software has increased dramatically over the years, the re-use of the 3D design data outside of engineering, especially in the areas of assembly methods, service procedures, and parts catalogs, has not. The combination of text, 2D drawings, re-generated images, and paper can be an expensive, time consuming, and a painful means of communicating.

The use of interactive 3D procedures can dramatically cut down on misunderstanding, miscommunication, and mistakes compared to just 2D drawings and text used for instructions. One of the major drawbacks for 3D documentation has been the issue of distributing the 3D information. With Adobe releasing Adobe Acrobat 7.0 with 3D viewing, one of the last major hurdles has been overcome.

The session will discuss methods for generating interactive 3D PDF files, and the uses and

benefits of 3D in product documentation and literature.

Using 3D CAD models as the basis for the 3D documentation, find out how to quickly and easily create interactive 3D documentation in PDF format.

PDF in Printing and Creative Arts

Quick Start Guide to Identifying and Repairing problems in PDFs

James Lockman

Learn how to use Enfocus PitStop Professional and Acrobat Professional to identify and repair common problems with PDF files. We'll cover job stopping issues such as missing fonts, OPI, embedded halftones, and type corrections as well as strategies for coping with transparency and layers.

Online Collaboration: A New Value Add for Creative Professionals and Enterprise Consultants

Panel Moderated by Carl Young

Although Acrobat has contained powerful review and markup tools since version 5, the tools have languished in many cases because all reviewers needed either a full version of Acrobat or an Adobe server product to turn on the hidden reviewing functionality in the free Reader.

Acrobat 7 Professional changes that. Users of the Pro version of Acrobat can now "rights enable" PDFs so that users of the free Adobe Reader 7 can fully participate in the review process.

Now graphic design, advertising, architectural, engineering, technical writing and other inside and outside "consultants" can send full-color PDFs to clients for review. It even works with plain black and white technical manuals, too!

Come to this session and learn how even a single copy of Acrobat 7 Professional can turn the review process into a value-add for your customers, whether they are inside or outside your organization.



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ARTS PDF Crackerjack 5

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CARL YOUNG
TRAINING ASSOCIATES

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Sessions

PDF Print Workflow Color Management Issues

Leonard Rosenthal

PDF is great, but there are times when soft proofing onscreen doesn't catch some problems. Finding and fixing these issues is one of the most time-consuming chores in a PDF-based workflow.

In this session, you'll learn:

- How to ensure that the color and graphics you intend are included in a PDF file destined for print output.
- Proper color settings in Distiller, InDesign and QuarkXPress and how to optimize them.
- Methods to fix RGB color issues from Microsoft Office products.
- How to set up Acrobat 7 Professional to manage and view color properly.
- Some color and editing techniques using third-party products.

Uses and Applications of Acrobat Layers in Creative Suite 2

Gary Armstrong

Acrobat users asked for layers, now we have them. So what are they good for? Is anyone using them?

In this session, you will learn PDF layer creation techniques, and some recommended procedures for creating and deploying layered PDFs.

J+PDF=Faster Turnaround and Lower Costs

Leonard Rosenthal

Learn how JDF (Job Definition Format) can be used with PDF to deliver high quality printed output with minimal turnaround.

By combining JDF with PDF, you can completely automate end-to-end print workflows, cutting hours or days from your print production time while at the same time lowering costs and ensuring reliable output.

Both PDF and JDF are industry standards approved by the International Cooperation for the Integration of Processes in Prepress and Press and Postpress Consortium (CIP4).

Attendees will learn:

- How JDF and PDF work together.
- Examples of JDF and PDF workflows.
- How to practically incorporate JDF into your job planning and scheduling.

Taking PDF to the Next Level: How End-To-End PDF Workflows Are Transforming The Printing Landscape

Harry Waldman

With all of the tools available to designers, it can be challenging for print professionals to achieve reliable print output that is true to the original design 100 percent of the time. Next-generation PDF technologies are on the horizon that minimize unpredictable rework of print jobs by improving accuracy of colors and effects such as overprints and transparency. In addition to minimizing or even eliminating expensive late-stage error correction, new workflows can boost productivity, improve efficiency, and afford service providers new business opportunities, and enable them to increase new business. .

Attendees will learn:

- Why end-to-end PDF workflows can reduce the number and frequency of late-stage error corrections and improve turnaround time
- How PDF can be used with job definition format (JDF) to enable standards-based workflow automation for improved productivity
- How technologies are opening new business opportunities for printers by enabling variable data publishing and making short-run color a profitable proposition

Let's Share: New PDF Export Options from Adobe Creative Suite 2

Janet Frick

Adobe Creative Suite 2 standardizes PDF output options in InDesign, Photoshop and Illustrator. For example, you can create a custom PDF export option in InDesign and then share those options with Photoshop and Illustrator. As a bonus, Janet will highlight one of her favorite new Acrobat plug-ins that can automatically build toc and index hyperlinks into your PDF files. It can even quickly link URLs, e-mail addresses, figures, tables and page references.

In this session attendees will learn:

- When to use CS2 PDF Export options or go through Distiller.
- Which custom settings every creative professional should have.
- What pitfalls to avoid when sharing PDF export settings among applications.
- How Acrobat plug-ins can save time in your creative workflow

Case Studies

PDF in the Pharmaceutical Drug Approval Process

BinaryThing

Case study of how using PDF has saved a pharmaceutical company much time and many dollars.

Using PDF Forms in a Hospital

Carol Shepherd

A report on how doctors, nurses, and medical staff are using interactive PDF forms to standardize patient care in the hospitals of a major Baltimore/Washington healthcare provider.

Implementing Web and Print PDF Standards at a National Laboratory

Margo Stezel

The National Renewable Energy Laboratory (NREL) in Colorado is the U.S. Department of Energy's (DOE) premier laboratory for renewable energy research and development and a leading laboratory for energy efficiency research. Lab staff assist DOE with a full range of energy-related activities which culminate in transferring NREL knowledge and technology to others.

In 1999 NREL's publication and print delivery workflows migrated to 100% electronic processes, including the posting of NREL publications in PDF format. The need for standards for PDFs posted on the Web and for PDFs produced for high-end print processes quickly became apparent. This led to development and implementation of Web PDF standards in 2000, the addition of the Section 508 requirement in 2001, and PDF/X-1a standards for print PDFs in 2004. Last but not least, end-user training on creation of PDFs to meet standards was offered on both Mac and PC platforms.

As public awareness of the availability of full-text PDF versions in NREL's Publication database increased, trends moved towards inexpensive quick-prints in minimum quantities and electronic-only publications. The implementation of PDF/X-1a for print PDFs and the consequent training of designers in preflight processes also helped reduced costs of printed publications.

This Case Study highlights NREL's PDF standards development and implementation processes during the past 5 years.

Using PDF to Create a Secure Engineering Workflow

Dennis Newman

This session explains a process used to take modular construction drawings from the factory through the review process and on to the regulatory agency for final approval to build.

You will see the tricks and tools used by third party reviewers to mark up and finally approve the construction drawings for factory built housing. You will see an example of how several State regulatory agencies agreed to adopt PDF as the electronic transmittal medium used to facilitate workflow in this area of the construction industry.

Also included will be a discussion of the PDF/E standard as submitted to the ISO this year for adoption, as well as information about the move to adopt Digital Signatures as a replacement to the engineering 'standard' of using a traditional 'wet stamp' on drawings.

You will see a visual demonstration of the actual review process, using a typical modular house plan set. This demonstration includes how the custom stamps are created, and the markup / review / and approval process.

While this demonstration is focused on the manufactured housing industry, the procedures are easily adapted to many engineering workflows.

Creating a Home-Grown Document Management System

Dick Vohlers

I'm responsible for an internal company document management system. The images are scanned into Acrobat, then stored into the system via a plug-ins developed using the Acrobat SDK. The scan operator enters data into a dialog created by the plug-in, and the plug-in stores that data into the database and saves the PDF file to storage. Users can retrieve images via the

plug-in, via a Web interface, or via an Audit Trail application that is also part of the system.

There are five different versions of the main plug-in for different document types, such as software contracts, legal contracts, and employee personnel files. There are different plug-ins because each automatically creates a bookmark structure when an image is first saved to storage, and because different document types have different indexing data.

In addition, there are other programs that run over the weekend using the IAC interface to implement the system retention rules.

ASRC's Exploration of NASA Re-engineering Document Imaging Workflow Inefficiencies

Scott Swidersky and Phyllis L. Benson

Undocumented, antiquated systems forced the establishment of a completely re-engineered document conversion process. The information management solution ASRC implemented, enabled an improved throughput and the ability for authorized NASA staff to access reports in searchable, PDF format online via a secure login portal. This re-engineering has presented ASRC with the ability to provide 'Scan-on-Demand' service, where NASA employees can access the report's metadata online and if the report has not yet been scanned, they can request an electronic version which is completed and accessible within three days.

IRS Dynamic CD Portfolio

Paul Showalter

The IRS has created and distributed the IRS Tax Products CD-ROM for more than ten years. The effort to assemble and disseminate thousands of tax forms and publications was incredible and often took months. Something had to be changed in the creation (compilation) process, that would improve the accuracy and timeliness of the product.

In this session, attendees will learn:

- How IRS put 1,100 tax products into a two-page, 400k PDF.
- How production time was reduced from months to two weeks.
- How the CD is now easy to navigate.
- How the CD's usability was enhanced with exceptionally fast search capability.

Development of a Custom PDF Search

Mark Czajka

The first case study is a custom PDF search developed for the Society of Plastics Engineers. Abstracts and papers were collected using a web site which utilizes activePDF to generate PDF papers from supplied electronic files. From PDFs and the database of paper information (including title, author, market segment, paper number, session number, session name and abstract), a PDF based CD-ROM was developed which includes a custom search page. This case study shows what is possible with Acrobat's search technology, and what to watch out for in Acrobat 7.

Deploying Secured PDFs on CD and the Web

Mark Czajka

The second case study is a combination of two PDF products, a CD-ROM and Web based collection of standards for American Boat & Yacht Council. The standards are protected with FileOpen Web Publisher 3. The CD-ROM features a custom search page, and the web site features a PDF collection using ARTS PDF Search. This case study shows the same product delivered using two different mediums (the Web and CD-ROM) for two different audiences (network and single users). The Web version can limit the number of concurrent users.

Adobe's Implementation of the Reader Distribution System

Lori Defurio

Adobe not only sells Acrobat, but it uses it in-house. In this case study, you will see how Adobe uses its own Form Server, Workflow Server and Document Server to manage internal processes.

Adobe Acrobat 6.0.3 Rollout for the Enterprise

Douglas Hanna

And now for the rest of the story! Follow-up to my extended presentation on Adobe Acrobat 6.0 rollout in the enterprise given at the September 2004 PDF Conference - that was still in progress.

After 13 months of development and testing, and innumerable contacts with engineers at Adobe Systems, we were able to rollout out Adobe Acrobat Professional 6.0.3 to over 3,000 associates in a weekend. What were the pitfalls, time traps and show stoppers? How did we do it? What would we have done differently? What are our plans for Acrobat 7?

Drawing for Grand Prize

The drawing for the laptop and other prizes will follow the Power Panel session. You must be present to win!

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Speakers

Benson, Phyllis

NASA

Phyllis is a member of the Scientific and Technical Information (STI) division of NASA.

Bärfuss, Dr. Hans

PDF Tools AG

Dr. Hans Bärfuss is President and CEO of PDF Tools AG, a leading supplier of PDF programming components and tools to customers worldwide. Hans began working with PDF in the early 1990's as founder and president of Gance AG and has made PDF technology his key focus for over 10 years. In 2001 Hans founded PDF Tools AG to concentrate Gance's PDF effort, and now dedicates his full time to the new company. The PDF tools he has designed boast industry leading features, and the 3-Height~ family of PDF development tools are based on his own proprietary PDF kernel and rendering engine.

Hans holds a Doctor of Science Degree in Technology and a Master of Science Degree in Electrical Engineering from the Swiss Federal Institute of Technology in Zurich, and an MBA from the University of St. Gallen. His pastimes include playing the piano and testing his G-limits in aerial acrobatics.

Czajka, Mark

Automated Graphics Solutions

Mark Czajka joined the AGS team in December of 1989 after attending Rochester Institute of Technology where he earned his BS in Printing and Applied Computer Science. In 1991, he was promoted to System Administrator of the plant, and in 1992, began managing the newly implemented CD-ROM Production Department. After a seven-year run of successfully managing the CD-ROM Department, Mark was promoted once again to his current position as Director of New Technology. He currently sits on the Board of Directors for the Charles County Technology Council. Mark is pursuing a Masters Degree in Technology Management at the University of Maryland. He has worked with Acrobat since version 1, and he has been a beta tester for most versions of Acrobat, including Acrobat 7.

DeFurio, Lori

Adobe Systems

Lori has more than 15 years experience in the technical document publishing industry. She started her publishing career as a typesetter while in college. She was employed as an SGML/XML Consultant for 4 years prior to joining Adobe. At Adobe, she has concentrated on Acrobat, SGML/XML, database, and structured publishing solutions. Lori is currently the Developer Evangelist for Acrobat and related Adobe PDF tools and technologies at Adobe Systems, Inc.

Frick, Janet

Resources LLC

Janet Frick is a Certified Technical Trainer and an Adobe Certified Expert in InDesign and Acrobat, as well as an Adobe Certified Instructor. She has supported prepress applications for over eighteen years, with extensive hands-on experience as a prepress operator for commercial printers. In 1999, she established Training Resources LLC, based in Richmond, Virginia. Her company specializes in teaching customized preflight and file preparation courses. In addition, Janet writes and tech-edits software documentation and online training courses. Her mission is to continually stress the importance of strong digital foundations as she instructs and

develops workflows for graphic and print professionals from coast to coast.

Garner, Franklin

Amgraf

Franklin J. Garner, III is President and CEO of Amgraf, Inc., a Kansas City company specializing in forms software technology for print manufacturing, industry and government. Amgraf's products are widely used for business forms pre-press automation, and electronic and Internet forms systems. Garner serves on the Board of Directors of the North American Security Products Organization (NASPO), and serves on the Board of Trustees for the Print Education and Research Foundation (PERF). He is also an instructor of Forms Automation Technology for the Document Management Industries Association (DMIA), and has written and co-authored several research papers and articles for various business documents industry trade magazines and journals.

Garner holds a BS Industrial Design degree from Illinois Institute of Technology.

Hanna, Douglas

Hewitt Associates

Doug is a member of the Document Publishing Technology unit in Hewitt Associates Information Systems Practice where he has been the internal Product Manager for Adobe Acrobat Suite for the last six years. He is considered by his peers as a Subject Matter Expert on .PDF and related technology, PostScript, and Production CD-ROM Processing. He leads analysis, development, support, testing and distribution efforts surrounding Adobe Reader, Adobe Acrobat Professional, PDFlib, PDFs, and PostScript on Windows, Mac, UNIX, IBM-MVS and IBM-VM OS environments within Hewitt Associates. Prior to becoming a member of the DPTech, Doug supported the firm's Pension Administration system where he had an instrumental part in developing the PostScript print driver for that system.

Doug is an active member of Xplor International and sits on the Xplor Joint Technology Council with Adobe Systems, Inc.

Doug holds a Bachelor of Science, Computer Science, with a minor in mathematics from Bradley University in Peoria, IL. He currently lives in Southeastern Wisconsin with his wife and son.

Hewitt Associates is a global outsourcing and consulting firm delivering a complete range of human capital management services to companies, including HR and Benefits Outsourcing, HR Strategy and Technology, Health Care, Organizational Change, Retirement and Financial Management, Payroll and Talent and Reward Strategies.

Johnson, Duff

Document Solutions, inc.

Founder, CEO and Lead Consultant for Document Solutions, Inc, a professional services company specializing in PDF technology, Duff Johnson has pioneered PDF technology solutions for electronic document applications since 1996.

In 2001, the enactment of Section 508 led Johnson to add accessibility enhancement, making DSI the first company in the world to offer Section 508 compliance and certification

services for PDF files and forms.

A frequent speaker and panelist at conferences and trade shows, Johnson's articles have appeared in Planet PDF, Electronic Publishing, Intranet Journal, Journal Publishing, EZ Tech Guides and other publications. Johnson is Business and Government Contributing Editor for Planet PDF.

Lockman, James

Working Words

James Lockman holds a degree in physics and applied physics from Yale, and has years of experience teaching high school physics. James joined Working Words in 1994 to head its Digital Prepress division. Since then, he and Working Words have become a technical resource for printers and graphic designers nationwide. His long practical experience with PostScript and PDF workflows coupled with his teaching skills make a great fit for training technical subjects.

James Lockman and Tim Plumer are Co-owners of Working Words & Graphics, a PDF workflow consulting and implementation company and digital prepress services bureau. Customers include: LL Bean, Adobe Systems, Inc., Time, Inc, TPN, Inc., XMPie, Ricoh, MEMIC, The Janesville (Wisconsin) Gazette, Franklin Press (Baton Rouge) and The State of Massachusetts. Their recent PDF Workflow Roadshow in conjunction with Enfocus Software brought their skills and experience to seven cities around the country.

McCue, Claudia

Practicalia

Claudia McCue has over 20 years experience in the graphic arts, from conventional through digital production. Her specialties are troubleshooting difficult files and stubborn software, as well as putting technical concepts into understandable and humorous terms, accessible to even the inexperienced user. She is the owner of Practicalia, LLC, an Atlanta-based training and consulting company specializing in customized, real-world applications training. Claudia holds Adobe Certified Expert status in Photoshop, InDesign and Acrobat.

Popson, Randy

FormSoft Group

Randy Popson, President of the FormSoft Group Ltd, has over 15 years of practical experience in helping customers manage their electronic forms and associated data.

FormSoft Group is focused on helping customers meet the challenges of modern day web forms management. FormSoft Group's flagship product, FormFinder for the Web, is designed to provide end-users with an easy-to-use on-line form experience while greatly simplifying the effort required to manage web forms, their data, and resulting records.

Rosenthal, Leonard

PDF Sages

Leonard comes to PDF Sages as the most well known and well respected software developer for the Apple Macintosh. This reputation grew during his time as the Director of Advanced Technology for Aladdin Systems developing their Stuffit line of products.

Leonard is also quite intimate with Windows and Unix systems having led various seminars and given various speeches at industry conferences and local user groups. While serving as

the "Designated Free Electron" for Adobe Systems in their "Internet and Layout Technologies Division", Leonard continued his involvement in PDF and electronic publishing.

Upon leaving Adobe, he joined Appligent - a leader in the server-based PDF market. As their Director of Software Development he helped to enhance and improve their technology. When he's not working on PDF, Leonard continues to pursue some of his other areas of specialty by helping to maintain a number of open source projects including ImageMagick, FreeType and AbiWord.

Newman, Dennis

PFS Corporation

Dennis Newman is the General Manager of Information Technology Services for PFS Corporation. PFS Corporation is the nations leading third party plan review, approval, and inspection service for the modular and mobile construction industry. Dennis has been active in the PDF/E standards working group, and has been asked by that group to assist in presenting the draft standard to the ISO conference this summer. Dennis has also been instrumental in developing electronic engineering procedures for HUD on the national level, and for several state agencies that regulate modular or factory built structures.

Padova, Ted

Author

Ted Padova is the worlds leading author on Adobe Acrobat and PDF with 10 Acrobat books currently in circulation including two commercial eBooks. His most recent titles include: Adobe Acrobat 7 PDF Bible (Wiley Publishing); Adobe Reader 7 Revealed (Peachpit/Adobe Press), Adobe Creative Suite Bible (Wiley Publishing), Adobe Acrobat 6 Complete Course (Wiley Publishing); and Creating Adobe Acrobat Forms (Wiley Publishing). Additionally he has authored books on Adobe Illustrator and Adobe Photoshop.

Ted has been involved in PostScript imaging more than 15 years since starting a computer service bureau and digital imaging center in Ventura, California until retiring from the company in 2004.

He was a university instructor over seventeen years teaching classes in all Adobe imaging programs and Adobe Acrobat at the University of California, Santa Barbara and UCLA. He is an internationally recognized speaker on Adobe Acrobat, PDF, and digital imaging, speaking nationally and abroad at many computer conferences and expos.

Reeves, Roger

PDF Tools AG

Roger Reeves first got involved in Configuration and Data Management in 1988. In 1992 he moved to Europe and spent several years heading documentation offices at ABB in Switzerland. Afterwards, Roger turned to leading document management projects at Glance, where he got hooked up with Hans B~rfuss. He now looks after the marketing activities for PDF Tools AG.

Roger holds a Bachelor of Electrical Engineering Degree from the Royal Military College of Canada and spends his free hours with his family, playing oom-pah music in a Swiss band, and running marathons.

Speakers

Showalter, Paul

Internal Revenue Service, Senior Printing Specialist

Paul Showalter is a Senior Technical Printing Specialist, specializing in forms management and design for an electronic database of published products. He currently works as a gatekeeper for the Multimedia Production Division web site, where his responsibilities include the creation and management of electronic forms and documents that are electronically distributed to the world. He specializes in the conversion of paper forms to fillable electronic forms. Showalter, a graduate of Rochester Institute of Technologies School of Printing, has presented at XPLOR, BFMA (Business Forms Management Association), Seybold Seminars, and numerous PDF Conferences. He is the 2002 honoree for "Innovators in eGovernment" presented by Adobe Systems Inc.

Margo Stenzel

National Renewable Energy Laboratory

Margo Stenzel is an IT Applications Analyst II for the National Renewable Energy Laboratory in Golden, Colorado. Her background includes over 20 years experience as a graphic artist combined with 25+ years experience in computer hardware and applications testing and training.

Margo began work in 1999 at NREL to develop and implement an electronic publications workflow which includes print, Web, and the archiving of NREL's scientific and technical research in PDF format. Additional responsibilities include prepress troubleshooting and support for graphic artists throughout the lab, and management of NREL publications electronic file archives. Margo has produced over 50 interactive, PDF-based CD-ROM publications ranging from conference proceedings to solar photo showcases.

Sullivan, Tim

activePDF CEO

Tim Sullivan is president and founder of activePDF, Inc.; the leading provider of server-side PDF development and conversion tools for Windows NT and 2000, offering a complete suite of industrial strength PDF tools that free the developer from the nuances and idiosyncrasies of dynamic PDF creation. Launched in January 2000, activePDF was the realization of over 2 years of research and development. Quickly exceeding all expectations, activePDF, Inc. has continued to post record revenues month after month since its creation as a company. With over 12,000 server licenses world-wide, activePDF is quickly becoming the industry leader in server side PDF solutions.

Swidersky, Scott

Quality Associates, Inc.

Scott is director of the information systems division of Quality Associates, Inc.

Vohlers, Dick

SAS Institute

Dick Vohlers is a Principal Applications Developer at SAS Institute in Cary, NC. He is responsible for the company's Document Management System, built around Adobe Acrobat and used internally by the Contracts, Legal, and Human Resource Departments. He has worked at SAS for five years, and before that for other technology companies in the RTP and Silicon Valley areas.

Waldman, Harry

Adobe Systems, Inc.

Harry Waldman graduated Temple University in 1964 and began his career working in account management at Foote Cone and Belding Advertising in Manhattan. From the 70's to the early 90's Waldman owned a commercial printing firm that was an early pioneer and beta site for much of today's electronic prepress. Today, he is a consultant and advisor to the printing industry and is an author, a columnist, and a speaker. He has received many honors including being named "man of the year" twice by two different printing industry groups, as well as induction into Printing Industries of America's honor society.

Young, Carl

PDF Conference Producer

Carl Young is president of DigiPub Solutions Corp., founder of the PDF Conference, and author of *Carl Young's Adobe Acrobat 6: A Guide to Getting Professional Results from Your PDFs*.

Carl is an Adobe Certified Expert in Acrobat, GoLive, InDesign and FrameMaker and a Certified Technical Trainer. He is past president of the Phoenix Chapter of the Society for Technical Communication, and is founder and coordinator of STC's Arizona FrameMaker User Network and Acrobat special interest groups.

He teaches classes in Acrobat, FrameMaker, GoLive and InDesign regularly in Phoenix and at customer sites throughout the United States.

Carl often presents on Acrobat on behalf of Adobe at trade shows and seminars. He also speaks on Acrobat- and FrameMaker-related topics at trade shows and conferences worldwide.

He holds a bachelor's degree in journalism from the University of Kansas and a master's degree in business administration from the University of Phoenix.

Crystal City Hilton

When searching for the ideal Washington, DC location for our September 2005 PDF Conference, our goal was to secure outstanding meeting space while providing conveniently located and well-appointed accommodations for our attendees. The Hilton Crystal City Hotel at Ronald Reagan Washington National Airport meets these objectives and more!

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