



**ShopWorks University 2010  
Las Vegas**

**Registration Package**

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## ShopWorks University Overview

This year's training events for ShopWorks users and prospective buyers encompasses the entire spectrum of OnSite 7 functionality. All classes focus on the "big picture"...an understanding of how the overall system works...as well as new features specific to OnSite 7.

We are excited to add Roy Marques as a presenter for SWU 2010. Roy's brings his 34 years of industry experience along with OnSite knowledge to deliver timely and informative courses mixing OnSite training with recommended procedures and best practices. Come pick the brain of an industry expert.

Marketing guru Mark Venit teaches 4 classes this year...3 of which are brand new offerings only offered at SWU including separate 4 hour courses covering marketing and management. These are "don't miss" in-depth seminars designed for owners and manager alike.

Here's a day-by-day OVERVIEW of what's in store at ShopWorks University . . .

### **Day 1 – Saturday, October 16th**

SWU check-in is from 8:00 am to 9:30 am. Your full day of ShopWorks courses begins at 9:30 am. Lunch will be served at noon followed by more classes until 5:00 pm. Make sure to schedule time with Roy Marques in his "Shop Consulting" session. This is a unique environment where you can sit with an industry consultant and ask questions about any subject.

### **Day 2 – Sunday, October 17th**

We'll begin the day with breakfast at 8AM and then begin our second day of ShopWorks courses at 9:00 am. A full lunch is also included at 12:00 pm followed by more classes.

### **Day 3 – Monday, October 18th**

The day opens at 7:30 am with a full breakfast buffet in conjunction with our ShopWorks User Group Meeting. Jay will address the audience with an overview of ShopWorks the company and ongoing OnSite development.

The floor is open to all participants for the expressed purposes of addressing ShopWorks personnel -- and everyone assembled -- in an open forum. It's your turn to present your own ideas and suggestions for ShopWorks programming and operations and to share your experiences with your peers along with your personal concerns, complaints, and comments.

We strongly encourage all SWU attendees to participate in our User Group Meeting. The meeting, itself, is testimony to the close and uniquely active partnership between the ShopWorks management team and our User Group members. That's why we welcome your participation at the meeting. Your comments very important to us!

Classes will resume after the meeting at 9:00 am. Lunch and more classes follow until the end of the day.

## Tuition

Tuition per user depends on the total amount of attendees from your company per the chart below.

Tuition includes registration fees; classroom materials; participation in any and all ShopWorks training courses, marketing and management workshops and seminars; and attendance at the User Group Meeting. Tuition also covers lunch on Saturday, breakfast and lunch on Sunday, and breakfast and lunch on Monday.



**NOTE:** Rates below ONLY apply if you are staying at the Golden Nugget during SWU. See next chart on following page staying at another property.

	<h1>SWU Tuition Rates</h1>
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# Of Attendees	Cost per if registered by 9/1/10	Cost per if registered AFTER 9/1/10
1	\$495	\$550
2	\$475	\$530
3	\$455	\$510
Each additional attendee	\$435	\$490



**NOTE:** Rates below apply if you are staying at any property OTHER than the Golden Nugget

Any Other  
Property

## SWU Tuition Rates

# Of Attendees	Cost per if registered by 9/1/10	Cost per if registered AFTER 9/1/10
1	\$645	\$700
2	\$625	\$680
3	\$605	\$660
Each additional attendee	\$585	\$640

## Lodging

ShopWorks University Las Vegas 2010 is being held at the world-famous Golden Nugget Hotel and Casino. Located on historic Fremont Street, the Golden Nugget is a walk to many famous Vegas casinos and a 10 minute taxi ride to "the strip".



Stay at the Golden Nugget during SGIA and SWU for the same LOW rates!

As a SWU attendee you are entitled to discounted rates:

Room Type	SGIA Week 10/12 - 10/14	Fri SWU 10/15	Sat SWU 10/16	Sun SWU 10/17	Days After 10/18 - 10/20
Carson Tower	\$59	\$95	\$95	\$59	\$59
Gold Club King	\$69	\$105	\$105	\$69	\$69
Gold tower Pridor Suite - One bedroom	\$185	\$245	\$245	\$185	\$185



**NOTE:** Staying at the Golden Nugget during SWU entitles you to additional discounts for tuition at the event. Make sure to include your hotel confirmation number when registering for SWU. See steps below.



**NOTE:** You must book your rooms BEFORE 9/14/10 to receive the discounted rates.

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## **Step 1**

Call the hotel and make reservations for your room. Make SURE to mention the SWU discount code to get the above rates. Also make SURE to get the confirmation number as you will need this in Step 2.

**Phone: 1-800-634-3454**

**Group: ShopWorks**

**Code: 1C1YEE**

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## **Step 2**

Fill out the SWU Registration form at the end of this document and make SURE to include your hotel confirmation number to get the best rates.

**Make sure to include the confirmation number to get the best tuition to SWU!**

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# Class Schedule

Listed below is an overview of the class schedule. Details for each class are listed in the next section.

## Day 1 - Saturday, October 16th

	Classroom A	Classroom B	Classroom C
8:30 AM	<b>Registration and Badges</b>		
9:00 AM	<b>Registration and Badges</b>		
9:30 AM	Effective Organizational Communication 9:30 am - 12:00 pm Roy Marques	OnSite Boot Camp 9:30 am - 5:00 pm Mike Rauch	
10:00 AM			
11:00 AM			
12:00 PM	<b>Lunch</b>		
1:00 PM	Keys to Order Entry 1:00 pm - 5:00 pm Jay Malanga	continue...	Shop Consulting 1:00 pm - 5:00 pm Roy Marques
2:00 PM			
3:00 PM			
4:00 PM			
5:00 PM			

## Day 2 - Sunday, October 17th

	Classroom A	Classroom B	Classroom C
8:00 AM	<b>Breakfast</b>		
8:30 AM	<b>Breakfast</b>		
9:00 AM	Accounting Workshop - Part 1 9:00 am - 2:00 pm Jay Malanga	Real World Production 9:00 am - 2:00 pm Roy Marques	<b>Breakfast</b>
10:00 AM			
11:00 AM			Buying & Selling Apparel Companies 9:30 am - 12:00 pm Mark Venit
12:00 PM	<b>Lunch</b>		
1:00 PM	continue...	continue...	Marketing Workshop 1:00 pm - 5:00 pm Mark Venit
2:00 PM	Inventory and Warehouse Management 2:00 pm - 5:00 pm Roy Marques	Designs, Variations and Thumbnails 2:00 pm - 5:00 pm Mike Rauch	
3:00 PM			
4:00 PM			
5:00 PM			

## Day 3 - Monday, October 18th

	Classroom A	Classroom B	Classroom C
7:30 AM	<b>User Group Breakfast</b>		
8:30 AM	<b>User Group Breakfast</b>		
9:00 AM	Accounting Workshop - Part 2 9:00 am - 2:00 pm Jay Malanga	OnSite 7.1 and 7.2 New Features 9:00 am - 12:00 pm Mike Rauch	Improving Your Bottom Line 9:30 am - 12:00 pm Mark Venit
10:00 AM			
11:00 AM			
12:00 PM	<b>Lunch</b>		
1:00 PM	continue...	Price Calculators 1:00 pm - 3:30 pm Mike Rauch	Management Workshop 1:00 pm to 5:00 pm Mark Venit
2:00 PM	Workplace Technologies 2:00 pm - 4:30 pm Roy Marques		
3:00 PM		The Future Of OnSite 3:30 - 5:00 pm Jay Malanga	
4:00 PM			
5:00 PM			

## Class Details

### Day 1 – Saturday, October 16th

**Course:** SWU-080  
**Title:** Effective Organizational Communication  
**Time:** 9:30 am – 12:00 pm  
**For:** Business owners and managers.  
**Instructor:** Roy Marques

Effective communication is critical to running a business in our industry. In this class, instructor Roy Marques will cover practical methodologies to improving both internal and external communication within your company.

1. An understanding of the tools in OnSite 7 that can be used for improving communication.
2. How to develop standards and procedures for communicating changes on sales orders.
3. Practical techniques for resolving employee and/or customer situations or prevent them from happening altogether.
4. Options and methods for recording communication with customers and prospects.

**Course:** SWU-081  
**Title:** OnSite Boot Camp  
**Time:** 9:30 am – 5:00 pm  
**For:** Anyone  
**Instructor:** Mike Rauch

In this full day course, attendees will get an overview of the entire OnSite system. Focus will be on a good working knowledge of all modules and how they integrate together. Although all modules are covered, emphasis will be on how a sales order “flows” through the system and interacts with different departments. Instructor Mike Rauch will use “real world” examples to illustrate using the system and attendees will have opportunities to ask questions throughout the course.

This is the perfect class for new users or employees who wish to get an overall “big picture” of how OnSite works within the different areas of their company.

**Course:** SWU-082  
**Title:** Keys To Order Entry  
Time: 1:00 pm – 5:00 pm  
For: Owners, managers and order entry personnel  
Instructor: Jay Malanga

Correct order entry is critical to using the OnSite system correctly. In this course, attendees will learn about the entire order entry process.

1. How to setup your system for correct order entry.
2. Understanding how products and order types interact to define how line items flow through the system.
3. New power and features available in OnSite 7 that allow your company to more effectively manage order entry.
4. The "Ownership Model" and how it can be used during order entry to control what salespersons or customer service reps can or cannot see.
5. Recommended "best practices" for implementing order entry in your company.
6. More...

**Course:** SWU-083  
**Title:** Shop Consulting  
Time: 1:00 pm – 5:00 pm  
For: Business owners  
Instructor: Roy Marques

Pick the brain of longtime OnSite user, shop manager, industry consultant, and SWU presenter Roy Marques. Roy has been in the industry for over 34 years and has helped dozens of businesses in our industry make their shops more efficient. Roy is also an expert in operations and using OnSite in a production environment.

NOTE: Sessions are limited to approx. 30 minutes in length so Roy can meet with as many users as possible.

## Day 2 – Sunday, October 17th

**Course:** SWU-084  
**Title:** Accounting Workshop – Part 1 of 2  
**Time:** 9:00 am – 2:00 pm (1 hour for lunch)  
**For:** Business owners and other employees involved in accounting.  
**Instructor:** Jay Malanga

Accounting is an important part of any business. In this class, instructor Jay Malanga will cover the OnSite accounting system from “soup to nuts” including recommended procedures and best practices.

1. The “big picture view” of how the OnSite accounting system works.
2. How to setup the accounting system including chart of accounts, default accounts and different ways to capture revenue.
3. Sales orders and how they affect the accounting system.
4. Receivables management tools, reports and options.
5. Payables entry, bill payments, Credit card payments, banking ledgers and reconciliations.
6. Financial and other reporting.

NOTE: This is a 2 part series and the above will be covered across both sessions.

**Course:** SWU-085  
**Title:** Real World Production  
**Time:** 9:00 am – 2:00 pm (1 hour for lunch)  
**For:** Business owners and production managers.  
**Instructor:** Roy Marques

OnSite 7 has many powerful tools for managing production. In this class, attendees will learn how to use these tools in conjunction with management methods Roy has developed in his over 34 years of experience.

1. Setting up OnSite to properly model your production processes.
2. Practical methods for actively managing production including schedules, reports and job staging.
3. Processes for recording daily production and maintaining production logs.
4. Using meetings and other techniques for managing everyday production employees.

**Course:** SWU-093  
**Title:** **Buying & Selling of Apparel Decorating Companies**  
**Time:** 9:30 am – 12:00 pm  
**For:** Business owners  
**Instructor:** Mark Venit

Looking to get out of the industry someday? Do you contemplate buying your parents' business? Or selling your company to the next generation? Thinking of growing your company through acquisition or merger? Whatever your exit strategy or thoughts about acquisition, this program explores the key considerations of buying and selling apparel decorating companies.

Presented by Mark Venit, who's been professionally involved in hundreds of business transfers, the program's key topics include: accountants' valuations vs. industry-specific valuations; realistic options on financing business transfers and mergers; the best audiences for recruiting buyers and who pays the most for apparel decorating companies; the best months to buy or sell; addressing potential conflicts inherent in family business transfers; pre-sale strategies for current owners, what buyers need to learn before signing on the dotted line; and the five biggest mistakes made by buyers and sellers.

This program delivers insights that could make you -- or cost you -- thousands of dollars and is offered exclusively at ShopWorks University.

**Course:** SWU-086  
**Title:** **Inventory and Warehouse Management**  
**Time:** 2:00 pm – 5:00 pm  
**For:** Business owners and managers.  
**Instructor:** Roy Marques

OnSite 7 allows you to effectively manage inventory for both blank and finished goods. Roy Marques will walk attendees through working methods for improving your inventory management. This class will be a combination of OnSite training as well as techniques and best practices based on Roy's over 34 years of experience in the industry.

1. How to setup bin locations for maximum effectiveness.
2. Techniques for managing cycle counts.
3. Options for when to relieve inventory and the benefits of each option.
4. Using OnSite 7 to proactively manage your inventory instead of letting it manage you.
5. Recommended policies and procedures for inventory management.

**Course:** SWU-087  
**Title:** Designs, Variations and Thumbnails  
Time: 2:00 pm – 5:00 pm  
For: Business owners and art managers.  
Instructor: Mike Rauch

OnSite 7 gives you many options for designs and design management. In this class, participants will get an overview of how Designs, Design Variations and Thumbnails work in OnSite 7. Focus will be on new features and the overall process of Design management.

**Course:** SWU-094  
**Title:** Marketing Workshop  
Time: 1:00 pm – 5:00 pm  
For: Business owners marketing/sales managers.  
Instructor: Mark Venit

Closing a higher percentage of leads, retaining a higher percentage of accounts, and increasing sales of existing accounts are what you will learn in the all-inclusive system Mark Venit has brought to over 600 apparel decorating companies. Learn how to integrate the mechanics of this unique operating model into your existing lead processing procedures to revitalize the performance of your sales personnel.

You'll also receive Mark's "Magic Words in Getting People to Buy What You Sell" and "Venit's 24 Ways to Get Customers to Love You." Additional topics include lead processing, lead follow-up, lead distribution, and new twists on awarding performance incentives.

## Day 3 – Monday, October 18th

**Course:** SWU-088  
**Title:** Accounting Workshop – Part 2 of 2  
**Time:** 9:00 am – 2:00 pm (1 hour for lunch)  
**For:** Business owners and other employees involved in accounting.  
**Instructor:** Jay Malanga

Accounting is an important part of any business. In this class, instructor Jay Malanga will cover the OnSite accounting system from “soup to nuts” including recommended procedures and best practices.

1. The “big picture view” of how the OnSite accounting system works.
2. How to setup the accounting system including chart of accounts, default accounts and different ways to capture revenue.
3. Sales orders and how they affect the accounting system.
4. Receivables management tools, reports and options.
5. Payables entry, bill payments, Credit card payments, banking ledgers and reconciliations.
6. Financial and other reporting.

NOTE: This is a 2 part series and the above will be covered across both sessions.

**Course:** SWU-089  
**Title:** OnSite 7.1 and 7.2 New Features  
**Time:** 9:00 am – 12:00 pm  
**For:** Anyone  
**Instructor:** Mike Rauch

One of the most important new features of the OnSite 7 platform is our ability to do upgrades more frequently and with less disruption to your business. In this class, Mike will demonstrate some of the new features that have been added in the last 2 major releases since OnSite 7. Some of the many features covered will be the POS system, bar coding, shipping calculator, new price calculators...and others.

**Course:** SWU-095  
**Title:** Improving Your Company's Bottom Line  
**Time:** 9:30 am – 12:00 pm  
**For:** Business owners and accounting managers  
**Instructor:** Mark Venit

Most accountants have two objectives in rendering their services to your company: telling you your bottom line and advising on which taxes should go to which authorities. Industry-specific accounting, however, opens up your financial data for seeing what parts of your business are making money, which parts are wasting money, and who's wasting the money; what investments in upgraded technology should be explored; and how your profit & loss statement is viewed by industry vendors in evaluating credit lines. Topics include: tracking sales by company type and product category; using purchasing data and better procedures to negotiate better pricing from wholesalers (and what deals are really available); using production labor data to provide incentives to improve productivity; and using industry-specific operating ratios for benchmarking ledger categories to better monitor six specific barometers of your company's financial health.

You'll also learn innovative (and legal!) ways to reduce business and personal taxes. Each attendee will also receive Mark's own comprehensive industry-specific chart of accounts for re-configuring your company's general ledger.

**Course:** SWU-090  
**Title:** Workplace Technologies  
**Time:** 2:00 pm – 4:30 pm  
**For:** Anyone  
**Instructor:** Roy Marques

Technology is constantly evolving. Instructor Roy Marques will review with attendees his "Top 8" new technologies for improving efficiencies in the office and on the production floor.

1. Document scanning and storage systems
2. Digital direct to garment printers and how they can benefit your business
3. Direct to screen hardware
4. Microsoft Share Point Services
5. Ink systems
6. Wireless and RF networks
7. Online fax services
8. Telephone services and IP based systems

**Course:** SWU-091  
**Title:** Price Calculators  
Time: 1:00 pm – 3:30 pm  
For: Owners and sales managers  
Instructor: Mike Rauch

OnSite has many tools that allow you to standardize pricing in your company. In this class, attendees will learn about the different types of price calculators and options for implementing them in your business.

All aspects of price calculation will be covered including setup, new OnSite 7.2 price calculation options, and how price calculators work in conjunction with Quotes and Sales Orders.

**Course:** SWU-096  
**Title:** Management Workshop  
Time: 1:00 pm – 5:00 pm  
For: Owners and operation managers  
Instructor: Mark Venit

Can your production staff perform at higher levels to drive down overall labor costs? You'll learn innovative, field-proven ways to upgrade employee motivation, improve staff loyalty, and connect better wages to heightened performance. The emphasis here is on practical, do-able, affordable bottom-line improvements that create happier employees -- and enhanced profitability!

Key topics include (among many others): securing and screening applicants, proper and legal protocols for reprimanding and terminating employees, monitoring individual performance, minimizing preventable errors, motivating staff via both monetary and non-monetary incentives, developing an empirical wage-range model, payroll control mechanisms, and improved organization of manpower and production planning. Two advanced-level simulation exercises (in executive leadership and organizing workflow) are included in the program.

Attendees will also receive Venit's copyrighted Employee Review & Evaluation System for apparel decorating companies.

**Course:** SWU-092  
**Title:** The Future Of OnSite  
Time: 3:30 pm – 5:00 pm  
For: Anyone  
Instructor: Jay Malanga

OnSite "next" is in the works! In this class, users will learn about some of the major new changes planned for our next release. We can't tell you too much more here, but suffice it to say that you will be "wowed" by some of the plans we have for upcoming versions.

## **Presenter Biographies**

### **Mark L. Venit, MBA**

Mark L. Venit, MBA, President of Apparel Graphics Institute, LLC, provides management and marketing consulting and proprietary research to apparel graphics companies throughout the Americas and Europe. Author of several books and more than 400 articles on management and marketing published in trade magazines and professional journals, he has been recognized by Impressions Magazine as one of the Top 25 Innovators in Industry History. His columns and articles are featured in the online Impressions Newsletter, Impressions Magazine, and in Imprint Canada. His latest book, *The Business of T-Shirts: A Textbook for Success in Marketing and Selling Decorated Apparel* will be released in September.

Venit is also chairman and co-founder of ShopWorks. Engaged extensively as an expert witness, Venit is court-qualified in all US and Canadian jurisdictions in the areas of trademark and copyright applications and business conventions and trade practices in the apparel graphics industry.

A former professor of advertising and marketing, Venit earned his bachelors and masters degrees at Temple University in Philadelphia, PA.

### **Jay Malanga, President, ShopWorks**

From 1988 – 1991 Jay worked as a mechanical engineer, designing satellites for NASA and the United States Air Force. Frustrated with working in a government organization (can you blame him?), he started a small screen printing, embroidery and promotional product business in 1991.

As that business (JAM Grafx) began to grow, Jay began designing an in-house database program to help alleviate the problems that accompanied the growth. From 1991 – 1997 JAM Grafx grew to a \$1.3 million + business. That in-house database product, after more years of development, became the first version of ShopWorks OnSite, the first unit of which was sold in 1998.

Today, Jay continues system-level development of OnSite as well as being the overall manager for company operations.

### **Mike Rauch, Technical Development Manager, ShopWorks**

Mike has been working in the apparel and promotional product markets since 1996, first as a production employee and later as a production manager for JAM Grafx. In 1998, Mike began his career with ShopWorks, initially in technical support. In the ensuing years, Mike has become the Technical Development Manager for ShopWorks and is the primary architect and developer for OnSite 7.

## **Roy Marques, President, The MCN Group**

Roy is an industry consultant with over 34 years of experience in screen printing, embroidery, promotional products and fulfillment programs. While working with a large ShopWorks customer from 1999 - 2009, Roy was instrumental in many OnSite software improvements including additions to fulfillment and warehouse management.

Currently, he consults for businesses in the industry and has serviced over 15 ShopWorks customers. Roy combines OnSite 7 training with procedures and recommended best practices to provide the "complete package" in helping companies make their business run more efficiently.




**2010 Class Registration**

# Registration Instructions

**Step 1 of 4:** Calculate registration costs based on the number of attendees, the hotel where you are staying, and the “early bird” rates.



**NOTE:** Rates are cheaper if you are staying at the Golden Nugget. Use charts below to calculate correct amounts.

	<b>SWU Tuition Rates</b>
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# Of Attendees	Cost per if registered by 9/1/10	Cost per if registered AFTER 9/1/10
1	\$495	\$550
2	\$475	\$530
3	\$455	\$510
Each additional attendee	\$435	\$490

Any Other Property	<b>SWU Tuition Rates</b>
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# Of Attendees	Cost per if registered by 9/1/10	Cost per if registered AFTER 9/1/10
1	\$645	\$700
2	\$625	\$680
3	\$605	\$660
Each additional attendee	\$585	\$640

**Step 2 of 4:** Fill out form on next page, 1 PER REGISTRANT

**Step 3 of 4:** Fill out form on last page, 1 PER COMPANY

**Step 4 of 4:** Fax all forms to **877-491-5860**



## 2010 Class Registration - 1 Per Registrant

Company:

Registrant:

Email:

(email address is **required** for confirmation)

NOTE: All classes require registration.  
 Fees are described on previous page Please fill out this form for each PERSON ATTENDING

Class Code	Title	Times	Select
<b>Saturday, 10/16/10</b>			
SWU-080	Effective Organizational Communication	9:30 am - 12:00 pm	<input type="checkbox"/>
SWU-080	OnSite Boot Camp	9:30 am - 5:00 pm	<input type="checkbox"/>
SWU-082	Keys to Order Entry	1:00 pm - 5:00 pm	<input type="checkbox"/>
SWU-083	Shop Consulting	1:00 pm - 5:00 pm	<input type="checkbox"/>
<b>Sunday, 10/17/10</b>			
SWU-084	Accounting Workshop - 1 of 2	9:00 am - 2:00 pm	<input type="checkbox"/>
SWU-085	Real World Production	9:00 am - 2:00 pm	<input type="checkbox"/>
SWU-093	Buying & Selling Apparel Companies	9:30 am - 12:00 pm	<input type="checkbox"/>
SWU-086	Inventory and Warehouse Management	2:00 pm - 5:00 pm	<input type="checkbox"/>
SWU-087	Designs, Variations and Thumbnails	2:00 pm - 5:00 pm	<input type="checkbox"/>
SWU-094	Marketing Workshop	1:00 pm - 5:00 pm	<input type="checkbox"/>
<b>Monday, 10/18/10</b>			
SWU-088	Accounting Workshop - 2 of 2	9:00 am - 2:00 pm	<input type="checkbox"/>
SWU-089	OnSite 7.1 and 7.2 New Features	9:00 am - 12:00 pm	<input type="checkbox"/>
SWU-095	Improving Your Companies Bottom Line	9:30 am - 12:00 pm	<input type="checkbox"/>
SWU-090	Workplace Technologies	2:00 pm - 4:30 pm	<input type="checkbox"/>
SWU-091	Price Calculators	1:00 pm - 3:30 pm	<input type="checkbox"/>
SWU-096	Management Workshop	1:00 pm - 5:00 pm	<input type="checkbox"/>
SWU-092	The Future Of OnSite	3:30 pm - 5:00 pm	<input type="checkbox"/>

