



## FOR IMMEDIATE RELEASE

**CONTACT:** Meghan Higgins  
(609) 297-2218  
[mhiggins@icma.com](mailto:mhiggins@icma.com)

### **ICMA 20<sup>th</sup> Anniversary EXPO Commemorates the Past, Provides Directions for Navigating Change**

*Global Entrepreneur, Tom Faranda, to Deliver Keynote Speech*

**PRINCETON JUNCTION, NJ – January 27, 2010** – Growing from just seven members in 1990 to over 230 members today, the International Card Manufacturers Association (ICMA) has helped the industry advance by providing a forum for education and networking for 20 years. To commemorate these achievements, ICMA will add several celebratory features to its Annual Card Manufacturing and Personalization EXPO, to be held May 2-5, 2010 at the Camelback Inn, a JW Marriott Resort in Scottsdale, Arizona, USA.

Each year, the EXPO delivers an impressive educational event with seminar topics ranging from advanced security, emerging markets, personalization and production issues, industry statistics and trends, to global/environmental issues affecting card manufacturing. With the theme “Directions for Navigating Change,” the EXPO sessions will offer important insights as the industry looks toward the future.

“ICMA began with a handful of members and has grown to over 230 members worldwide,” said Jeffrey Barnhart, Executive Director of ICMA. “It’s exciting to look forward to the new opportunities that will be available to our members while also looking back to see how far we’ve come.”

Keynote speaker, Tom Faranda, is well-known for his high level, 'bottom-line' programs packed with examples, stories and global humor. He is the former President of The Hospital Corporation of Chicago, the former National Accounts Sales Manager for The Masonite Corporation and a former candidate for the United States Senate. His clients have included Siemens Engineering Germany, IBM Europe, GE, Prudential Singapore, Creative Communications India, St. Tom USVI, INTEL, Motorola, 3M, IBM, Honeywell and other corporations.

“Tom’s presentation will give ICMA members the strategic tools they need to determine what their next business goal will be and how to achieve it,” said EXPO Co-Chair, Michael Swiecicki.

Al Vrancart, ICMA Co-Founder and Industry Advisor, will deliver the second day’s keynote speech entitled, “Card Market Futuring: The Next Decade – 2010-2020.” Vrancart, who helmed NBS/Qualteq for several years, will analyze card manufacturing trends and educate attendees about serious industry changes that lie ahead.

“We’re entering a new era that will require a new way of thinking,” said Vrancart. “Consumer attitudes are rapidly changing and everyone involved in the card manufacturing industry will have to adapt to their demands, especially as new technology becomes more accepted.”

The EXPO also serves as the venue for presenting the association's annual *Élan Awards* for Card Manufacturing Excellence, which are given out in multiple categories for outstanding card design and innovation. In addition to the main conference program, ICMA will also hold an ACE Accreditation exam on May 2 for registered member applicants.

Providing additional company exposure and enhanced networking opportunities, the EXPO will once again feature an exhibition of suppliers of card manufacturing and personalization equipment, materials, components and services. Confirmed exhibitors include:

- Advanced Card Systems and Solutions, Inc.
- Apollo Colours North America
- ARE CON GmbH & Co. KG
- Associated Pacific Machine Corp.
- Atlantic Zeiser
- Baoding Lucky Magnetic Information Materials Co., Ltd
- Barnes International Ltd
- Bayer MaterialScience
- Blumer Maschinenbau AG
- Burkle North America, Inc.
- CFC International Corporation, An ITW Company
- Datacard Group
- Dynetics Engineering Corp.
- Folienwerk Wolfen GmbH
- Functional Materials, Inc.
- Gans Ink & Supply Co.
- GOEX Corporation
- JDSU Authentication Solutions
- KBA Metronic AG
- Klockner Pentaplast
- KURZ
- LaserCard Corp.
- Melzer GmbH
- MGI USA
- Muhlbauer Incorporated
- Oasys Technologies Ltd
- Pittsburgh Embossing Services
- Q-Card Company
- ruhlamat GmbH
- SICPA SecurInk Corp.
- Sun Chemical Corporation
- Telles/Mirel Bioplastics by Telles
- Transilwrap
- VTT GmbH

For more information on the ICMA 20<sup>th</sup> Anniversary EXPO, including exhibiting, sponsorships, full speaker line-up and online registration, go to [www.icma.com](http://www.icma.com).

###

#### **About the International Card Manufacturers Association (ICMA)**

Based in Princeton Junction, NJ, ICMA is a non-profit association of plastic card manufacturers, personalizers and related industry participants celebrating its 20<sup>th</sup> anniversary throughout 2010. With more than 230 members globally, the ICMA acts as a clearinghouse for industry issues, including the production, technology, application, security and environmental issues of plastic cards. More information is available at [www.icma.com](http://www.icma.com).