



August, 2002

## **PRESIDENT SPEAKS...**



**NORTH CENTRAL REPROGRAPHICS ASSOCIATION**

Dear Friends:

September is closer than we think and the NCRA/MSRA Combined Convention is primed and ready to go. I encourage you to make room reservations NOW and complete your registration forms ASAP! The effort put forth by your board of directors will make this convention a benchmark year. Here is what you can expect when you attend:

### **The Educational Program alone is worth the price of admission.**

Our program includes four dynamic educational sessions designed to address "e- Reprography and Your Bottom Line." As Gary Marquardt, Program Chairman says, "The educational sessions are the reason to attend any convention." This year there is an excellent program addressing important topics vital to running a successful reprographics business. A detailed profile of the educational programs can be found on page two of this newsletter.

### **The Trade Show is a "DO NOT MISS EVENT"!**

Vendor Director Tom McNew advises that all available booth space is sold out as of July 20th and approximately 30% of the exhibitors are first time attendees. Here is another convention first: The "Big 5" nationally known machine manufacturers are exhibiting under one roof at our regional convention. All the support vendors offering everything from software, mounting and laminating supplies, equipment, and media will be there. In addition, there is an exhibitor offering leasing services and another that is an excellent source for large and small format ink jet printers, computers, and peripherals. Given the amount of vendor consolidations seen this year, we are truly grateful to have the support of the exhibitors. Our exhibitors are listed on page four of the newsletter.

### **Social Activities Include:**

- ❖ **Golf...** Golfers will definitely enjoy Abbey Springs Golf Club. This is an E-Z playing, beautiful course that has its challenges. I played this course recently and can tell you that no matter what your handicap you will enjoy playing the course. Golf starts off with lunch and then a shotgun start. Golf will be followed up with dinner and awards presentations on Thursday evening. Gregg Borchardt is our golf chairman and he is setting up the foursomes.
- ❖ **The Optional Tour...** For those interested in a non-business alternative activity for Friday morning, plan to cruise the lake on the US Mail Boat, the Walworth II. This is a very enjoyable tour and includes lunch after the cruise in the quaint town of Lake Geneva. Seating is limited so make your reservations early.
- ❖ **Dinner with the Exhibitors and Charity Auction...** After the trade show on Friday, enjoy dinner with the Exhibitors and the Charity Auction. This year our Charity Auction is a Red White & Blue Celebration. The Charity Auction is a popular event that has over the last 10 years made a significant donation to many charities. This year all proceeds from the Charity Auction will go to the Alzheimer's Foundation. Your Association is not just a business association – it is a business association with a heart. Please bring an item for the auction and come prepared to bid on items donated by attendees. All successful bids are tax deductible. This is an excellent way to start your holiday shopping or purchase something special that you might not ordinarily purchase and make a contribution to help cure a debilitating disease.
- ❖ **"Improv at the Yacht Club"** Saturday evening dinner will be a casual event with a nautical theme starting with cocktails, dinner and then, entertainment provided by an improvisational comedy group that can adapt its humor to any situation. The audience's mission is to conjure up creative ideas for them to turn into comedy. We have seen this improv group in action and no suggestion or idea goes untouched.

The banquet table is now set, it is up to you to partake in this business, educational, and social feast. Formal registration packets were mailed to all members of record on July 8<sup>th</sup>. If you did not get a packet, please access the website at [www.ncra1.com](http://www.ncra1.com) and download the information, or call 630-351-2202.

In closing, I want to thank the NCRA and MSRA board of directors for all of their efforts. I have been indeed privileged and honored to serve as NCRA president this year. I look forward to seeing you in September at the Abbey.

*Steve Zawoyski*  
*NCRA President*

## **EDUCATION IS WORTH THE TIME AND MONEY!**

Every year when I decided if I would attend one of the many trade conventions and tried to justify the cost in time and money, I often had difficulty putting value on the trip. The education sessions was always the biggest thing to consider in that there aren't too many new machines or processes that don't get to us before they get to the trade show anymore. This year the NCRA has a lineup for education sessions that should make the decision easy based on their value alone. Four prominent industry leaders will address topics important to the way we run our businesses. Just attending one session will be worth the price of admission; attending all four presentations can more than pay for your trip. So what questions will be answered in these sessions? Well, consider these and then book your spot at the convention for great value.

### **Managing IT in a Repro Shop and Free (or Nearly Free) Technology Solutions, *John Marquardt***

How do I know what's a "big deal" and what's a "no brainer" in managing our IT department? What do I have to pay these techies and how do I evaluate them? How do I find free or nearly free solutions on the Internet and what are the rules for using them in business? When do I use an outside service and how do I get the most from the relationship?

### **What the Construction Industry is Expecting from Reprographers, *Brian Wasserman***

Mr. Wasserman will draw on his personal experiences as a repro customer and as an educator to give insight into expectations from current and future customers. What is the next generation of project managers expecting things to be like and what do they think is the future for our industry? How do they view the affect of the Internet on their business, especially in relation to construction documents? Will it become paperless... or just less paper...or will the expanse of information cause more paper prints to be used?

### **How to Get More Profit from Your Repro Shop, *Bob Knappage*:**

Ok, you're profitable, but do you really use the kind of cost vs. revenue comparisons that the big guys use and do you really know your profit potential? When should you lease? When should you expand? What are some good ideas for recessionary times? Get answers to the following: How to measure departmental costs, labor guidelines (monthly sales by department) equipment purchases, upgrades and change outs, equipment for new work, adding new departments, pricing large jobs and every day pricing, dealing with price increases.

### **The Future of e-Reprography, *Doug Hoek***

What will the future hold? Bandwidth...when is it coming and what will it give me? What is the next step for equipment capabilities? How can I use modern database tools to create a virtual yardstick to tell me how I am doing? Doug will share his vision of the future and discuss: Current and projected use of the internet by our customers, the current state of bandwidth and the impact of the impending bandwidth explosion, the current and projected look at equipment for output, and large format color possibilities. He will also look at how we will manage our businesses in the future and discuss the use of custom databases to make more useful yardsticks for business information. Doug's presentation will conclude with a panel discussion, and audience participation is welcome.

The answers to these and may other questions await you at the NCRA/MSRA Combined Convention in September. As a bonus, there are many first time exhibitors attending the tradeshow; and the Convention is an excellent way to meet peers from a different region. *Education, Exhibits, and Networking Opportunities* all come together at this year's convention. Don't miss it!

*Gary Marquardt,  
Program Chair*

### **GBC DONATES SPARTAN LAMINATOR TO NCRA CHARITY AUCTION**

**NEED A LAMINATOR?** Then consider offering a bid on a GBC Spartan Laminator. Value at \$2,995.00 This is an opportunity to help yourself and make a contribution to the Charity Auction. All donations to the auction are tax deductible. Suggested opening bid is \$1,250.00. If you would like the specifications on the Spartan, call 630-351-2202. See the SPARTAN in booth number 8. **Thank you GBC FILMS GROUP for your generous contribution.**



## RED, WHITE & BLUE CELEBRATION CHARITY AUCTION AND DINNER

- \* **WHEN:** 6:00 PM cocktails, dinner at 7:00 PM
- \* **WHERE:** Friday's "Dinner with the Exhibitors"
- \* **TO BENEFIT:** All proceeds will be donated to the Alzheimer's Foundation. All successful bids are tax deductible.
- \* **WHY:** For a good cause and a good time bidding against your peers for items donated by members and vendors
- \* **WHO:** Everyone is invited to attend (Members, spouses, exhibitors, and visitors)
- \* **BRING:** An item to be auctioned off. No item is too big or small, and of course don't forget your checkbook or cash
- \* **CONTACT:** Shirley Zawoyski at 630-351-2202 or imidmr@enteract.com to let us know you will be donating an item to the auction.

### GOLF

**WHEN:** Thursday, September 12, 2002  
**WHERE:** Abbey Springs Golf Course  
**WHY:** Lunch and a round of golf  
**RESERVATIONS:** August 3, 2002 deadline  
**COST:** \$125.00  
**CONTACT:** Gregg Borchardt- 262-860-1340

### CAR RENTALS

The NCRA made arrangements with Enterprise Car Rental to help with your transportation needs. NCRA attendees can make reservation at O'Hare Field, Midway Airport in Chicago or Milwaukee's Mitchell Field. Special rates apply. Call reservations at 800-736-8222 and mention the North Central Reprographic Association's Corporate ID # 15C0707 to obtain special rates.

**The Abbey Resort and Spa**- has an indoor pool and a Health Club, which offers a wide variety of activities for fun and health. The Fontana Spa offers 33 services to delight the mind and body. Three dining facilities are located at the Abbey. There is an Entertainment Center for kids of all ages, and "Kids Kapades" is a fully supervised program for children ages 4-12. The Abbey is a family friendly resort, so bring the family for the weekend.

#### Convention Schedule (Highlights):

- Thursday:** 10:00AM-11:30AM & 3:00PM-5:30PM Registration in the Hospitality Suite.  
 11:00AM Golf- box lunch available starting at 11:00AM, shotgun start at 12:30PM.  
 6:30PM Thursday night cocktails/dinner - golf awards to be given after dinner.
- Friday:** 8:00AM-1:00PM Breakfast, educational sessions, lunch  
 8:15AM Alternative to morning educational sessions-Lake Geneva Cruise with lunch  
 1:00PM-5:00PM Exhibits  
 6:00PM Cocktails and "Red, White & Blue Celebration Dinner and Charity Auction".
- Saturday:** 8:15AM-2:00PM Breakfast, annual business meeting, and educational sessions, lunch  
 6:30PM Cocktails, dinner and "Improv at the Yacht Club"



**Weather:** Days should be warm – around 70 degrees during the day, turning cooler at night. A light sweater or jacket would be in order for the evening. September usually starts the changing of the fall colors. Take some time out to walk around the unspoiled woodlands and peaceful hiking trails around the resort. Maybe even bring your camera.

**Reservations:** Make your reservations early- the Abbey is a very popular resort and rooms will fill up early.

**Registration and Hospitality Room:** There will be signs around the lobby area directing you to the registration and hospitality room. Please stop by the Hospitality room to obtain your convention badges, etc. and have some refreshments.

**Still have questions?** Check out the web site [www.ncra1.com](http://www.ncra1.com) for complete convention schedules and information, or call me at 630-351-2202.

Looking forward to seeing you soon. - Shirley Zawoyski

*The dress code for the convention is business casual.*



## EXHIBITORS CORNER

The following exhibitors will be showing the latest products, goods, and services. A special welcome to all the first-time exhibitors and a "Thank You" to all the exhibitors for supporting our association. The NCRA asks its members to remember these exhibitors and utilize their services.



Azon Corp.	Drytac Corp.	Contex Scanning Technologies
Big Systems Inc.*	GBC, Films Group	Kyocera Mita America, Inc.*
Cylix, Inc.	PlanLink.biz*	National Coating, Inc.
DIGITAL - ES	PLP Digital Systems	Michlin Products Corp.
Direct Data, Inc.	Ilford Imaging USA, Inc.	MultiMedia Converting, Inc.*
FDC Corp.	Informative Graphics*	OCE USA WFPS & Imaging Supplies
KIP America*	Image Products of CA	Primeline/Weber Valentine Company
MV Software Co.	Safco Products Co	Print Suite- Distributed by A&E*
Nashua*	Tech Parts	Synnex Information Technologies*
Ricoh Corp.	Trim USA, Inc.	Superior Fomeboards Corp.
Xerox	TST/Impreso, Inc*.	Technical Imaging Products
Spicer*	US Reprographics Network	Thoroughbred Software International, Inc.
Modern Reprographics	Millennium Leasing & Financial Services, *	

\* Denotes first time exhibitor



## Membership Application

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Spouse's Name \_\_\_\_\_

\$125.00 per corporate membership. Return this form with your company check payable to:

**NCRA Attn: Mr. Chuck Wingard  
C/O-Tree Town Repro Service, Inc.,  
542 Spring Road,  
Elmhurst, IL 60126**