

2005 CONVENTION SETS A NEW LEVEL OF EXCELLENCE

Attendees to the 50th CRA Convention and Trade Show experienced an outstanding array of educational sessions and exhibitors showing leading edge products. President Chuck Wingard and the Board of Directors set a new standard this year at Marriott's Lincolnshire Resort in Lincolnshire, Illinois. Here is a brief recap of events:



Leading off Friday morning sessions was Brian Matthews of Autodesk who presented "DWF: The Printing Benefits and Customer Education". Morten Nielsen of PLP Digital Systems followed and discussed digital file conversion software processes used to render images and electro-mechanical process used by printer manufacturers.

Rick Farrell of Selling Dynamics presented "Selling has Nothing to do With Selling". His real world approach transcends normal sales techniques of presenting, answering objections and closing. Rick instead encourages the sales rep to move up to the role of a "change agent". Acting as a "change agent", along with traditional selling skills allows the rep to exercise higher levels of consultant selling.



"Charging for Digital Services" Everybody is talking about it but is anyone doing anything about it? Digital downloads and CD's are just a few of the items reducing revenues and reprographers must now look to invoice for support services in order to maintain profitability. *Kent Long* of Thomas Reprographics and *Jim Inzeo* of A/E Graphics offered some great ideas and suggestions on how to put together a plan to invoice for Internet based and consultant services.

"Expand your business and increase your profits" ...something we all want to do. *Ron Butterman* of OCE North America presented an overview of the book "The Future Reprographer". It features how to charge in accordance with the value you provide, and not charge on cost plus mark up. Be sure to see the special offer that follows on page two this letter.



John Cronin of PLP Digital Systems continued the theme with his presentation entitled "Moving to a Consultative Business Model". John discussed how to escape the commoditization of products and services. He pointed out important differences between transactional and consultative selling. The presentation illustrated how a company moved to differentiate themselves with expertise and capabilities.

The Sticker Dude Do you know who he is? Well those who attended his session got a rare treat. *Luke Zoetmulder* of Sticker Dude Designs presented a real world look at the "vehicle wrap business" Luke is not from the reprographic industry but specializes in vehicle graphics. Luke has an excellent knowledge of materials, inks and application techniques. Attendees to his session got first hand exposure to theory and wrapped up the experience with a visit to Luke's shop where they saw a vehicle undergo a transformation.



The CRA continues to receive great support from the exhibitors. 43 booths were occupied by 38 exhibitors. Product lines ranged from printing equipment, software, color scanners, media, supplies, financial services. This year the CRA added value to the exhibitors experience by offering an educational session exclusively for exhibitors entitled "How to Qualify and Disqualify Leads" presented by Rick Farrell. The exhibitors rated this as an excellent presentation and would like to see this type of session offered again. Be sure to check the exhibitors list and please support the vendors

with your business.

Friday evening's Dinner and Charity Auction raised an astonishing \$9,660 which will be shared by the American Red Cross and Multiple Sclerosis Association. Truly the CRA is an amazing association totally in touch with the times and reaching out to help others. Congratulations to Pat Gremillion for the fantastic job he did on organizing this year's charity auction.

As the days activities concluded, the attendees and exhibitors gathered in the Hospitality suite, sponsored by PLP Digital System. This gave everyone time to relax, unwind, and review the day's activities and a chance to make and meet new friend over some refreshments.

The golf Chairman, Kevin O'Hea reported that 32 golfers participated in the Golf Outing. The golf course was a little soggy from the night's rain but this didn't stop the golfers from having a great time. Thanks to all the participants and the sponsors for their support and especially Kevin for a great job.

This year's social events featured live entertainment. Thursday evening's Kick-off Event included attending a performance of "Foot Loose" at the Marriott's Lincolnshire Theatre. The performance had just about everyone tapping their feet and singing along with the performers. Afterwards everyone was invited to Hospitality sponsored by Kyocera Mita.



As the convention came to a close, we celebrated the CRA's 50th with a Birthday Party. Mrs. Cathie Cushing Duff of Cushing & Color Chicago compiled a brief history of the association and told us a few behind the scene stories and how business was done and disputes were settled by previous generations. Many of the past presidents were present to help the CRA celebrate this Golden Anniversary. After dinner entertainment was provided by AC Rock an accapella group from Chicago.



Kudos to President Chuck Wingard for presiding over an outstanding benchmark convention. 2005 raised the bar for future conventions. The outstanding folks that



constitute the Officers and Board of Directors are all highly motivated and give of themselves freely to make CRA's conventions the success that they are. Lastly a word about our Executive Administrator Shirley Zawoyski, she is the person that keeps the board on track and is responsible for working out all the minute details that are too numerous to mention. Without her attention to details and tireless efforts, we would all be working a lot harder.

As you peruse the rest of this newsletter your will have a better understanding of just how great this convention was and how much the attendees benefited from attending and participating. Your Board of Directors are already planning 2006 so mark you calendars for September 29-October 1, 2006. See you in

Austin, Texas.

Thanks to the following companies that helped this 2005 convention be so successful.

Sticker Dude Designs
Kyocera-Mita America

Mimaki USA
Northlight Color

Dietzgen Division of Nashua
Cushing & Color Chicago

PLP Digital Systems
Western Blue Print

Steve Zawoyski
President

SPECIAL OFFER

Ron Butterman of OCE' North America, one of the presenters at the 2005 convention, donated to the CRA several copies of the book "**The Future Reprographer**" "How to profitably sell added value services to the AEC industry." by Robert Corijn.

Mike Tackett, President of FXWB Reprographics, Past President of the CRA, Past President of IRgA writes in the forward "There are millions of business books giving advice on how to build and maintain a profitable business. However, very few business books are written for our industry with specific examples and techniques that can be implemented quickly and offer a quick return on investment. *The Future Reprographer* contains numerous quotes and ideas from well-known reprographic business owners –friends, colleagues and competitors whom you will all recognize. This book is an excellent compilation of research from construction data to reprographics trends." He writes further "...I regard *The Future Reprographer* as a publication full of useful insights for today's digital imaging professional".

These books retail for \$15.00, the CRA is selling these books for only \$10.00 each. All money received from the sale of these books will go to the Charity Auction Fund. If you are interested in purchasing a copy, please contact Shirley Zawoyski at 630-351-2202 or e mail shirley@cra1.org.

THE CRA IS A VERY GENEROUS ASSOCIATION



The CRA Charity Auction was a resounding success and a fun time was had by all in attendance. The auction raised record sums for Multiple Sclerosis and Red Cross Hurricane Relief. The auction took in \$9,660.00, which included a very generous last minute \$200.00 donation from Tom Carlson of National/Azon. The CRA would like to again thank John and Carolyn Gross for all their hard work during the auction. Auctioneer, John Gross, was again his stellar self, keeping the auction moving and generating record donations. His wife Carolyn recorded and tallied all the proceeds. Because of Carolyn's efficiency, the grand total was known just minutes after the last item was auctioned. Also thanks to the "Vanna Ladies" Jackie Wingard, Jane Hosking, Sharon Ainsworth, Shelly O'Hea, and Shirley Zawoyski for their excellent teamwork of presenting the donated items to the attendees.

Thank you to everyone who generously contributed to the auction.

*Pat Gremillion
Auction Chairman*

HOSPITALITY



As a vender and a board member I always find the hospitality suite one of my favorite features of the CRA's annual convention. This year's hospitality suite at the Marriott Lincolnshire was not any different. We had a fantastic room with plenty of seating (indoor and outdoor); a great bar, plenty of free drinks, and snacks. New to this year's show, the CRA had three great hospitality room sponsors. These sponsors were:

**Dietzgen, a Division of Nashua
Kyocera Mita America
PLP Digital System**

As a board member, the hardest part of running the hospitality suite was not getting drinks, keeping the drinks cold, providing the snacks, drinking beer, or finding sponsorship. Kip Young, my wife Jane, and I had a very hard time asking all of our great attendees and exhibitors to go back to their rooms because it was late and the party had to end!

Thank you everyone for attending this year hospitality suite and I look forward to seeing all of you again next year.

*Gary Hosking and Kip Young
Hospitality Co Chairmen*



***2006 CRA
BOARD OF DIRECTORS***

The following were elected to the CRA Board of Directors at the Annual Convention in September 2005. The experience, enthusiasm and knowledge of these new directors can only make the CRA a more dynamic organization in the years to come. We welcome each of them to the CRA team and look forward to working with them.

FRED RIDDELL Vice President Mergers & Acquisitions, Ridgway's Southern Division

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My wife, Martha and I are originally from Georgia. We have 3 wonderful children and 2 granddaughters. We have been in Texas for 27 years. We have belonged to and supported the SRA, the WRA, CRA and the Mid South as well as the IRgA. We have been in the industry for 32 years. Served as Vendor Director of the Mid South in 1989, 90, & 91. The Mid South was our primary association, having joined in 1979 after moving to Dallas, Texas. We consider the people in these associations to be family. I am a Vietnam Veteran and attended Georgia State University on the GI Bill. I worked for the GAF Corporation in various positions from 1973 – 1984; Genigraphics Sales Representative 1984 -85; American Supply Co. General Manager – 1985; Teledyne Post(Post & Company) Vice President 1985 – 1994; Universal Blueprint Paper Co. Vice President General Manager 1994 – 2002. Fred truly cares about this industry and the people in it and is looking forward to serving on the CRA board of directors.

VINCE PINGEL Managing Director, Western Blue Print Company

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Vince has been working with Construction Documents since 1975. As a California Native, he was involved in civil engineering and land development during L.A.'s largest building boom in the late 70's and early 80's. In 1984, Vince joined the Opti-Copy team in Kansas City (a spin-off company from Western Blue), traveling the world promoting the photographic reproduction of construction documents. Vince's technical expertise brought him into the digital age in the early 90's with scanning large format construction documents. In 1995 he founded his own document scanning company, Document Automation Development, which was later acquired by Western Blue and now operates as a division of Western. In the summer of 2004, Vince accepted his current position of Managing Director, where he oversees all aspects of Western Blue Print Company, which has been a pillar of the Kansas City construction community since 1908.

KEVIN ROWE President, US Reprographics

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e**

My wife Beth and I have five children. I started in the repro business in 1970 foot delivering prints at my father's company. I left to join K&E in 1979 as a rep selling to blueprint companies. In 1981 went to work for my best customer Western Blue Print as a salesperson. In 2005 retired from Western Blue as a Partner, President and CEO, and purchased our national trade group, US Reprographics. US Reprographics is a nationwide reprographics trade group, consulting and print distribution company.

Amazing how your life can be summed up in a few words! I very much look forward to working for the board as Jr. Vendor Director this year, the CRA is the obvious leader in regional reprographics groups, and we want to continue to make it stronger.

**A COMPLETE LIST OF THE 2006 OFFICERS AND DIRECTORS
CAN BE FOUND ON THE LAST PAGE OF THIS NEWSLETTER.**

WORDS OF WISDOM

Education is no longer thought of as a preparation for adult life, but as a continuing process of growth and development from birth until death.

Stephen Mitchell

2005 Educational Sessions were outstanding and the attendees considered them to be highly informative. People that attended the sessions are now better informed to make decisions in their everyday business. As a service to our members, the next newsletters will include a recap of the presentations.

This issue highlights Brian Matthew's Technical Session presentation on DWF.

Reprographic Shops Should Get DWF-Ready

Although plot files are the bread and butter of commercial reprographers, accepting and processing DWF files offers some significant advantages. Although plot files and DWF files are generated from the plotting process of Autodesk products, there are many differences between a plot file and a DWF file.

A plot file is device specific - normally PostScript or HPGL. Even HPGL is different for each HP device. So generating a plot file for a printer on one computer does not necessarily mean that it will print on another computer's printer. On the other hand, a DWF file is device independent.

A plot file is not necessarily vector based. With vector-based graphics, the elements can be scaled without losing fidelity. Try scaling a bitmap - you get fuzzy pixels. The vector-based nature of a DWF file allows users to use the free Autodesk DWF Viewer to pan and zoom the DWF with full clarity. It also allows for full or half size printing without affecting the quality of the printed output. DWF files can be printed with high quality on devices that have different DPI values.

DWF files are compressed. Plot files, particular in large format sizes, are huge. This makes transmitting them through email, FTP, or advanced collaboration solutions such as Autodesk Buzzsaw, impractical. Even with today's increased bandwidth options, limitations on the sizes of email messages remain. Smaller is better.

DWF files contain intelligent objects. A door in a DWF file knows it's a door. In a plot file, a door is just a collection of lines that happen to look like a door. Because a door is a door in a DWF file, it can have metadata associated with it. This metadata can be meaningful object property information such as cost, delivery schedule, installation instructions, manufacturer's availability, or fire rating. The intelligent objects also allow for the measurement tool to snap to them when taking electronic measurements. When doing so with a plot file, the measurement is limited to the accuracy of the user and his ability to click the mouse in exactly the right spot. There are no provisions for this type of intelligent data in a plot file. A plot file is limited to just the data that generates the correct picture. The extra metadata provides the basis for using the DWF file in many workflows, involving more people in the process, and ultimately leading to more prints. DWF metadata such as sheet set properties and title block information that - given the correct reprographic software - can automate entry of title block info. No more manual typing!

DWF files can also have hyperlinks. This is particularly pertinent for online plan rooms. A link from one sheet to another sheet allows a user to easily verify for which sheets he needs to request prints. This reduces the headaches of order changes that delay the print delivery process.

A DWF file allows users to employ an electronic review process that is integrated with Autodesk design software. Plot files are the basis for the time honored way of physically delivering, marking up, and re-delivering paper. Autodesk DWF Composer enables the complete round-tripping of redline markups directly into AutoCAD and Autodesk Revit software, through an intuitive review and approval process. Project managers, AutoCAD drafters, and Revit users can navigate from comment to comment across sheet sets and systematically walk through a review set to complete the approval process and incorporate changes into the design. The software's comment navigation capability ensures that all redlines and markups are listed, and changes can be tracked throughout the design review process. The result is reduced costs, less confusion, and faster cycle times.

- DWF files are searchable. Text in a DWF file is text. In a plot file text has been transformed to pixels in the shapes of letters. Autodesk is working with leading search engine companies on searching for text within the DWF files.
- DWF files are specifically suited to CAD data. A DWF is accurate. It understands CAD coordinate systems, merge control, and individual viewport scales.
- A plot file generally contains the data for one sheet. A DWF file can contain one or more sheets. Thus it is possible to put an entire project's worth of plots into one DWF file. Using Autodesk DWF Composer, plots can be added, deleted, or re-ordered. Creating multi-sheet DWF files can be done with one click using the Sheet Set Manager and the PUBLISH command.

- Historically some reprographic shops accept native AutoCAD drawings (DWG) and perform the plotting for their customers. This process has always been fraught with peril. Compared to sharing AutoCAD drawings, again DWF offers some advantages:
- DWF is an as-plotted view of a DWG. There's no need for Object Enablers, x-refs, special fonts, etc. The responsibility for delivering a ready-to-plot image is shifted from the reprographer to the customer.
- DWF does not depend on which versions of AutoCAD may be in use across team members. The free Autodesk DWF Viewer reads all DWF files past and present. The free Autodesk DWF Viewer is typically a smaller download and footprint than DWG viewers.
- DWF files provide a basis for archiving legacy data. The DWF files capture original "as printed" record documents that anyone can access easily – now and in the future.
- DWF is a read-only, secure file format. AutoCAD users decide what to include/exclude from a DWF. When sharing a DWG, users are sharing their true intellectual property.
- DWF is an open file format. Autodesk publishes the DWF specification and makes available C++ libraries for any developer who wants to build applications around the DWF format. DWF is based on other industry standards such as ZIP/ZLIB, XML, JPG/PNG/bitonal-G4-Tiff, and HSF. Many 3rd party companies and Autodesk competitors are standardizing on it. This gives reprographers choices for their solutions. For example, the software and hardware market is starting to ship DWF products such as the KIP 3000.

DWF is the future, because it goes far beyond electronic paper. It stores object information and metadata which form the basis for enabling reprographers to provide additional services to their customers like Quantity Take Offs, analysis, etc. DWF also has 3D. So although plot files will be around for a long time to come, it is important for reprographic shops to become DWF ready. The advantages of DWF files make them very attractive to reprographers and reprographic customers alike.

Scott Sheppard
Autodesk DWF Technical Evangelist
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Golf Classic Results



Thirty-two duffers, hackers, and strip miners teed off from the Cranes Landing Golf Club during the opening day of the 2005 CRA Convention in Lincolnshire, Illinois. Although the course was a bit soggy from the previous night's rainstorm, a good time was had by all. Shannon Wojcik of Oce' took the longest drive honors, with Joe Cushing of Cushing Color Chicago winning the straightest drive. The overall team winners are as follows:

Tom Carlson, Mike Tackett, Dan Deininger, & David Dodge won 1st place trophies & \$100 per player. Len Ainsworth, Trent Ainsworth, Mike Duff, and Shannon Wojcik took 2nd place winning trophies and \$75 per player. Bill Edwards, Gary Hosking, Shaun Meany, and Pat Gremillion rounded out the top teams with a strong 3rd place as well as trophies and \$50 per player.

I would like to thank the players for participating and our many sponsors.

Kevin O'Hea
Golf Chairman



GOLF SPONSORS



PLATINUM LEVEL

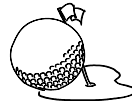
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**CYLIX, INC.
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DRYTAC CORPORATION**



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IRGA**

A great big THANK YOU to all of the above companies who made the CRA's Golf Outing a success.

EXHIBITORS CORNER

Please allow me to take a moment to thank all the exhibitors for their support of the association and participation in this year's Conference and Trade Show.



As always your input is very important to the CRA board members who are continuously looking for better ways to serve our members and exhibitors. A survey was mailed out to all exhibitors whom participated in the 2005 trade show, please take a moment to fill out the survey and return it to me as soon as possible. These surveys help us to keep our Conventions enjoyable for all who attend.

The 2006 Trade Show & Convention will be held at Austin's-Marriott at the Capital located in Austin Texas September 29th through October 1 2006.

The 2005 Trade Show was completely sold out and many vendors were placed on a waiting list for any last minute cancellations. The trade show for 2006 is already nearly sold out. Don't wait to reserve booth space now for 2006 Show, booths are going fast. Applications are posted on the web site www.cra1.org.

Exhibitors please keep in mind especially for the 2006 trade show that not only are the social events open to the exhibitors, but also the educational sessions. This is just one more way to mingle with your clients.

*Cindy Hastings
2006 Vendor Director*



2005 Exhibitors List

Here is a list of the Exhibitors from the 2005 Convention. The CRA Board encourages our members to support these vendors in their day to day business activities. More contact/product information is listed on the web site www.CRAI.org under exhibits. There is also a link to each exhibitor's web site for more details on products offered to our members.



Ames Supply Company

Big Systems

Cylix, Inc.

DIGITAL ES, Inc.

Image Products of CA

KIP America Inc.

Michlin Products

Pinnacle Infotech. Inc.

Océ Imaging Supplies

Paradigm Imaging Group

Ricoh USA

Technesis

Technical Image Products Inc.

Unibind, Inc

Valley Supplies, Inc.

ReproMax

Promark Technology, Inc

Air Fast Denver

MacGoulds, MSP

GEI – Graphic Enterprises, Inc.

PLP Digital Systems, Inc.

Dietzgen Division of Nashua

Drytac Corporation

Imageologists

TST/Impreso, Inc.

MV Software Company

Millennium Leasing & Financial Service

National/Azon Corp.

Océ USA Wide Format Printing Systems

Plan Well

The Peir Group

Safco Products Co

Thoroughbred Software International, Inc.

Universal Blueprint Paper Co

Sepialine Inc.

Xerox Corporation Wide Format Solutions

3D Systems

US Reprographics Network

THE FOLLOWING PAGE OF THIS NEWSLETTER CONTAINS A CONTACT LIST OF THE 2006 OFFICERS AND BOARD OF DIRECTORS OF THE CRA. PLEASE PRINT THIS PAGE AND KEEP IT AS A REFERENCE TO CONTACT ANY MEMBER OF THE BOARD.

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