



**P**RESIDENT SPEAKS...

# Another Great Convention!

The 51<sup>st</sup> Annual Central Reprographic Association (CRA) Convention and Trade Show was a huge success. President Steve Zawoyski, Executive Administrator (and first spouse) Shirley Zawoyski and the entire Board of Directors put together an outstanding session at the Marriott at the Capitol in Austin, Texas.

Thursday morning's golf tournament at the River Place Country Club included over 40 golfers, who enjoyed beautiful scenery, a tough course, and a lot of camaraderie.

On Thursday night, we headed down to Austin's famous 6<sup>th</sup> Street for dinner at Carmelo's, followed by a show at Ester's Follies, which was easily one of the highlights of the 2006 convention.



Friday morning started bright and early with a breakfast and keynote address from Mohan Chandramohan of ARC, "Mapping the Future of Your Business." The morning continued with two more educational programs: "The Competitive Pressures Driving Architects toward BIM, PLM and DWF Digital Services" by Brian Mathews of Autodesk, and "Taking Consultative Sales to the Next Level" by John Cronin of PLP.

The Friday afternoon trade show featured 48 display booths and 38 vendors in the sold out exhibit area. With products and services ranging from equipment, media, software, supplies, scanners, financial services, affinity groups and more, there was something on the floor for everyone.



On Friday night we headed into dinner and our annual Charity Auction. All proceeds from the 2006 auction are going to the Wounded Warrior Project, which provides aid and assistance to severely injured service people and their families. This year we hit a new record in charitable giving, raised \$12,275. Of course, much of the success of the auction is due to the unique husband-and-wife team of John and Carolyn Gross. Even fighting a cold, John did an excellent job as auctioneer, and Carolyn kept us all honest as auction accountant.

Saturday morning started with the CRA General Business Meeting. Once the business of the day was taken care of, we were treated to three excellent educational sessions. Mike Tackett of FXWB in Waukegan, Ill. gave an outstanding presentation on color: "Generate More Revenue with Outdoor Color Display Graphics." After that was an eye-opening customer panel discussion, moderated by Vince Pingel, "What Customers Expect from Reprographers." Following the customer panel was Ed Joras, Graphtech Systems in Deerfield, Ill. who discussed "Disaster Recovery . . . Disaster Avoidance," which is always a timely topic.

Our Saturday lunch keynote speaker was Dan Akers of Akers Performance Group. Dan was joined by his father, Fred Akers, long-time coach of the Texas Longhorns. Dan and Fred discussed "Intentional Excellence." This was an outstanding presentation, with one of the key take-away thoughts being, "We

don't get what we want, we get what we expect." Set expectations high, and hold people accountable for meeting those expectations.



President Steve Zawoyski, along with the Board of Directors, put on a fantastic convention and trade show. The bar has been raised once again. A special thanks goes out to the Board of Directors. Everyone who serves does it on a volunteer basis, and our Board goes all-out to ensure that the convention runs like a well-oiled machine. And of course, our biggest thanks go to Shirley Zawoyski, our Executive Administrator. Without Shirley, the CRA convention would not be what it is today.

*Tracy Albinson  
President, 2007*

## Charity Auction a huge success!!

This year's annual CRA Charity Auction raised a record \$12,275 for our president's chosen charity, the Wounded Warrior Project. Thank you to all who donated and participated in this year's auction. The CRA



would like to extend a special thank you to John and Carolyn Gross for their efforts in making our auction such a success. Our auctioneer, John Gross, was not feeling well that evening I would like to offer him an extra "thank you" for working the entire auction. Also thank you to the ladies who helped us show off all the items – Jane



Hosking, Martha Riddell, Diane Bosworth, and Norma Gomez. And of course, thank you to Shirley Zawoyski for all of her help in making sure everything was done right!

### ***THANKS TO EVERYONE FOR YOUR GENEROUS DONATIONS***

*Kent Long  
Charity Auction Chairman*

## Top Chefs - CRA Style

A big thank you to Shirley Zawoyski and Jane Hosking for arranging the companion's tour in Austin. The morning began with a few hours of "hands on" instruction in the Whole Foods culinary center. Guided by their head chef of catering, our group prepared a "Caribbean Nights" themed menu in a state-of-the-art kitchen. We made several appetizers and entrees including beef empanadas, citrus grilled shrimp skewers, jerk spiced pork tenderloin and cinnamon brown sugar mashed yams. After the preparations we were able to sit down together and were served everything we had made, which was exceptionally tasty! Our group was then led on a tour throughout the Austin Whole Foods flagship store. Wow! We were met in each department by it's specialist who shared with us their passion for what they do and the Whole Foods standards. We sampled and sampled some more the finest of their products. Our favorites were probably the pastry department, fresh produce sliced just for us and the gelato counter where we tasted almost every flavor they offer! We left with several good recipes and cooking tips, a huge respect for the Whole Foods products and full bellies. It was by far one of the best companion tours yet!

*Brianna Long*

# ***GOLF WAS FANTASTIC!!!***

If you missed this years CRA golf event, you missed a fantastic event. The 2006 sponsors helped make this one of the best scrambles I have attended. The golf tournament was held at the River Place Golf Course, a private club. The River Place was everything you expect from a championship golf course and more. This hill country course had fantastic views and elevation changes on every hole and wildlife everywhere (deer, turkeys, etc). The most disappointed part of the day for me, was the 18th hole. We were having such a good time that I still wanted to continue playing golf and not eat lunch! Thanks again for all your support in this years event and look forward to seeing you in Minneapolis.



*Gary Hosking  
Golf Chairman*

## **Welcome to the newly elected CRA board members:**

### **SEAN ROBERTS - Graphic Resources and Reproduction, Broken Arrow, OK**

Sean is currently Operations Manager for Graphic Resources and Reproduction. He is also involved in the management of their Color and IT Departments. He has a Bachelor of Arts Degree from the University of Oklahoma and Post Graduate Studies were done at Oklahoma State University and University of Oklahoma specializing in Organizational Development. Sean is also serving on the ReproMax Associate Advisory Board.

### **RICK JELESKY - OCE Wide Format Printing Systems**

Rick began his sales career selling corrugated packing for Champion International for six years. His career in document management began following this position when he worked for a Kodak reseller in Indianapolis, IN. After relocating to Chicago with Lanier Worldwide, Rick sold document management hardware and software solutions for 14 years for both Lanier Worldwide and Crowe Chizek (a system Integration company). For the past five years, Rick has managed a sales team with Océ that sells wide format printers and document management solutions in Chicago, IL. He graduated from DePauw University in 1981, where he met his wife, Beth. They have been married for 24 years, currently living in Naperville, IL with their two sons.

### **DON ANDREASON - KIP America**

Don graduated from Control Data Institute in Dallas TX and began his career in the Reprographic industry in 1984. He serviced diazo equipment throughout North America for Meteor-Siegen. In 1997, he started his sales career selling large format laminating equipment and supplies for Seal Graphics. In 2001 Don joined KIP America where he is currently a Regional Sales Manager responsible for sales of wide format printers and document management systems in Texas, Oklahoma and New Mexico. Don and his wife Lori have three children; they all enjoy youth sports and outdoor activities. Don feels it is an honor and a pleasure to serve on the Board of the CRA and looks forward to working with everyone.

**The CRA greatly appreciates the support of the 2006 Convention Sponsors.**



## **EXHIBITORS CORNER**

Austin is familiar country for me. It's full of old friends and well-known places, yet it always surprises me. It's a town that is always growing but keeps its identity.

The CRA is like that. (Ah, a comparison. I bet you didn't see that one coming.) There were several new exhibitors on the floor showing new equipment and technologies. Many reprographers were first-time visitors to the trade show, too. But our success will be determined by the tried and true methods of follow through and consistency of effort.

We are proud to welcome two new vendor directors to our board, Don Andreason of Kip America and Rick Jelesky of Océ. Their willingness to take on the job reflects their commitment to the CRA and that of their companies. We look for new energies and ideas from them.

The CRA is always looking for new ideas and talent (maybe you!). Things may be done differently in the future, but they will be done with the same spirit of helping the industry as a whole. We'll see you in Minneapolis.

*Richard Scott*  
*Vendor Director*

**2007 EXHIBITORS PLEASE NOTE  
DECEMBER 15, 2006  
Deposits are due to hold selected booth  
locations**

**THE CRA BOARD ENCOURAGES OUR MEMBERS TO SUPPORT THE FOLLOWING VENDORS IN THEIR DAY TO DAY BUSINESS ACTIVITIES. THERE IS ALSO A LINK TO EACH EXHIBITOR'S WEB SITE FOR MORE DETAILS ON PRODUCTS OFFERED, CONTACT/PRODUCT INFORMATION IS LISTED ON THE WEB SITE [WWW.CRA1.ORG](http://WWW.CRA1.ORG) UNDER 2006 EXHIBITS.**

# 2006 Exhibitors

\* Indicates Golf Sponsors

3D Systems  
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Canon USA  
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Xerox Wide Format Corp.

**Contex/Vidar\***

*Dan Akers, President of the Akers Performance Group was the luncheon speaker at the 2006 Convention. The following article is a follow up from his presentation.*



## **Vision and Goal Setting Tools for Intentional Excellence**

First, I want to ask you to do something that, surprisingly, directly relates to Vision and Goal Setting. Without looking, I want you to draw the face of your watch. Take a few seconds. Think about how long you have had this watch, and how many times a day you look at it.

If you are like most people, you have had some problems with this. Generally, when you look at your watch, the goal is to tell the time. So, your mind creates what is known as a "scotoma" - it automatically filters out all the unnecessary information, like the color or shape of the watch, or whether it has numbers. You simply don't "see" these things until they are needed.

The same principle applies if you go to the grocery, and try to find a parking space near the door. You won't necessarily see parking places, you will see clues. Exhaust fumes. A car signal. Well in advance of your arrival, you will find signs directing you to the intended parking space.

You and your employees respond in the same way at work. It is only by focusing on the goal that the right signs become apparent. In fact, you can literally be immersed in opportunity - and in the absence of the right goal, you will not see it.

Therefore, the right vision and goals become critical to the level of success you will achieve. It is true - if you can't see it, you can't be it. Surprising as it may seem, eighty percent of the game is won before you ever take the field! So, like any champion, you must be sure you play the game in your mind to the best of your ability.

In a vision setting scenario, the temptation will arise to ask one persistent question. How? How will we do it? How will we be budget for it? You've heard it all before. Never ask "how" when you are setting the vision. Here is why.

We are motivated to create change - to achieve a Vision - only when that Vision is stronger in our mind than our Current Reality. For the sake of sanity, our mind works to keep our Vision and our Current Reality consistent. When they are not consistent, we are motivated to increase our energy to the level necessary to place things back in order. The degree of energy we create directly corresponds to the degree of tension present. So, if we can reduce the tension by asking "how," thereby shrinking the Vision, we will take a side door and never really pursue it.

Picture a large "V" on a flip chart, representing your Vision. At the bottom, put "CR" for Current Reality. As you focus on the Vision, you will experience the tension between the two - this tension is good. The greater the tension, the greater the energy created to achieve the Vision. Whether or not you achieve every aspect of the Vision, by stretching yourself to meet it you will achieve dramatically better results than you thought possible. This is why we have experienced many situations in which clients "break the ceiling" in terms of goals they achieve after they learn the impact of belief and expectation in Vision and goal setting.

Again, you experience this even when you go to the grocery, or decide to purchase a car or a washing machine. Once you have that goal in your mind, opportunities will abound. Exhaust. Blinkers. Sales on automobiles and home appliances. All signs identifying the opportunities to achieve your mission.

Remember - in the absence of the ideal scenario, and in the presence of overwhelming odds, you can set the stage for greater results by playing the game courageously in your mind.

*Dan Akers, President*  
*Akers Performance Group*  
512-563-6665

## **Important dates for 2007**

May 9,10,11, IRgA 81<sup>st</sup> Annual Convention & Trade Show Dallas, TX

September 13,14,15 CRA 52<sup>nd</sup> Annual Convention & Trade Show...Minneapolis, MN

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