



What's inside the CRA e newsletter	
President's Message.....	page 1
People you should know	page 2
Sponsors.....	page 3
Charity Auction report.....	page 4
Education follow up.....	page 4
2007 Exhibitors List.....	page 6
2008 Board of Directors.....	page 7

PRESIDENT SPEAKS...



The 52nd Annual Central Reprographic Association (CRA) Convention and Trade Show was a huge success. President Tracy Albinson, had to have shoulder surgery the week of the show and was unable to attend. That catapulted me into the President's position for the duration of the conference. All the credit for keeping everything flowing smoothly goes to the CRA's Executive Director, Shirley Zawoyski and the entire Board of Directors who made it very easy for me. Together they put on an outstanding conference at the Hyatt Regency in downtown Minneapolis, Minnesota.

Tracy is recovering well. We all wish her the best and look forward to seeing her and benefiting from her perspective during the coming year in her position as Immediate Past President.

On Thursday morning Gary Marquardt, an incoming board member, organized a great golf tournament at the Baker National Golf Course for about 40 golfers. The course was in wonderful condition, which coupled with a beautiful fall day, good food and generous prizes, made for an outstanding event. Thanks to the generous support of the many golf sponsors.

On Thursday night, transportation was provided to the world class Como Park Conservatory. After meandering through the lush vegetation and beautiful indoor gardens we enjoyed a delicious dinner. Bryan Thomas, President of the IRgA brought us up to date on their goals for the upcoming year. This event was well attended and provided the first of many excellent networking and connecting opportunities.

Following the breakfast buffet on Friday morning, Rick Farrell kicked off the educational programs with excellent advice for *Developing a Strategic Sales Force*. Phil Magenheim of Ideal Systems highlighted an emerging service during his presentation on *3D: The Next Revolution in Imaging*.

Running in parallel with the regular educational sessions Rick Farrell also had about 17 sales professionals enrolled in his ever popular *Selling Has Nothing to Do with Selling* sales workshop. This four hour session always provides excellent take-away value for the participants.



Thanks to Vince Pingel and Sean Roberts, Educational Chairmen, for the many months of work to bring the attendees an excellent educational program.

Richard Scott, Rick Jelesky and Don Andreason, the CRA Vendors Directors, coordinated the Friday afternoon trade show which featured 42 display booths and 37 vendors in a 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. A number of new vendors availed themselves of the opportunity to present their services to CRA members.



On Friday night we headed into dinner and our annual Charity Auction. Fred Riddell, Auction Chairman, announced that all proceeds from the 2007 auction were going to the Make-A-Wish Foundation of Minnesota, which provides aid and assistance to children and their families to make a child's dream come true. Furthering what has become a tradition the past few years, this year we again hit a new record in charitable giving, by raising just over \$15,000. It goes without saying that much of the success of the auction is due to the unique husband-and-wife team of John and Carolyn Gross. The sometimes fierce bidding was ably managed and encouraged by our bandana-wearing auctioneer, while Carolyn kept the finances straight. The generosity of the CRA members is a credit to our industry.

Saturday morning started with the CRA General Business Meeting. The business meeting was followed by two educational sessions: *Keeping Your "A" Team: How to Retain Your Best Employees* and *Building Blocks for Quality* by Human Resource consultant, Sallie Voyles.





Our Saturday, lunch keynote speaker David St. Peter, President of the Minnesota Twins, gave an enlightening *Owner's Perspective on Building a Baseball Stadium*.

President Tracy Albinson, along with the Board of Directors, planned and executed a fantastic convention and trade show. Executive Director Shirley Zawoyski kept everything on an even keel in spite of some turbulent moments and deserves special mention. Along with her, the Board of Directors, who serve on a volunteer basis, went all-out to ensure that the convention ran like a well-oiled machine.

On a personal note I want to thank everyone who worked to make this convention a success and who made it easy to step into Tracy's very competent shoes. At least I had practice for the 2008 convention.

Meet me in St Louis!

Steven Strooh
2008 CRA President

PEOPLE YOU SHOULD KNOW

NEWLY ELECTED BOARD MEMBERS FOR 2008



Kenny Cooms
Reprographics Fort Worth
kennyc@reprofw.com

Kenny Cooms is a 1976 Graduate of The University of Texas. He is founder and president of Reprographics Fort Worth. The company was founded in 1986 and now has five locations with 67 employees serves the AEC market. Digital reprographic services including grand format color and small format color. Before opening Reprographics of Fort Worth, Kenny was employed by Ridgeway's for five years. Prior experience includes working with The American Cancer Society and The Multiple Sclerosis Society.

He and his wife Sherry have been married 24 years and have one son Grant who now attends the The University of Mary Hardin, Baylor. In his spare time, Kenny enjoys baseball and hunting.



Gary Marquardt
Engineering Repro Systems
garym@ersdigital.com

Gary Marquardt began his career in the reprographics industry in 1974 as a salesperson for the H.A. Rogers Company in Minneapolis. After 6 years at H.A. Rogers, he and an associate started Engineering Repro Systems. ERS as it came to be known by started with just 300 sq. ft. of space rented from a plumber in 1980 and grew through the tumultuous 80's and into the 90's without taking a breath. From a used Dietzgen Cutlass, it had become a solid player in the Minneapolis/St. Paul market as the technology revolution emerged. Gary and his business partner Layton Zellman welcomed the chance to move from blueprints to digital prints and also pushed the concept of Facilities Management well before the digital revolution.

By the mid 90's they were a leading company in the C4 Network, FM sales, and quickly embraced the Xerox 8845, 8855, and Océ 9800 technology. They developed Howitzer, their customizable print tracking software for FMs and as early as 1997, working with Richard Dinsmore, a General Contractor from Denver was among the very first companies in the country to present a working planroom on the Internet with public and private planroom, planholder's list, and download services. Bidview, as it was called was nothing compared to today's planrooms, but it very well may have been the first look at this emerging technology anywhere.

By 1999, the burden of supporting as well as doing much of the creative work for all of this technology continued to grow. ERS became a part of ARC in September of that year. Since then, ERS has continued to grow with Layton Zellman as President and Gary became one of 8 leaders of ARC as Regional CEO for ARC's Region 6. Gary admits that his life is busy, exciting, and full of changes.

Sales and marketing have always been his forte' along with being able to surround himself with people that as Gary describes them are "much smarter than I". It is not at all uncommon for people who work for Gary to be promoted within ARC to higher career levels. Many have and more will.



Frank Loughan
PLP Digital Systems
frank.loughan@plp.com

Frank has been working with PLP Digital Systems for two years and acts as the company's Midwest and Southeast Region Consultant. Over the past several years, he has visited close to 100 reprographics shops world-wide and specializes in recommending production workflow changes which reflect on positive financial gains for reprographers.

His passion is unveiling bottlenecks, brainstorming for solutions, and recommending change to solve problems. Sometimes they are solved with PLP's products. Sometimes they are not. Either way, improving a customer's bottom line and allowing them the opportunity to serve their customers better is both exciting and challenging to Frank.

After graduating in 1999 from Virginia Tech, Frank spent three years working with John Cronin at Digital Paper Corporation; a software company specializing in electronic, web-based document management tools for the manufacturing and construction industry. Before joining PLP, he worked in the bar-coding industry with Buckeye Business Products. Frank currently resides in Cleveland, OH. He still pays baseball, enjoys a game of chess, and is the proud father of his baby boy, born July 31, 2007.

A complete CRA board of directors list is on the last page of this newsletter.

Thank you to...

the 2007 Convention Sponsors...



and Golf Sponsors

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CHARITY AUCTION

This past September 14, 2007, at the Annual CRA Charity Auction, our members went above and beyond the call of duty raising a record \$15,000. for the Make A Wish Foundation of Minnesota, the charity chosen by our President, Tracy Albinson. It was exciting to watch auctioneer John Gross work the crowd and raise the money for this very worthy cause. We appreciate the all the people who stepped up and delivered auction items and all the people who bid and helped raise the money. It was a fun evening for all and we appreciate your involvement and contributions.

We all know we can count on the CRA Membership to support the very worthy causes each year. The Board is looking forward to hosting you next year as we strive to set a new record at the annual Charity Auction.

Thank you!
Fred Riddell, Auction Chairman

EDUCATION FOLLOW UP

The 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 Sallies Voyles Presentation *Keeping Your "A" Team*

“You can choose to focus proactively on employee retention, or you can react to employee turnover.”

~Unknown



Keeping Your "A" Team

Retention does not happen by accident. Just as you develop preventative maintenance programs, you are encouraged to develop organizational retention programs to retain your employees.

Why? Research findings include:

- By 2015 it is anticipated there will be a 15% decline in the number of 35-44 year olds, the majority of the management talent; the demand will increase by 25%.¹ In 2001, there was a 20% demand over supply of IT jobs posted.² If your organization is posturing itself as a technology solution for your client you need to plan accordingly.
- Recruiting costs range from a percentage of annual pay to replace a temporary to 1.5+x the annual salary for a manager.³ How much did you spend on recruiting, screening, hiring, training, etc. in 2006?
- Only 12% of employees depart because of pay.⁴ Do you conduct effective exit interviews to learn why team members depart from your team?
- Employees stay, or frequently leave, because of their supervisor/manager. What training do you provide for your supervisors/managers?

Retention program options:

1. Conduct an internal retention audit.

¹ Axlerod, Elizabeth L., Handfield-Jones, Helen, Welsh, Timothy, "War for Talent, Part Two," *The McKinsey Quarterly* #2, 2001.

² Perry, Stephen A., statement before the Subcommittee on Technology and Procurement Policy, 7.31.00.

³ <http://management.about.com/cs/people/a/WhatPeopleCost.htm>

⁴ <http://www.keepingthepeople.com/newsletter/vol-03-winter-2005.html>

- Analyze exit interview and turnover information
 - Survey managers/supervisors
 - Review 2006 and 2007 recruiting costs
 - Identify organizational challenges
2. Create a Retention Team
 3. Survey your A team members to identify their next career goal
 4. Establish supervisory/management retention expectations

TQM Total Quality Management

TQM simplified: “Do the right things, right, the first time, every time!”

Total quality management programs link historically to W. Edward Deming, who is recognized for helping Japanese companies apply Shewhart’s statistical process for control. Today’s quality programs embrace the objective of continuous improvement. That said, it is critical to recognize change as a pivotal component of all quality programs; with this change comes innovation.⁵

Basic tenets for TQM include:

1. The customer determines the quality
2. Improving quality requires the establishment of effective quality metrics; we speak with data and not just opinions.
3. People working within systems create quality.
4. Quality requires on-going review and a commitment to sustained continuous improvement.
5. Prevention not detection is the key to producing quality.
6. Senior management must provide leadership and support for successful quality initiatives.

Three Key TQM Components:

- I. To enlist team involvement to change for the purpose of quality improvement, you need to communicate five specifics:
 1. Explain the problems in detail
 2. Explain the goals in detail
 3. Discuss possible solutions in detail
 4. Explain the expected benefit of success
 5. Explain the expected agony of defeat
- II. Benchmark your current performance prior to launching your TQM program. Seven key questions to integrate into your bench-marking process:
 1. What is your current overall quality level? What specifics support this finding?
 2. Do you conduct a final inspection of every product that goes out the door...including invoices?
 3. What does your preventive maintenance schedule look like?
 4. How do your team members interact? How do your associates know the status of the processes?
 5. Do your associates understand the concept of waste?
 6. When were the most recent associate suggestions for improvement made? What were these suggestions? Were they implemented?
 7. How often do you solicit feedback from customers...internal and external?
- III. Design a plan
 1. Define key result areas
 2. Determine how to measure success in each key area
 3. Using these measurements assess your current performance
 4. Identify a list of performance commitments
 5. Confirm team commitment
 6. Track on-going progress regularly
 7. Review progress with senior management
 8. At the end of the year review YTD progress

Sallie Voyles
Training for Success. LLC
614-214-8429
E mail: trainforsuccess@aol.com

⁵ Wheat, Barbara, Mills, Chuck & Carnell, Mike, Leaning into Six Sigma, McGraw-Hill, 2003

We greatly appreciate the support of the Vendors. Please remember these vendors in your day to day business activities.

The CRA Board of Directors.

2008 EXHIBITORS LIST

company	contact	address	city	state	zip	phone
3D Systems	Derek Johnson	333 Three D Systems Circle	Rock Hill	SC	29730	803-326-3940
Air Fast Denver	Paul Richter	4150 Monroe, Bldg. C	Boulder	CO	80305	303-287-1601
Canon USA	Patricia Watsula	3 Dakota Drive	Lake Success	NY	11042	516-328-5576
Cylix, Inc.	Russ Bell	3045 Regal Dr	Alcoa	TN	37701	1(888) 978-4816
Dietzgen a Division of Nashua	Marge Lafferty	250 S. Northwest Hwy, ste 203	Park Ridge	IL	60068	847-318-1700x-1792
DIGITAL ES, Inc.	Tom McNew	PO Box 14469	Oklahoma City	OK	73113	1(405)749-6777
Drytac Corporation	Regina Nguyen	5383 Glen Alden Dr	Richmond	VA	23231	804-222-3094
GreatAmerica Leasing Corp.	Kate Barnts	625 First St. SE	Cedar Rapids	IA	52401	319-261-4275
Haldeman-Homme (Z Corp)	Nathan Thiesfeld	430 Industrial Blvd	Minneapolis	MN	55413	612-362-2119
IDEAL.com	Kathy Magenheim	11810 Parklawn Dr.	Rockville	MD	20852	301-468-0123
Image Products of CA	David Gilman	1892 N. Delilah St	Corona	CA	92887	951-817-9100
KIP America, Inc.	Lauren Joysey	39575 13 Mile Road	Novi	MI	48377	248-474-2900 x6051
Michlin Products Corp.	Don Akers, SR	2229 John B	Warren	MI	48091	1(313) 846-5700
MV Software Company	Jim Diefenbach	651 N. Rochester Rd	Clawson	MI	48017	248-583-4110x130
National Azon	Tom Carlson	1148 Rochester Rd	Troy	MI	48083	1(800)722-3496
Nukote International Inc.	Tom Ambrose	200 Beasley Drive	Franklin	TN	37064	615-794-9000x541
OCE USA	Rick Jelesky	5450 N. Cumberland Ave	Chicago	IL	60656	773-714-4672
Paradigm Imaging Group	Mary Geesman	1590 Metro Dr, Ste 116	Costa Mesa	CA	92626	714-432-7226x212
PLP Digital Systems	Jenny Finley	2300 Clarendon Blvd, Ste 711	Arlington	VA	22201	800-444-7568
Promark Technology, Inc.	Frank Blundell	10810 Guilford Road, Ste 101	Annapolis Junction	MD	20701	800-634-0255
RATIO America	Rick Hipsky	5332 Shirley Avenue	Racine	WI	53406	262-884-6898
Remington Laminations	Sue Cresswell	1040 Avenue M	Grand Prairie	TX	75050	972-336-0012
ReproMAX	Rick Bosworth	15450 South Outer Forty Dr. Ste 115	Chesterfield	MO	63017	800-873-7762
Ricoh Corporation	Dennis Casey	100 W. 22nd St., Suite 150	Lombard	IL	60148	630-268-2266
Safco Products	Tom Hosinski	9300 W Research Center Rd.	New Hope	MN	55428	763-536-6700
Seiko-I Infotech	Melissa Sheldon	2060 Wineridge Place, Suite A	Escondido	CA	92029	760-781-5200
Sepialine Inc.	Ray Bradley	114 Sansome St, Ste 920	San Francisco	CA	94104	415-986-0313x149
Spinnerdog, Inc.	David Hamm	1029 Peachtree Parkway, Ste 250	Peachtree City	GA	30269	770-631-1329
Technical Image Products Inc.	Spence AntinkII	1250 Pratt Blvd	Elk Grove	IL	60007	847-593-0500 x20
The PEiR Group & Planwell	Shaun Meany	1981 N. Broadway, Suite 360	Walnut Creek	CA	94596	1-925-658-0200
Thoroughbred Software Int'l.	Mark Lewis	285 Davidson Ave, Ste 302	Somerset	NJ	08873	936-756-7202
TST/Impreso, Inc.	Kim Parker	652 Southwestern Blvd	Coppell	TX	75019	972-462-0100 x1128
Universal Media Co.	Don Land	327 Bryan Ave	Ft. Worth	TX	76104	1817-332-9258
Xerox Wide Format Corp	Robert Goodwin	1118 Tamarack Dr	Darien	IL	60561	630-663-9682

2008 CRA BOARD OF DIRECTORS

7

12/07

PRESIDENT

Steven Strooh
Beeline and Blue
2507 Ingersoll Ave
Des Moines, IA 50312

515-244-1611
Fax 515-244-1020
steven@beelineandblue.com

SECRETARY

Vince Pingel
Western Blue Print
1808 Main Street
Kansas City, MO 64108

816-300-6603
Fax 816-300-6645
vince.pingel@westblue.com

VICE PRESIDENT

Kevin O'Hea
Academy Repro on 66
300 Central Ave. SE
Albuquerque, NM 87102

505-821-6666
Fax 505-857-0634
kohea@acadrepro.com

PAST PRESIDENT

Tracy Albinson
ImageTech Services Corp.
9321 Penn Avenue South
Bloomington, MN 55431-2320

952-884-3581
Fax 952-884-4356
tracya@imagetechservices.com

TREASURER

Kent Long
Thomas Reprographics
600 N. Central Expressway
Richardson, TX 75080

972-231-7227
Fax 972-231-0623
kent@thomasrepro.com

EXECUTIVE DIRECTOR

Shirley Zawoyski
C R A
1601 S. Indian Hill Drive
Roselle, IL 60172

630-351-2202
Fax 630-351-9824
shirley@cra1.org

DIRECTORS

Gary Hosking
Rapid Reproductions
129 W. 11th St
Terre Haute, IN 47808

812-238-1681
Fax 812-235-0690
gmhosking@aol.com

Kenny Coomes
Reprographics Forth Worth
2220 West Peter Smith
Fort Worth, TX 76102

817-332-9704
Fax 817-695-1886
kennyc@reprofw.com

JR. VENDOR DIRECTOR

Frank Loughan
PLP Digital Systems
2300 Clarendon Blvd, Suite 250
Arlington, VA 22201

703-740-8915
Fax 703-995-4398
frank.loughan@plp.com

Sean Roberts
Graphic Resources & Reproduction
4251 W. Albany
Broken Arrow, OK 74012

918-461-0303
Fax 918-461-2214
sean@grandr.com

SR. VENDOR DIRECTOR

Rick Jelesky
OCE Wide Format Printing Systems
5450 N. Cumberland Ave.
Chicago, IL 60656

773-714-4672
Fax 773-693-8494
richard.jelesky@oce.com

Gary Marquardt
Engineering Repro Systems
3005 Ranchview Lane North
Minneapolis, MN 55447

612-710-6916
Fax 763-694-0376
garym@ersdigital.com

JR. VENDOR DIRECTOR

Don Andreason
KIP America
5215 N. O'Connor Blvd., Suite 1840
Irving, TX 75062

972-910-0930
Fax 972-910-0931
dandreason@kipamerica.com