

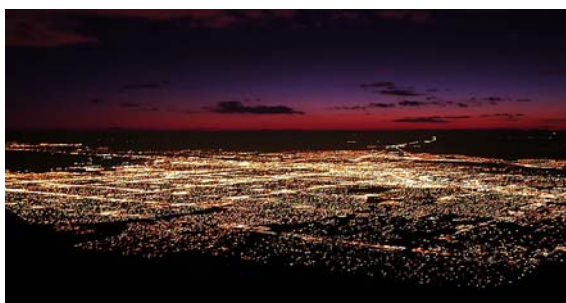
January 2009



*Annual Convention and Trade Show
Sandia Resort and Casino,
Albuquerque, NM
September 16-17-18, 2009*



Who's ready for Something Different?



I cannot remember a year that so many people were thrilled to leave behind. 2008 was brutal on all fronts and we still have a long, potholed, and uncharted 2009 ahead of us. With our poor (some might say dismal) economy, lack of faith in our elected officials, and ultra-tight credit, where do we go from here?

I have always been hyperactive with business decisions. If you are not moving forward, you are likely to be pulled backwards into the mudslide of a poor economy. Shoring up and weathering the storm is not going to help much. Sure, we certainly need to protect what we have, but

standing still makes us susceptible to the mudslide. Progress through well thought out, well planned, and well executed strategies is not only our salvation, but the key to our future success. Creativity and a certain amount of calculated risk can increase your sustainability and bring a breath of fresh air to a stagnant business.

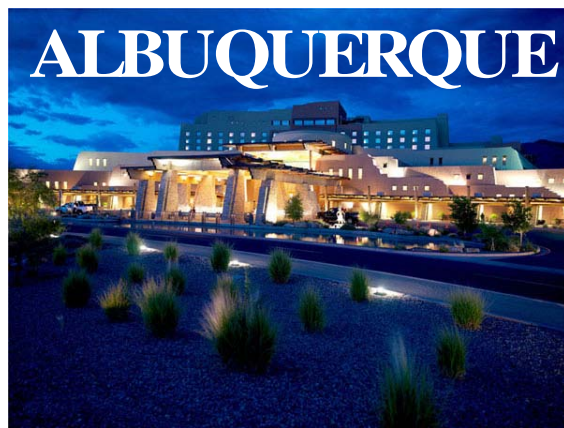
By evaluating what we do, how we do it, and what (if any) kind of profits may be produced will be a much-needed strength building exercise. If it does not provide any profits and isn't expected to in the future, get rid of it. I know these are decisions that we make on a daily basis, but our focus on these areas needs to increase exponentially.

Different types of thinking are not necessarily bad, just different. I know that our customers love fresh approaches to even the most trivial daily orders. By providing some excitement and "Wow" to our customers, they feel better about our relationships and we feel greater value as a vendor.

Just like our industry, the CRA recognizes the need for change. Being a bit of a "we have always done it this way" rebel, I hope to instigate a change in the course of the CRA. Don't panic, it won't be radical. You can only turn an aircraft carrier a few degrees at a time. We have been in a bit of an association rut. For that reason, I have opted to mix things up a bit. Hopefully you, as our valued members and supportive vendors, will find some excitement in these changes and your CRA membership will become even more valuable to you and your company.

To provide a little bit of "Wow" to your membership, we will be hosting the annual CRA Convention and Tradeshow here in Albuquerque. Many of you have never visited here so I will point out a few important bits of needed information. Yes, New Mexico is part of the United States now; yes, most everyone speaks English; and no, you do not need a passport to visit.

Our host hotel is unlike any other where the CRA Conventions and Tradeshow have been held. The Sandia Resort and Casino is located on the north end of Albuquerque, just a 15 minute *Free* shuttle ride from the International Airport (yes we even have an Airport). I invite you to visit their website at <http://www.sandiacasino.com>. Albuquerque is a unique city located in the high mountains of the great southwest. One of the oldest cities in the US, we are also the 6th fastest growing with a metropolitan population of just under one million residents. Our mile high elevation (5300 feet) combined with 310 days of annual sunshine offers us a beautiful climate and breathtaking scenery. September temperatures range from an averages as low as 52 and as high as 82.



Nestled between the peaks of the Sandia Mountains (10,000 feet) and the Rio Grande River, you will find a modern city skyline is set against a backdrop of an endless, timeless blue sky. Sounds like the perfect place to bring your spouse, doesn't it?

Some of the changes to this year's show include:

- Lunch buffet will be located in the center of the tradeshow floor
- Vendor registration includes meals and participation in all events
- Wednesday to Friday format. You can be home for dinner Friday night!
- Friday morning golf tournament (Golf course on the property)
- Spouse/Companion outing to Santa Fe
- High energy educational programs
- Open and marketed to all Reprographic Associations
- A "Do As You Please" night to enjoy the Resort, Casino, or take in some of the local culture
- Silent & Live Auction Charity Dinner

I would welcome any ideas or suggestions that you might have to share. Please email me at the address listed below. More information is on the way and I hope to see you in Albuquerque in September. Take this newsletter home and share it with your spouse.

I'll see you in Albuquerque,

Kevin M. O'Hea
2009 CRA President
kohea@acadrepro.com

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PEOPLE YOU SHOULD KNOW

THE FOLLOWING ARE THE NEWLY ELECTED DIRECTORS TO THE CRA BOARD

Frank Loughan

Vice President - Sales & Marketing - Ohio Operation

eBlueprint

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Cleveland, OH 44115

216-281-1234

floughan@eblueprint.com



Frank Loughan comes to eBlueprint following 7 years of sales experience, most recently a software development firm within the reprographics industry. His history of developing a strategic sales approach brings a fresh perspective to the eBlueprint team as the company broadens its product and service offerings. His responsibilities cover both the Cleveland and Akron markets.

Elmer Rhodes

President

Commercial Blue

1712 Macklind

St.Louis, MO 63110

314-421-5141

erhodes@cds-stl.com



Started in the business in 1992 with Custom Blueprint & Supply as a sales representative and in 1999 funded the firm DigiReprographics USA after nearly a decade of working within the constraints of the old system, thinking there had to be a less expensive, more efficient way to get the job done. He based his principle of making the document management business easier as well as more time and cost efficient in the multinational business environment. After fulfilling his goals as a MBE owner Elmer Rhodes decided to take his idea outside of the MBE arena and take on the role of President of Commercial Blue a staple for 75 years in the St. Louis market.

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



2009 Convention and Trade Show
April 29-May 1
Pittsburgh, PA

Go to www.IRgA.com for complete convention news.

\$130

\$130. That is the cost of CRA membership for 2009. Each year, a group of dedicated CRA volunteers, plus our priceless CRA Executive Director, Shirley Zawoyski, spend considerable time discussing the value of membership in the CRA. It is our desire to give you an amazing amount of information to make your \$130 well worth it.

Our goal is to arrange for you each year a moderate-sized convention that you hopefully do not have to travel too far to get to, nor spend too much money to attend, that gives you a major bang for the buck. In this case \$130 bucks. It is your membership money that gives us the resources to plan a convention that will make you proud.

This year is no different, except to say that we think your \$130 could be one of the best investments you ~~make~~ this year. The CRA is an economical way to get up to date information on the ever-advancing technology that exists in our industry and a great place to stay connected to vendors and peers who are experiencing many of the same things you are every day.

If you have not sent in your CRA membership all it costs to be a member and support your industry is \$130. We will give you all of our efforts to make it a great investment!

You can call or email Shirley at the contact info below to renew or join, or you can mail, email or fax in the membership form below. We took credit cards in 2008 and it was a huge hit! Just send the form with all of your credit card information (MC, Visa, AMEX) and we will do the rest.

Central Reprographics Association
Attn: Shirley Zawoyski
1601 S. Indian Hill Drive
Roselle, IL 60172
PH: 630-351-2202 FAX: 630-351-9824 EMAIL: Shirley@cra1.org

Thank you!

Kent Long
Vice President, Membership

CRA Remembers a Past President of the Mid-South Reprographic Association

Edgar Allen Christy, Jr., 82, was born in Tulsa, Okla., on April 13, 1926, and died in Houston, Texas, on Jan. 5.

Christy moved to Houston in 1958 and founded Triangle Reproductions, which celebrated its 50th anniversary in 2008 and he remained active in the business until the time of his death. Always active in industry affairs, Christy served as president of the International Reprographic Association and the Mid-South Reprographic Association.



Our sincere condolences to family members and friends of Edgar Allen Christy on their lost.

Membership Application

The CRA is a non-profit association of reprographers and digital printers. Membership in the CRA is available to firms engaged in the reprographic arts and allied industries. (*Reprographics is defined as the production of large and small format copies, either in color or monochrome, and encompasses technologies currently in use within the profession.*) Associate membership is available to manufacturers and suppliers to the industry.

Company _____
Address _____
City _____ State _____ ZIP _____ Phone _____
Primary contact person: _____ Title _____
FAX _____ E-Mail _____
Spouse's name _____
Web site _____

Use the following form to pay membership fee with a credit card.

Please print all information

CONTACT NAME _____
COMPANY NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
E-MAIL _____

CREDIT CARD TYPE (CIRCLE ONE) VISA MASTERCARD AMERICAN EXPRESS

CARD NUMBER _____

EXPIRATION DATE _____ SECURITY NUMBER FROM CARD _____

NAME AS IT APPEARS ON CARD _____

BILLING ADDRESS OF CARD _____

AMOUNT TO BE CHARGED TO CREDIT CARD _____

PAYMENT FOR _____

AUTHORIZED SIGNATURE _____

The 2008 Convention Sets New Standards for Education!!

The Central Reprographic Association (CRA) hosted the 53rd Annual Convention and Trade Show at the Millennium Hotel in St. Louis, Missouri. President Steven Strooh kept everything flowing smoothly, primarily with the help and occasional prodding of the CRA's Executive Director, Shirley Zawoyski. The entire Board of Directors worked very hard throughout the year to put on an outstanding conference and we hope that you enjoyed yourselves completely.



Wednesday night's kickoff reception and dinner was enjoyed at Monsanto Hall and Spoehrer Plaza located at The Missouri Botanical Gardens.



The Thursday morning breakfast kicked off with Stephen Manlove, of Perkins+Will with his perspective of *Why Architects, Owners and Contractors Are Excited About BIM and What That Might Mean to Reprographics*.



The morning continued with a Panel Discussion, *AEC Workflow Looking Back Three Years and Ahead Three Years* with Ron Weise, Alberici Constructors, Richard Wetzel, JE Dunn Construction and Ed Avis, Marion Street Press, Inc.



Last, but certainly not least, Jim Inzeo of Adenium Systems cajoled us to "get into the contractor's trailers" for *Understanding AEC Workflow – Concept to Closeout*.

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



Don Andreason, Warren Doherty and Susan Dobovsky, CRA Vendor Directors, organized the Thursday afternoon trade show that featured 49 display booths and 39 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. The number of new vendors increases very year, taking advantage of the opportunity to present their services to CRA members, while showing the support to the CRA and its membership.

The Board of Directors encourages its membership to support these vendors in their day to day business.

The CRA is extremely fortunate to have the support of the Vendor Community. Special thanks go to the Convention Sponsors for their generous financial support of this year's convention.



On Thursday night things got wild at the CRA Charity Auction. Kenny Coomes, Auction Chairman, announced that all proceeds from the 2008 auction were going to ChildServe. For more than 79 years, ChildServe has dedicated itself to the care and support to children with special health care needs and their families in central Iowa. This year's auction raised \$19,000. (a new CRA record) thanks to the donors, vendors and bidders.

Friday morning started with the CRA General Business Meeting. The business meeting was followed by two educational sessions. David King of MarketKing LLC shared his expertise on large format color and John Hovey's discussion, Knowing When to Say When was about how to find the cutting point for non performing team members. John also explained the differences in values and characteristics between the Veteran, Boomer, Xs and Nexter Generations and how they view each other.



Go to www.cra1.org to download the educational presentations from the 2008 convention and also to see a more detailed review of the St. Louis Convention.

Kevin O'Hea

2009 CRA BOARD OF DIRECTORS

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