



July 2003



PRESIDENT SPEAKS...

The Millennium Hotel (www.millenniumhotels.com) in the heart of downtown St. Louis Missouri will host our 2003 Convention and Trade Show. The hotel overlooks the Gateway Arch and the Mississippi River. The hotel is only a short distance from some of St. Louis major attractions: Busch Stadium, Laclede's Landing (restaurants and shopping), riverboat gaming and the shops of St. Louis Center.

The 2003 Convention is the first since the recent merger of the North Central Reprographic Association and the Mid-South Reprographic Association. The CRA membership area covers 18 states. This will be a perfect opportunity to visit with old friends and meet new people who are now members of the same regional association. Plan to meet people who are encountering many of the same challenges and opportunities that you are experiencing. You will benefit from hearing and exchanging ideas with your peers who are not competing in the same geographic area. You may learn of new marketing opportunities or of a new way of doing business.

"*Managing Information for Profit*" is the convention theme. We have knowledgeable industry leaders who will speak on timely relevant topics that will benefit your profit margins. You will not want to miss the educational sessions on Friday and Saturday mornings. See the Educational Program note on page 3 for presenters.

The largest ballroom in Missouri will be the location for our trade show. The CRA has the largest regional association trade show of its kind and vendors have been signing up for booth space at a rapid pace. As of this newsletter, the exhibit space is 90% committed and I can assure you we will have a full trade show floor in September. If you missed going to the IRgA in May, the CRA trade show will be the place for you to find out what's "NEW" in our industry. Companies exhibiting include four major equipment manufacturers, software providers, supplies and support products. You will be pleased with the variety and the quality of the exhibitors at our trade show. A list of exhibitors is listed on the last page of this newsletter under "Exhibitors Corner". So plan to come and see them.

St. Louis is a convenient location for travel arrangements. It has a large airport with direct flights through out the country. It is located in the heart of the newly formed CRA region and for many of you would be a relatively short drive on the interstate highway network.

We are not neglecting the social aspects of our Convention, which are important networking opportunities for us all. Here is a brief outline of the activities.

- ★ *Thursday* is our golf tournament at Gateway National, a top-notch course.
- ★ On *Thursday* evening we have our "Kick Off" dinner planned at The Living World Exhibit at the St. Louis Zoo.
- ★ For those not attending the *Friday* morning educational sessions, we have the "Discover St. Louis" Optional Tour that will introduce us to St. Louis and its many attractions and neighborhoods.
- ★ After the trade show on *Friday* is the Dinner with the Exhibitors and our famous Charity Auction. The proceeds raised this year will go to the Multiple Sclerosis Association.
- ★ On *Saturday* we will be entertained with an interactive comedy murder mystery called "Casablanca Revisited." This will be a fun ending to a great convention.

So mark your calendars and start making plans to come to St. Louis for our Convention September 18 through 20. I look forward to seeing you there.

Ralph Wasik
CRA President

Convention registration material will be mailed to registered members as of July 1, 2003 and also posted on the web site www.cra1.org.

EDUCATIONAL SESSION RECAP FROM 2002

On Saturday, September 14, 2002 during our Annual Convention Mr. Doug Hoek made a presentation entitled "The Future of e-Reprography". Here is a short report of his presentation.

Doug began his presentation with a Power Point slide showing an accountant feverishly working with a spreadsheet and a computer. He asked these questions, "Who is this guy? And, what is he doing?" About one hour later Doug completed his presentation and on the last slide the same image was included. Doug proceeded to ask the audience the same two questions concerning that image: "Who is this guy? And, what is he doing?"



For Doug the image of an accountant feverishly working with a spreadsheet and computer are good mental images for Reprographers to have as we proceed further into the Information Age. The accountant is a professional information manager, and Doug believes that is exactly where our industry is heading. One of the basic themes of Doug's presentation was that the reprographic industry is on the verge of entering a whole new industry, the Information Management Industry – or at least, information management for the construction industry.

Along with the questions concerning the accountant Doug asked, "What business are we in? Where did that business come from? What is the core of that business? What impact do you think the Information Age is going to have on that business? How do you think that business must change to remain viable in the Information Age? How will those changes be identified and implemented?"

The presentation challenged each of us to think about Reprographics within the scope of the broader national and global economies, and the significant influence today's Information Technologies are having on our world, and on our businesses. On the concluding slide Doug provided his answers to the questions concerning the accountant: "Today he is a financial accountant – he manages financial information. Tomorrow, in the Reprographic Company of the Information Age he will also manage information – construction information."

The challenge of the presentation was summarized in that last slide: Can we as Reprographers make the transition from being "blueprinters" to Information Managers? Can we transform ourselves into the "accountants" of construction information?

One of our own...



A & E -The Graphics Complex receives Award for Excellence

The Houston Better Business Bureau recognized A&E- The Graphics Complex as the winner of the BBB Award for Excellence in the service category for large companies for 2003. This is the fourth time A&E has been recognized by the BBB for service excellence. In 1964 Charley Gremillion started a small blueprint company to serve the architecture, construction and engineering industries. Today, Charley's five sons and one son-in-law are part of a management team leading a well diversified "graphics complex". The CRA offers CONGRATULATIONS to A&E and encourages them to continue striving for service excellence in their industry.



Optional Tour

DISCOVER ST. LOUIS

St. Louis is more than just the Arch. Come and discover: Laclede's Landing, Soulard, Lafayette Park, the beautiful mosaics of the Cathedral Basilica of St. Louis and tour the elaborate interior of the Cupples House as well as its collections of fine and decorative art. An experienced guide will introduce us to St. Louis, the city's neighborhoods and some of its major attractions. The bus will leave at 9AM on Friday September 19 and will return to the hotel in time for lunch. More details are posted on the web site www.cra1.org and will be mailed out with the convention registration material in July. Please make sure you register for this optional tour when you register for the convention. For more information contact Shirley at 630-351-2202 or e-mail shirley@cra1.org

CRA 48th CONVENTION TENTATIVE SCHEDULE

Thursday, 9/18/03	Event
8:00 AM	Golf at Gateway National Golf Course
12:30 PM - 2:00 PM	Get-together in Hospitality Suite
2:00 PM - 12 Midnight	Exhibitor booth set up
2:00 PM - 5:30 PM	Registration in Hospitality Suite
6:00 PM	Dinner at the Living World Exhibits, St. Louis Zoo
After dinner - 11:00 PM	Hospitality Suite open
Friday, 9/19/03	Event
7:00 AM - 12:00 Noon	Exhibit set up
8:00 AM - 9:00 AM	Breakfast
8:45 AM - 12 Noon	"Discover St. Louis" Optional Tour
9:00 AM - 11:45 AM	Educational Programs
12:00 PM - 1:30 PM	Lunch
1:00 PM - 5:30 PM	Trade Show opens
6:00 PM -	Cocktails
7:00 PM -	Dinner with the Exhibitors and Charity Auction
After dinner-11:00 PM	Hospitality suite open
Saturday 9/20/03	Event
8:00 AM - 9:00 AM	Breakfast
9:00 AM - 9:15 AM	CRA General Business Meeting
9:15 AM - 12:00 Noon	Educational Programs
12:15 PM - 1:30 PM	Lunch
6:30 PM -	Cocktails
7:30 PM	Dinner "Casablanca Revisited" a Comedy Murder Mystery Theater
After dinner -11:30 PM	Hospitality suite open

NEW

EDUCATIONAL PROGRAM

We are planning 4 educational sessions. Thus far, the following people will be presenters at our 2003 Convention

- ❖ **Mr. Larry Hunt** of Larry Hunt Publications, Tampa, FL.
- ❖ **Mr. Dennis Guillette** of OCE USA, Inc. Customer Service Division, Chicago, IL
- ❖ **Mr. John Cronin** of PLP Digital Systems, Scottsdale, AZ
- ❖ Panel of top industry leaders

GOLF

Thursday, September 18, limited to 40 golfers

Gateway National Golf Course

8:00 AM Bus leaves hotel

Cost: \$125.00 Includes golf, cart, lunch

Let's Get Together...

Join us for this **NEW** event. We will sample some wines and have some fun while getting to know each other before the scheduled convention activities begin.

Kick-Off Dinner

at Living World Exhibits of St. Louis Zoo

Thursday, September 18, cocktails and dinner. Special tour of the new exhibit Penguin and Puffins Cove. Bus leaves from hotel lobby at approximately 6:00 PM.

CHARITY AUCTION and DINNER

Friday, September 19, Cocktails/Dinner with the Exhibitors. Designated Charity is Multiple Sclerosis Association. Donated items can be brought to the Hospitality Room on Thursday or to dinner on Friday.

President's Dinner

Saturday, September 20, **Cocktails and Dinner Theater**

A theatre group will entertain us with an interactive audience participation murder mystery. Join us for this "going away" party being thrown at the Café Americain in "Casablanca Revisited" We promise some a great dinner and a lot of laughs while solving the mystery.

COMPLETE CONVENTION INFORMATION WILL BE POSTED ON THE WEB SITE www.cral.org, AS IT BECOMES AVAILABLE.

Last update 6/10/03



We Need You!

2004 CRA Board of Director and Committee Nominations

2002 saw the formation of the Central Reprographic Association (CRA). We have been working with a blended board of directors from both regions for approximately the last two years. We want to keep the board balanced and representing all of our members. It is now time to solicit nominations for the 2004 Board of Directors. We are looking for a few good people that like working with a great group of people to further our association.

If you would like to become an active member of the board of directors or help on a committee please let me know.

If you would like to nominate someone, let us know who that person is and we will approach him or her to see if they are interested.

Please submit your nominations to Steve Zawoyski, phone 630-351-2202 or e-mail steve.zaw@sbglobal.net

Special Thanks to Dann Nelson of Decatur Blueprint for his generous donation of the new CRA stationary.

EXHIBITORS CORNER...

The booth sales for the 2003 CRA Tradeshow are rapidly approaching completion. Due to the overwhelming interest generated at the 2002 Tradeshow, we are on pace for another complete sell-out. As of June 1st, we have sold 80 percent of the available booths and have verbal commitments for another 5 booths. If you haven't made your booth reservation yet, please do so before they are all gone.

List of exhibitors (as of June 15, 2003):

Axis Technologies

Cylix, Inc.

Digital ES, Inc.

Drytac Corporation

Image Products of CA

KIP America

Michlin Products Corporation

Modern Reprographics

MV Software Company

OCE'-USA Imaging Supplies

Paradigm Imaging Group

PLP Digital Systems

Ricoh Corporation

Spicer Corporation

The Peir Group

TST/Impreso, Inc.

US Reprographics Network

Business Management Software

Dietzgen – Division of Nashua Corporation

Digital Source Software

FDC Corporation

InteliCoat Technologies/Azon

Kyocera Mita America Inc

Millennium Leasing & Financial Svc. Corp

MultiMedia Converting, Inc.

National Coatings, Inc.

OCE'-USA Inc.

Planwell

Primeline Reprographics, Inc.

Safco Products Corp

Technical Image Products

Thoroughbred Software International, Inc.

Universal Blueprint

Xerox Corp., Wide Format Solutions, Inc

Also, please do not forget to take complete advantage of everything that the CRA has to offer. Besides the free advertising provided by being listed in this newsletter, the exhibitors also received ad space in the Show Planner, listing on the CRA website and the ability to have their website directly linked from the CRA website.

The CRA Tradeshow still has the best value for your investment!

Jeff Sproat
Vendor Director

