



July 2004



RESIDENT SPEAKS...

More Value to Your Membership

WHO SHOT J.R.?

Well if you don't know, at the CRA Convention we are going to Southfork Ranch to get to the bottom of it! That's right, on Thursday evening we are going to tour the Ewing mansion, have a barbeque dinner (what else in Texas), and our own mini-rodeo just for the CRA. This is just one of the outstanding events your CRA board has planned for the Sept. 30th - Oct. 2nd Convention in Dallas.

The board has been working hard to bring *value to your membership* in the CRA. Our theme for this year is "**Connecting the Dots**", and I am excited that this year we are able to bring to you two excellent low-cost **technical sessions** for the technical folks in your organization in addition to some super educational sessions for owner-managers. We have dedicated a considerable amount of space in this newsletter to inform you about these outstanding opportunities. Please take time to look them over.

The Trade Show has become the anchor event of our convention and this year will be no exception, the 50 planned booth spaces are completely filled with 39 nationally known companies. If you did not get a chance to go to the IRgA this year, this will be your opportunity to visit with vendors about both new and improved technologies and products specific to the reprographics industry. Educating yourself and your employees is a necessity for being profitable in our business in these rapidly changing times.

After the Trade Show on Friday, we have the *Dinner with the Exhibitors and our Annual Charity Auction*. All of the proceeds will go to the Muscular Dystrophy Association. This is a fun and rewarding event that we look forward to each year where we get a chance to "give back" to help those less fortunate than ourselves.

We will conclude Saturday evening with a dinner and Casino Night where if your luck is like mine, you will have another opportunity to "give back". --Actually we won't be gambling for money, but for prizes. It's going to be a great way to wind up your time at the convention.

You won't want to miss the convention this year. I am looking forward to seeing you there so mark your calendars for **September 30th - Oct. 2nd in Dallas, Texas**

Phil Hudson
CRA President



Technical Session Saturday 9AM to 4PM: Good, Better, Best Suggestions for Improving Your ICC Workflow

Are you using ICC profiles successfully within your workflow?

Whether you are using the supplied profiles from the manufacturer, use a profile service, or create your own profiles, there are times that the profiles work well, and at other times, not so well.

Why is this?

This session will help you develop a better understanding of the technologies involved in your workflow, and how you can more effectively optimize them for your intended usage. You will also learn how to evaluate and verify the profiles within your workflow. Finally, you will see how the popular graphics programs as well as RIP's will use those profiles.

Presenter: *Mr. Roy Bohnen, Chief Technology Officer of Chromaticity, Inc. an industry leader specializing in color technology for the graphic arts and photography industry. Mr. Bohnen has been consulting for Color Reproduction and ColorSync for the past eight years. He has also written several articles for various trade magazines, and has published a book entitled Fundamentals of Large Format Color Management.*

Mr. Bohnen began his career in Color Reproduction after attending schools for Graphic Arts and Fine Art in the early 1970's. Beginning as a stripper/dot etcher, he moved to the proprietary systems in the early 1980's and applied traditional approaches to the electronic workstations.

In the mid 1980's, Mr. Bohnen evolved into Systems Administration and Quality/Process Control for multiple print locations across the country. In the early 1990's, he moved into Digital Research and Development where he concentrated on Digital Printing and Workflow.

As implementers of color technology, Chromaticity combines knowledge and expertise to provide solutions that simplify the color workflow process and increase productivity with enabling technologies such as color management and digital proofing.

Strategic partnerships with manufacturers, distributors and end-users allow Chromaticity to provide tools, training, implementation and support tailored specifically to customer's specifications.

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A history of highly successful color implementations makes this company the leading provider within the graphic arts and photo industries. Chromaticity's color specialists are highly versatile in dealing with complicated installations and are prepared for the many challenges they encounter. Their expertise ensures that your company achieves the results you expect from your color products and employees by providing the real world tools necessary to win in a highly technical and complex marketplace.



Technical Session Friday 9AM to 12 Noon: Electronic Construction Document Delivery – A discussion on file formats, digital signature and document security.

In this session we will look at the benefits and comparisons between two competing formats, PDF and DWF.

Including:

- Format Compatibility,
- Ease of Use
- Ease of Printing
- AE applications of Acrobat 6

We will also analyze the latest in the use of digital signatures within these formats; the issues surrounding documents security, protection of Intellectual Property, and unauthorized use of these files.

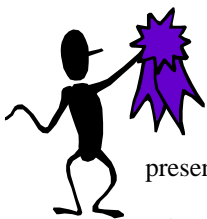
Presenter: Mr. Vince Pingel, Executive Vice President of Document Automation Development a division of Western Blue Print Co. Vince has been involved in the photographic and electronic imaging of large and small format documents since 1975. He began by running a photographic laboratory for a small Aerial Photogrammetric firm in Los Angeles. In 1980 he began his sales career with Agfa, providing film products and equipment to the Southern California blueprint community. He worked for Opti-Copy for 7 years calling on blueprint companies. In 1991, he made the transition to digital imaging with one of the early pioneers, Scanning America.

In 1995 Vince founded Document Automation Development or DAD for short. The primary focus in developing DAD was to pursue the small format "Corporate Document" and "Publications" world. Today, DAD has established itself as one of the nation's premier document conversion service companies in the US.

DAD has completed the capture of many legacy publications such as National Geographic Magazine and has converted countless "Millions of Pages" for the Federal Government, large and small banking institutions, insurance companies, hospitals, pharmaceutical companies, chemical manufacturers, avionic manufacturers, etc.

Vince also contributed to the development of AEC tools in Adobe Acrobat 6 as an advisory committee member for Adobe, and maintains a close relationship with the Acrobat development team at Adobe.

One of Our Own...



Doug Hoek is president of Veenstra (Division of ARC) in Grand Rapids, Mich. He has been working in reprographics since joining Veenstra in 1971 while at Calvin College pursuing his degrees in sociology and economics. Upon graduation he took over a full-time Veenstra sales position and in 1978, he purchased Veenstra from its founder. Over the years, he has served on the IRgA Board of Directors, presented at numerous conventions and been a prolific writer for *REPRO REPORT*

The George K. Bukovsky Award recognizes outstanding contributions to the reprographics industry. It honors the memory of Bukovsky, who worked in the reprographics industry for more than 30 years. During his career, he served as a champion for the IRgA and actively promoted the industry.

The CRA offers **CONGRATULATIONS** and thank you for the numerous contributions Doug has made to our industry on his achievements in the reprographics industry.

**Douglas J. Hoek honored by receiving the
George Bukovsky Award
at the 2004 IRgA 78th Convention**

"CONNECTING THE DOTS"

TENTATIVE CONVENTION SCHEDULE

Thursday, 9/30/04	Event
7:00 AM	Golf
2:00 PM - Midnight	Exhibitor booth set up
2:00 PM - 5:00 PM	Registration in Hospitality Suite
6:00 PM	Kick Off Dinner and Rodeo at Southfork Ranch
After dinner - 11:00 PM	Hospitality Suite open

Friday, 10/1/04	Event
7:00 AM - 12 Noon	Exhibit set up
8:00 AM - 9:00 AM	Breakfast
9:00 AM - 12 Noon	Technical Session- <i>Electronic Construction Document Delivery</i>
9:00 AM - 10:15 AM	Educational Program- <i>Hiring the Best</i>
10:15 AM - 10:30 AM	Break
10:30 AM - 11:45 AM	Educational Program- <i>Evaluating a New Repro Service 101</i>
12:00 PM - 1:00 PM	Lunch
1:00 PM - 5:30 PM	Trade Show opens
5:30 PM - Midnight	Break down of Exhibits
6:00 PM - 7:00 PM	Cocktails
7:00 PM -	Dinner with the Exhibitors and Charity Auction
After dinner-11:00 PM	Hospitality suite open

Saturday 10/2/04	Event
7:00 AM - 9:00 AM	Break down of exhibits
8:00 AM - 9:00 AM	Breakfast
9:00 AM - 12 Noon	Technical Session <i>Good, Better, Best- Suggestions for Improving Your ICC Workflow*</i>
9:00 AM - 9:15 AM	CRA General Business Meeting
9:15 AM - 10:45 AM	Educational Program – <i>Business Killers Workshop</i>
10:45 AM - 11:00 AM	Break
11:00 AM - 12 Noon	Educational Program <i>How to Compete</i> Panel of industry leaders discussion
12:00 PM - 1:30 PM	Lunch
1:00 PM - 4:00 PM	Technical Session * continued
1:30 PM - 3:00 PM	IRgA Town Meeting
6:30 PM	Cocktails
7:00 PM	President's Dinner – Casino Night
1:00 PM - 4:00 PM	Technical Session * continued

GOLF

Thursday, September 30, limited to 40 golfers
7:00 AM Bus leaves hotel Cost: \$125.00 Includes
golf, cart, lunch. Call Jim Inzeo at 262-781-7744
for more information.

EDUCATIONAL PROGRAM

We are planning 4 educational sessions and 2
Technical Sessions. The following is a list of
presenters.

- **Dan McNamara** of Metro Repro, Greenville, SC
- **Mike Tackett** of FX/WB Reprographics, Vernon Hills, IL
- **Jim Semerad** and **Joe Murray** of Family Business Partners Central
- Panel Discussion **Technology & Our Competitors are Changing. How to Compete, from an Owner's Perspective.**

TECHNICAL SESSIONS

- **Vince Pingel** of Document Automation Development a division of Western Blue Print, Overland Park, KS
- **Roy Bohnen**, Chief Technology Officer of Chromaticity, Inc., Rockford, MI

*NOTE: SCHEDULE SUBJECT TO CHANGE-
last updated 7/09/04*

2004 CONVENTION

- Convention Registration packs will be mailed to all registered members by mid July
- Non-members can request a complete registration package by e mailing company, contact and mailing address, to Shirley@cral.org.
- Register early and save! - registration deadline is **August 27, 2004**
- Hotel registration deadline is **August 30, 2004**
- All necessary information will be posted on the CRA web site www.cral.org in July.
- Register your Specialists for the Technical Sessions on Friday and Saturday
- For more information or questions on Convention call Shirley at 630-351-2202



EXHIBITORS CORNER

The booth sales for the 2004 CRA Tradeshow are coming to a close. Due to the overwhelming interest generated over the past few years, we have another complete sell-out. There will be 39 companies located in 50 booths in the exhibit hall. Thirty percent of the companies are first time exhibitors for the tradeshow. If you didn't make it to the IRgA in May, make the CRA Convention and Tradeshow a MUST. Besides the exhibits, there will be two technical sessions and four educational sessions on Friday and Saturday. Plus there are some great social events planned that are just ideal for networking.

We thank all of the exhibitors for their support and look forward to a great tradeshow and convention. The following list is the exhibitors for the 2004 CRA Tradeshow and Convention as of July 1, 2004.

List of 2004 Exhibitors as of 7/1/04



Associated Reprographic Products Inc.	Cad Graphics and Supply
Cylix, Inc.	Dietzgen Division of Nashua
DIGITAL ES, Inc.	Drytac Corporation
Ervin Leasing	EZ Track / Technesis
FDC Corporation	Imageologists
Image Products of CA	InteliCoat Technologies
KIP America Inc.	MV Software
Michlin Products	Millennium Leasing & Financial Service
MultiMedia Converting, Inc.	National Coating Inc.
OCE USA Imaging Supplies	OCE USA Wide Format Printing Systems
Paradigm Imaging Group	Plan Well
PLP Business Unit	The Peir Group
Remington Laminating	Safco Products Co
Technical Image Products Inc.	Thoroughbred Software International, Inc.
TST/Impreso. Inc.	Universal Blueprint Paper Co
World Planroom	ReproMax
Z Corporation, Inc.	Sepialine Inc.
Repro Technology LLC	Xerox Corporation
Centore Consulting	Triple R Technologies
Ricoh USA	

Make your plans now!

Get ready for an awesome Golf Outing at The Golf Club Castle Hills in Lewisville TX. We are looking forward to a great time on this Jay Morrish designed course. Thursday, Sept. 30 will begin with an 8:00AM shotgun start. (Bus will leave at 7AM). There will be hole contests on the course to keep things interesting. Lunch will be served upon completion of our round. Registration forms and course stats are posted on www.cral.org. If you would like more information, please visit: http://www.thegolfclubch.com/golf_club.htm.



Jim Inzeo, Golf Chairman
262-781-7744 e mail
jimi@aegraphics.com



Did you forget something? Membership continues...

Thank you to all companies that have responded to the renewal notices. Your continued participation shows how important the CRA is in your business life. Your membership dollars are used to constantly develop programs that are useful to ALL reprographers. For those companies that have yet to enroll, please consider doing so. We have provided an application form below.

Just print and fill out the form and send it along with a check payable to CRA for \$125.00 and to the address below.

If you have any questions please contact me directly at 630-832-0209 or by E-Mail at chuck@treetowns.com

We look forward to your membership in the CRA!

Sincerely,

Chuck Wingard
Vice President & Membership Chairman

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 _____

Additional Company contacts:

Name	E-Mail	Spouse's name

\$125.00 per corporate membership.

Return this form with your company **check payable to:**

CRA
Tracy Albinson
5 Timberglade Road
Bloomington, MN 55437

Help the CRA go completely digital for the newsletter. Include e-mail addresses of associates who want to receive the CRA e NEWS. The newsletter is published 4 to 5 times a year with informative information to the members.