



Spring, 2001



## RESIDENT SPEAKS...

This year's trip to the big city is sure to impress you more than you will ever imagine. If you haven't heard, the City of Cleveland is no longer holding on to the reputation as the *Armpit of America*. In fact every traveling vendor I have spoken with raves about how much fun the town is, how easy and cheap it is to get in and out of, and how beautiful the City has become.

The Renaissance Hotel, where we are staying is a Top Notch 4-½ Star Hotel right downtown, walking distance from the Rock and Roll Hall of Fame, and Jacobs Field. We have 65 tickets to Saturday night's game against the White Sox, which will easily be a sell-out crowd in the Premier Ball Park in the Midwest. *The Flats* consist of dozens of restaurants and nightclubs within walking distance of each other with a reputation for being the hottest weekend spot around.

**As for economics**, the Renaissance has offered us a phenomenal price for an overnight stay (only \$20 more for the premier rooms) and is attached to a beautiful mall! The train to the airport is linked to the mall so no one will have to rent cars or pay for parking. Vendors, we will have one of the easiest, most accommodating in-and-out situations for booths, equipment etc. that we have ever seen.

**Vendors**, we anticipate strong participation from the neighboring Cleveland and suburban community with plenty of local walk-ins, management and production people equating to lots of foot traffic in our trade show this year. So, we have introduced a few new changes to KEEP people in the trade show. We will serve lunch there, we will offer prizes for participants who visit your booths, and we will introduce the concept of adding short educational presentations on the show room floor. We know that the success of this event revolves around a good show, plenty of people, strong vendor support and strong educational programs. We need everyone to participate to make this happen. So vendors please sign up for booths now; and members please join in and participate in this most affordable, top-notch, fall classic.

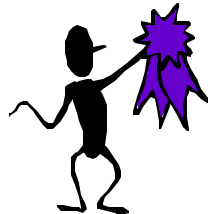
In the past few years the North Central has developed a reputation for outstanding hands-on education, networking and open industry discussions. The 2001 NCRA Board promises a memorable and educational Fall Convention that will help you get back in the game. So put on your rally caps and step up to the plate!

Joe Cushing,  
NCRA President

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## One of our own...

### HUEY SHELTON honored by receiving the George Bukovsky Award at the 2001- IRgA Convention



The Huey Company was founded in 1915 by the grandfather and great uncle of Huey Shelton. Huey began working for the company during summer vacations, and graduated from the University of Wyoming with a BS in business. After stints in the US Army and working for an accounting firm he joined the Huey Co. in 1960, became president in 1970 and chairman in 1998. He opened a facility in Orlando in 1982. The reprographics division of the Huey Co. was sold in 2001. The newly formed company is now know as Huey Reprographics, LLC. Huey Shelton expects to fully retire this year.

Continued on page two

Active in the industry, Huey served as president of the IRgA in 1968-69, and has participated on the association magazine, technical education, pension and long range planning committees.

The NCRA offers **CONGRATULATIONS** and thanks for the contributions Huey Shelton has made to our industry. We wish him luck in his future retirement plans.

## A Winning Strategy

After 40 games in the 2001 season, the Cleveland Indians and my own Minnesota Twins are locked in a battle for the lead in the American League Central Division, trailing Seattle by only a few games for the top spot in the league. No one is surprised that the Indians and the Mariners are doing so well, but the Twins have turned out to be the Cinderella team of Major League Baseball.

With one of the lowest payrolls in baseball and a young and relatively unknown team, how can the Twins be doing so well this year? Coach Tom Kelley's winning strategy is straightforward: master the fundamentals, work hard throughout the season, and have fun on the field (excellent pitching also helps, but that's another story).

The NCRA Convention in Cleveland will give you a chance to review some of the fundamentals of reprographics and to learn more about new technology to keep your company growing.

- ?? In our "Costing and Pricing" seminar, you will have a chance to hear from other reprographers about how to determine your real costs and how to set good pricing for profitability. "Compensation Plans that Work" will give you an opportunity to discuss commissions, bonus plans, wages and salaries. You'll come away with sound strategies for keeping good people in a changing economy.
- ?? New technology can offer great prospects for growth and profit. "Scanning for Profit" will cover the world of small and large format scanning, with an emphasis on developing your strategy for gaining this new business. And, in a follow-up to last year's incredibly successful discussion of the internet and reprographics, we will be offering a panel discussion, "The Digital Plan Room – One Year Later."
- ?? For fun, we'll be offering "mini-seminars" throughout the trade show. You'll have a chance to look at all the exhibits and stop by for short 15-20 minute presentations about specific topics relevant to your business.

**Come to Cleveland to develop your winning strategy!**

Tracy Albinson,  
Educational Program Chairperson

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## GOLF OUTING - THURSDAY, SEPTEMBER 6TH

This year's golf outing is at Red Tail Golf Club in Avon Ohio, a 30 minute bus ride from our hotel. This course is absolutely beautiful. The outing is a definite must for all, no matter what your level of play. Starting times will be early morning. That information will be forwarded to you upon confirmation. The format, as usual, is a four-person scramble, at a cost of \$125 per player. Please try to make it, I'm sure you will enjoy the experience. Look for more details in the convention registration mailings the first week of July, 2001.

We are looking for hole sponsors and donations. If you are able to help, please contact Kim Fearheiley at (314) 231-5025.



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## **LIVE CHARITY AUCTION IS BACK BY POPULAR DEMAND**

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As in past years, NCRA will once again be holding a LIVE CHARITY AUCTION at this year's convention in Cleveland, September 6-8, 2001. This charity auction has become a tradition starting in the early 1980's and has contributed thousands of generous dollars to an education fund and the designated charity of the then-sitting president of NCRA.

Please contact Gary Marquardt, your auction chairperson if you would like to volunteer to help with the auction as a spotter or host and especially contact Gary if you have an auction item that you wish to donate for the auction. We would like to get some really great items of interest. Don't forget that baseball is this year's theme so if you have a mint condition rookie card of Honus Wagner, hey, save it for us, we'll take it.

**See you at the auction.** Gary Marquardt, 1-763-694-5900  
garym@ersdigital.com

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# **Membership Drive Continues...**

### **Welcome New Members**

**To those companies that have responded to our membership renewal notices... Thank you for Joining! We look forward to seeing you in Cleveland.**

Courtesy membership renewal invoices were sent to all members of records in April. If you do not remember seeing the renewal notice chances are **your company is NOT signed up for this year**. Not sure of your membership status?... e mail to imidmr@enteract.com or call 630-351-2202 and Shirley Z. will have the answer. Please don't wait for the last minute to renew your NCRA membership. Use this form to sign up NOW.

Please complete the membership form and return it with your check to the address shown. Questions can be directed to 630-351-2202, or.

Steve Zawoyski  
Membership Chair

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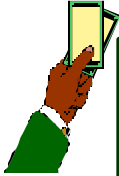
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### **Membership Application for 2001**

Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ Phone \_\_\_\_\_  
Primary contact person: \_\_\_\_\_ Title \_\_\_\_\_  
FAX \_\_\_\_\_ E-Mail \_\_\_\_\_

**Dues are \$100.00 per corporate membership Return a copy of this form with your company check payable to NCRA**

**NCRA C/O-Tree Town Repro Service, Inc., 542 Spring Road, Elmhurst, and IL 60126, -Attn: Mr. Chuck Wingard**



**Join the NCRA at Jacobs Field for a Pre-game Picnic and Baseball Game  
between the Cleveland Indians and the Chicago White Sox  
Saturday, September 8, 2001, 7PM game**

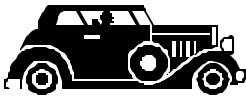
There are a limited number of tickets for this exciting event. We are offering these tickets to our membership first. Tickets are on a first come first serve basis. Please complete the following and mail this with your check to the address below.

Company \_\_\_\_\_  
Contact \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City, State and Zip \_\_\_\_\_  
E mail \_\_\_\_\_ for confirmation

Upper deck reserved seating overlooking the left fielder Number of tickets \_\_\_\_ @ \$27.00 each  
(total) \_\_\_\_\_

Make checks out to NCRA mail to Mr. Chuck Wingard, Tree Town Reprographics Inc., 542 Spring St. Elmhurst, IL 60126

Tickets will be given out at the convention. You will receive confirmation of your ticket purchase via e mail. Any questions, please call Shirley Zawoyski at 630-351-2202



**Thursday Night Opening Event...**

The Western Reserve Historical Society 's Crawford Auto-Aviation Museum will be the "kick off" event" on Thursday, September 6, 2001. Buses will transport us to the Museum for a wine tasting cocktail hour, with dinner served on the upper level. You will have time to visit the exhibits of 200 antique, vintage, and classic automobiles and aircraft ranging from an 1987 Panhard et Levassor to Bobby Rahal's 1982 March Indy Car.

The Crawford collection is one of the top ten in the nation, according to Car Collector magazine. We are told that the Crawford is the only place that you won't mind bumper to bumper traffic! Plan on joining us for an exciting evening at the Crawford.

***Look for more details in the conference mailing scheduled for early July.***



The End....