

March, 2004

PRESIDENT SPEAKS...



BOOTS



HATS &



BUSINESS CARDS

You'll need them all at the CRA 2004 Convention *Sept. 30th - Oct 2nd* in Dallas. You will not want to miss the convention this year, so set aside some time on your calendar now. Your Board is in the process of firming up some great events and programs to make this both an extremely entertaining and beneficial business convention.

Here are some of the things to look forward to:



- ❖ The convention is going to be at the Marriott Quorum by the Galleria in the Dallas suburb of Addison near many Fortune 500 companies. The hotel is surrounded by more than 160 dining and entertainment options and world-class shopping at the Dallas Galleria. It's comfortable, yet elegant---Business-like and down-home friendly. The hotel features the Café Costa serving Mediterranean cuisine and the Café Costa Bar, a casual gathering spot for light fare, drinks, and conversation. Additionally the hotel has a connecting indoor/outdoor pool, state-of-the-art fitness center, whirlpool and saunas, and two lighted tennis courts. Here is the link if you want to check it out:

<http://www.marriott.com/dpp/PropertyPage.asp?MarshaCode=DALQC>

- ❖ You can logically deduce from the name of the hotel that it is located very near the Galleria Mall. The Dallas Galleria is home to Nordstrom, Macy's, Saks Fifth Avenue, Louis Vuitton, Gucci, Cartier, Tiffany & Co., Gianni Versace, MaxMara and nearly 200 more world class stores. It also houses an impressive ice rink and 28 restaurants and eateries make the Galleria a truly unique urban marketplace. This is one Texas institution that should not be missed - a genuine Dallas experience - world class shopping at its best! Here is the link to their website: <http://www.dallasgalleria.com>



- ❖ Some other Dallas-area attractions include the West End Marketplace, Texas Stadium (Cowboys Football), The Ballpark in Arlington (Rangers Baseball), American Airlines Center (Mavericks basketball and Stars Hockey), Six Flags over Texas, Cotton Bowl and Fair Park (the state fair of Texas should be open during the time of our convention), JFK Memorial, Six Floor Exhibit (JFK Museum), and Lone Star Park (horse racing). In addition, just a short drive from the hotel is the Cavanaugh Flight Museum featuring a number of interesting aircraft from our past.
- ❖ We are working on some tremendous business programs that will be firming up by the next publication of our newsletter. In addition, we are planning to add two technical sessions for technical managers from member companies. The desire of the board is to make membership in the CRA of even more value to your business by offering these low-cost technical training sessions. Please complete the "Technical Seminars Survey" included with this newsletter and return it as soon as possible.

Watch for the next newsletter with all the program and entertainment details. As always, the board values your input on any aspect of your CRA membership and programs. You are welcome to contact our Executive Administrator Shirley Zawoyksi or any board member listed under officers on the website www.cra1.org.

Phil Hudson
2004 President

PLEASE COMPLETE AND RETURN BY MARCH 10TH 2004

TECHNICAL SEMINARS SURVEY

CRA Convention and Educational Programs
September 30, thru October 2, 2004
Dallas, Texas

At the Winter Board Meeting, the CRA Board of Directors discussed the desire to find ways to increase the benefit of membership in the CRA. In keeping with that goal, at the 2004 Convention, we have decided to add some seminars to the educational program for your technical managers. We are planning on having two seminars on Saturday, one in the morning and one in the afternoon. These would be separate and in addition to the usual owner/manager type programs that we offer. Our intent is to offer these programs at a very nominal fee (\$25 per person) for member companies.

We would ask that you please take a few minutes and complete the following survey so that we can make these programs as beneficial as possible to you as a member and your technical staff.

1. How important is it that the two technical session topics be somewhat related so that it only involves bringing one technical person to the training?

Very Important

Somewhat Important

Not Important

2. How likely is it that you would bring a technical person to attend the training (assuming the topics are of interest to someone in your organization)?

Very Likely

Somewhat Likely

Not Likely

3. What topics for the technical seminars would you find to be most beneficial to your company and your staff? Some ideas that have been considered are Color Management, dealing with problem files, and pdf file creation & printing issues. These are a few of the ideas we came up with, but we are interested in determining what the membership would find beneficial. Please list your ideas below:

4. Do you service network connected hardware and sell maintenance agreements for that hardware?

Yes

No

To return this survey you can copy this page, fill it in and attach it to an email addressed to: shirley@cra1.org or you can print it out, fill it in and fax back to: 630-351-9824

As always, board members are interested in your input on programs. If you have any comments or suggestions on programs, contact the following board members:

Steven Strooh Phone: 515-244-1611 or
e mail steven@beelineandblue.com

Pat Gremillion Phone: 713-579-2080
e mail Pgremillion@aecomplex.com

Thank you for input!!

A fantastic way to kick off a great convention



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. 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 will be posted on www.cra1.org. If you would like more information, please visit: http://www.thegolfclubch.com/golf_club.htm.

Jim Inezo, Golf Chairman
262-781-7744 e mail
jimi@aeographics.com

Make your plans now!



EXHIBITOR'S CORNER

Booth sales for the 2004 CRA Trade Show are close to 50% completed. The floor layout will consist of 50 booths, 34 of which are 8' x 10' and 8 that are 8' x 20'. Early registration will guarantee the booth location of your choice. Keep in mind that you can maximize your booth preference by positioning yourself in conjunction with another vendor's booth (i.e.: a paper supplier next to a machine manufacturer or a laminating manufacturer across the aisle from a color output specialist). There are many possibilities and opportunities to choose from.

The CRA will also be providing advertising space in the 2004 Show Planner **Free of Charge!** The space consists of one 4" (H) x 5" (W) black and white ad per booth reserved. This year we are also offering the ad space in color for a small up charge. Take advantage of this valuable marketing tool by offering show specials or at least by letting people know what you have to offer.

The 2004 Trade Show in Dallas is shaping up to be an excellent return on your investment. I hope to see you in October.

Jeff Sproat
Sr. Vendor Director

Exhibitor registration forms are on the www.cra1.org web site or contact any of the following for more information:

Connie Maxwell - cmaxwell@nashua.com 817-247-5271
Richard Scott - rscott@michlin.com 800-521-3240
Jeff Sproat - jsproat@fdccorp.com 847-437-3990
Shirley Zawoyski - shirley@cra1.org 630-351-2202

IRgA 2004 Convention and Trade Show NAVIGATING THE DIGITAL REVOLUTION

May 19-22, 2004

Westin Diplomat Resort & Spa Hollywood (Ft. Lauderdale), FL www.irga.com

Membership continues...

THANK YOU to all companies that have responded to the January renewal notices. Your continued participation shows how important the CRA is in your business life. Your membership dollars are used to constantly develop program that is 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 complete the form and send along with a check payable to CRA for \$125.00 to Albinson Reprographics, see 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
C/O-Albinson Reprographic
1401 Glenwood Ave
Minneapolis, MN 55405
Attn: Ms. Tracy Albinson

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.

PLANROOM SURVEY RESULTS

As a service to our members, here is a follow up to the educational session that John Marquardt presented at the 2003 Convention. “ What Repro Shops are Saying About Their Plan Rooms”. The PDF file attached at the end of this article has the complete survey results.

Introduction :

For my educational session at the CRA convention in St. Louis I presented the results of an online survey in which I tried to gauge reprographer’s satisfaction with their plan room decisions. I asked them to rate their technical expertise, describe their sales force and marketing efforts, along with their training process for clients and staff. I asked related questions about their yearly sales, number of employees, and their Internet connections, but I think most importantly they provided anecdotal responses regarding their best decisions and biggest mistakes when implementing their online plan room.

I also asked respondents...

- which plan room they used
- whether they had built it themselves or bought one from a plan room provider
- to rate their overall satisfaction with their plan room decision.

Although I think this information might be helpful to bring attention to plan rooms you might otherwise not have heard of or considered, I think this is the least important information from the survey. My hope is that readers will be able to look past any statistical significance they would attach to this information and realize that no single plan room is right for everyone, and what might be perfect for one repro shop might be inappropriate for another. Individual markets, sales-forces, strategies, technical strengths, facilities, and other factors you might not even be aware of without market study will all determine which plan room is best for you. The results of the survey are not intended to help you make a branding decision. They should however provide an excellent resource for shops that don’t run an online plan room currently and are not sure how or where to start.

While talking to attendees at the CRA convention it became clear that many people were reluctant or even dead-set opposed to taking my survey, because there is a perception that I’m a spook for ARC. This perception is unfortunate, but understandable, and I deliberately tried to make the survey questions as non-compulsory as possible. You could answer as many or as few of the questions as possible and ultimately the goal for the survey was to help the industry. In most cases the results are just a conglomeration of existing public information, and at the worst, I asked for yearly sales, which can usually be guessed at with a reasonable degree of accuracy.

The PDF attached file has the complete results from the Plan Room survey.

John Marquardt writes the Print I.T. column with feature articles appearing in Repro Report, he is an industry speaker and educator. John will be a panel participant at the IRgA convention in Hollywood, Fl in May. He does consulting and free lance work. John’s web site is www.offblue.com you can reach him at john@offblue.com

40+ Vendors

Rodeo !

Tradeshow Exhibits

**Great group of
Friendly People**

Technical Seminars

Charity Auction

**DALLAS, TX
2004 CRA
CONVENTION**

Golf Outing

Educational Programs

**Networking
with peers**

Social Events

Casino Night

Southfork Ranch

Kick off Event

Attend the CRA Convention in Dallas on September 30- October 2, 2004. The www.cra1.org web site will have information updated as it becomes available.