

May, 2007



Mark Your Calendar...
**2007 CRA Convention and
Tradeshow**
Hyatt Regency, Minneapolis, MN
September 13th-15th

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PRESIDENT SPEAKS...

Foundations for Success

What do you need to thrive in today's business climate? Not only do you need the best prices from your vendors and the latest equipment and software, you also need strong ***Foundations for Success***. Plan to attend the 2007 CRA Convention and Tradeshow and you'll come away with the tools to ensure that your company has what it takes to succeed. Your Board of Directors is planning an outstanding program that you won't want to miss. Here are some of the highlights:

Golf: Baker National Golf Course is one of the finest public golf courses in Minnesota, and was the first public course in Minnesota to be designated a "Certified Audubon Cooperative Sanctuary." This USGA-sponsored program encourages courses to protect and conserve natural resources and preserve the character and integrity of the land. Make sure you bring your clubs – you won't want to miss playing this scenic and challenging course.



Thursday Night Networking Dinner: Our kick-off dinner will be held at the enchanting Como Park Conservatory. Built in 1915, the half-acre glass conservatory holds plentiful collections of orchids, bromeliads, palms, ferns and bonsai that overflow from the six indoor garden rooms into two outdoor gardens. You'll have plenty of time to chat with old friends and network with CRA colleagues while enjoying cocktails and dinner.

Educational Sessions & Tradeshow Exhibits: At the heart of the CRA convention is the opportunity to learn more about best practices and industry developments. Join us Friday and Saturday for educational sessions that build on our convention theme: ***Foundations for Success***. Upcoming CRA newsletters will have additional details, so stay tuned. And don't forget to visit Friday's tradeshow to see everything from equipment to paper, software to supplies. You'll find what you need to keep your business running smoothly and profitably.

Charity Auction: 100% of this year's Charity Auction proceeds will benefit the Make-A-Wish Foundation, which grants wishes to children with life-threatening medical conditions. Every year, the CRA raises thousands of dollars to benefit charity, and we hope that you will be able to contribute again this year. Join in the fun by donating items for the auction and outbidding your friendly competitors!

Twins Game: On Saturday night, the Minnesota Twins will be playing the Detroit Tigers, and the CRA will have group tickets for the game. Last year, both the Twins and the Tigers made it into the playoffs, and both teams look strong in 2007. It should be a great game, so please join us.

Explore the Twin Cities! Plan to stay an extra day or two, because the Twin Cities of Minneapolis and St. Paul have plenty to offer. The Hyatt Regency Minneapolis is located on the Nicollet Mall, an 11-block pedestrian-only street filled with fine dining and upscale shopping. Or visit the Mall of America, the country's largest enclosed shopping mall. If shopping isn't your thing, the area has world-class cultural activities, including Orchestra Hall, the Guthrie Theater or the Walker Art Museum.



Additional details about the 2007 CRA Convention and Tradeshow will be available in upcoming newsletters and at www.cra1.org. I look forward to seeing you in Minneapolis!

Tracy Albinson
CRA President

**Stop by the CRA booth at the IRgA Convention
May 9th-11th at the Gaylord Texan, Grapevine, TX**

Disaster Recovery Planning for Graphic Arts

People in many businesses have the wrong idea about disaster recovery: They think that they don't need to do anything about it until they have a disaster. In fact, it's too late to do anything after you've hit the iceberg.

The time to worry about and plan for disasters is BEFORE something happens. And it is not a question of "If," it is a question of "When". If you are ready, the business has a good chance of surviving. If not, it could be time to count lifeboats.

Various studies have shown that 50% of enterprises have no plan at all for disaster recovery - might not have even considered it. Those same studies show that 80% of organizations that don't have a plan will fail within one year of a disaster.

The logic for having a disaster plan is pretty clear and compelling: You will have an incident sooner or later. Do you want to take a chance on being among the 20% of businesses that survives a disaster without any kind of plan? I know I would not want to bet on that.

There are lots of things that can go wrong. The obvious things are fires and floods (including the flooding during an attempt to put out the fire). In order to survive these you have to have some kind of off-site data storage as part of your plan. Even then, recovery can be a long-hard process. Without off-site data, all that will be left of the business is an insurance check (are your policies up to-date, by the way?).

We tend to see fires and floods in two broad categories: Good and Bad. This has nothing to do with how extensive the physical damage was. In one of the "good" fires, the creative production area of a large advertising agency was gutted. There was nothing left. Because the users kept all their data on the server, and the server was in a fire-hardened room, the company was up and running less than 48 hours later in temporary quarters with new workstations. We did not even have to use the off-site storage.

One of the worst fires did not appear to the naked eye to be significant at all. There was a minor fire two floors above a small agency. The sprinklers went on and all the computers were soaked. Very little of the data was recoverable and there was no off-site storage. The company was out of business four months later.

As bad as fires are, they are not the only problems you can run into. Consider mistakes and "bad luck". Fine people with the best of intentions sometimes do stupid things that have dire consequences. The results can be just as bad as the worst fire or flood, without the smoky moldy odor that pervades an office after a fire. Two examples:

- A diligent employee meant to run a de-fragmentation utility, and reformatted a drive instead. The company had a backup, but it took two days to restore the data from tape at the busiest time of the year.
- A technician updated a file server operating system and somehow destroyed the driver software that communicated with the storage array with the data on it. The data could not be accessed. They had a backup, but no storage device big enough to restore it to. By the time everything was back online, four days had passed.

With planning, the effects of disasters can be reduced and you will be up and running quicker. The key elements of planning are:

- Assess where you are vulnerable. List what types of losses you are likely to suffer in various types of failures.
- Analyze what the consequences of such losses would be, expressed in time and money.
- Develop a disaster plan for every important device in the organization.
- Document and circulate the plan to staff.
- Practice
- Review the plan periodically

When you look at technologies for recovering from disasters, understand that classic tape backup is often inadequate for today's fast-paced production environment. If all you are doing today is tape backup, you are not doing enough!

Given the growth in volume of data in most businesses, especially any business involved in any portion of the Graphic Arts, tape backup and restore times have become unacceptably long.

Another factor working against reliance on tape is market pressures. Customer expectations make uptime critical. Electronic workflow servers make computer operations more critical. As a result, downtime is almost always more important than lost data. The new paradigm: Speed of recovery is paramount. Equipment is cheap, time is expensive and irrecoverable.

When you consider protection and planning, each important device should have a plan. That plan needs to consider the importance of a speedy recovery. With time-to-recovery in mind, think in terms of replaceable components - having a standby PC to use as an emergency server, for instance.

When you are done with the disaster response plan, it needs to be communicated to the staff. And then everyone should get a chance to practice their part in the program. And you should have a fire drill – more than once.

The last step is to review the plan on a regular basis - at least every six months. Have you gotten any new equipment? Have you gotten rid of any? Any new employees? Do they know their roles?

Having a plan that no one knows about or that is out of date is just as bad as not having a plan. And having a plan can be the difference in having a business or being left with only an insurance check.

If you'd like to subscribe to Graphtech's free newsletter for more information and notice of graphic arts seminars, please email Ed at ejoras@graphtechsys.com or call 847-964-5049.

*Ed Joras, Graphtech Systems
ejoras@graphtechsys.com*

2007 TENTATIVE CONVENTION SCHEDULE

THURSDAY, 9/13/07

	<u>EVENT</u>
6:00 AM	Coffee for Golfers in lobby
6:45 AM	Bus leaves for Golf Outing
2:00 PM -10:00 PM	Exhibit booth set up
1:00 PM - 4:30 PM	Registration in Hospitality Suite
6:00 PM	Bus transportation to Kick Off Event
6:30 PM	Networking Dinner at Como Park Conservatory
	Hospitality Suite open

After event - 11:00 PM

FRIDAY, 9/14/07

7:00 AM - 12:00 PM	Exhibit booth set up
7:45 AM - 9:00 AM	Breakfast Buffet
9:00 AM - 12:00 PM	Educational Programs
12:00 PM - 1:00 PM	Lunch
1:00 PM - 5:30 PM	Trade Show Exhibits open
5:30 PM - 12:00 PM	Break down of Exhibits
6:00 PM - 7:00 PM	Cocktail Reception
7:00 PM	Dinner and Charity Auction
After dinner-11:00 PM	Hospitality Suite open

SATURDAY, 9/15/07

7:00 AM - 9:00 AM	Break down of Exhibits
8:00 AM - 9:00 AM	Continental Breakfast.
9:00 AM - 9:15 AM	CRA General Business Meeting
9:15 AM - 12:00 PM	Educational Programs
12:00 PM - 2:00 PM	Lunch with Guest Speaker

Hyatt Regency Minneapolis On Nicollet Mall, 1300 Nicollet Mall Minneapolis, MN 55403 612-370-1234

Hotel room reservations can be made with the Hyatt Regency Minneapolis by calling the reservation department at 800-233-1234 or 612-370-1234. Mention that you will be attending the Central Reprographic Association Convention to obtain the group rate. Single/Double \$159.00. You must provide a credit card for deposit for the first night's charge for the room and tax at the time the reservation is made.

To make reservations on line go to <http://minneapolis.hyatt.com/groupbooking/centralreprographicassociation-msprm2007> just select your dates and click submit. The CRA has reserved a block of rooms. These rooms will be held until August 5, 2007 after this date rooms might not be available. The Hyatt Regency cannot guarantee the special rate or availability of rooms for individuals that make their reservations after the cut off date.

**MAKE YOUR ROOM RESERVATIONS
EARLY**

Major On Your Strengths...

Friends:

Last year I read the book, "Now Discover Your Strengths" by Marcus Buckingham and Donald O. Clifton. Previously I had read, "Soaring With Your Strengths" by Donald O. Clifton, and it corrected a misconception I had long held, namely that *practice makes perfect*. According to these authors, the results of studying over 250,000 successful individuals showed conclusively that this is only true when you are practicing a *strength*. Effort applied at trying to perfect a weakness serves only to drain away energy that you would otherwise be using to improve your strengths.

Whatever your strength, you cannot do it all. The trick is to continue to build your strengths, while *managing* your weaknesses. In business as in many other areas of life, we need to have others come along side us who are strong and gifted where we are lacking.

I encourage you if you have not renewed your membership in the CRA or have never been a member to use this regional association to get to know fellow reprographers, vendors and experts in various areas of business on a one-on-one basis. These people are often very transparent concerning real-life situations and how they have solved them. Their experience might be the key to opening your understanding to something you are currently facing.

Our industry is changing rapidly and the abilities of owners is being stretched and tested across an increasingly wide front of skills. The strengths that made us successful in the past may not always be sufficient going forward. In order to stay abreast of the myriad of changes requires every owner to gain exposure to other businesses and new vendors in the dynamic CRA family.

I invite you to be a part of this growing and dynamic organization. Membership dues are only \$130.00 per company. This nominal fee does not do justice to the benefits you can receive by drawing on the combined strengths of reprographers in your region. Complete the following form and send with your check to the address below.

Steven Strooh,
Vice President, Membership

2007 Membership Application

Company _____
Address _____
City _____ State _____ ZIP _____ Phone _____
Primary contact person: _____ Title _____
FAX _____ E-Mail _____
Spouse's name _____
Web site _____
Additional Company contacts with e mail addresses:

\$130.00 per corporate membership. Return this form with your company check payable to CRA to the following address.

**Central Reprographic Association
Attn: Shirley Zawoyski
1601 South Indian Hill Drive
Roselle, IL 60172**

Exhibitor's Corner

Maximizing Your Tradeshow

Thanks to the wonderful response of this year's exhibitors, we have sold out the Tradeshow floor in record time! This shows strong support for our association. I'd like to thank my vendor team of Rick Jelesky from Oce'-USA and Don Andreason of KIP America for all their help. Now we can concentrate on making this year's tradeshow the best ever.

Did you turn in your ad? The Tradeshow Planner is going out to the members this summer. If you have not sent your ad, please do so *now!*

Enhance your message. Remember each booth space gets a free ad size 4"x5" in black and white. But why stop there? For example, a single booth can expand to a full page for an additional \$75. And any ad would be more eye-catching in color! The cost is only an additional \$25.

Need electrical service? If you need service for your booth, send your order form to the Hyatt Regency Minneapolis. You can get the form at www.cra1.org/docs/electricalOrder.pdf

Have you considered sponsoring an event? Sponsorships are a great way to get your company's name in front of a potential client. Event sponsors will receive recognition at the event and in the convention program. Sponsorships are still available for a cocktail reception, meals, beverage breaks between educational sessions and, of course, golf. Imagine some happy golfer making the connection between his winning game and your company's name emblazoned on plasticore. See the CRA Web site at www.cra1.org/sponsorship.html for details.

Make it a convention, not just a tradeshow. You should plan to attend all of the convention events and activities. Remember, the educational sessions and the hospitality suite are open to all exhibitors. Why not take every opportunity to rub elbows with your customers or potential customers?

Consider a pre-show mailing of your own. A postcard or a fax can tell an attendee where to find your booth or announce a tradeshow special. Up-to-date membership lists can be obtained from Shirley on request.

Share the news. Don't forget to mention the convention and benefits of belonging to the CRA with clients who may potentially attend. You could close the deal in the more informal setting of the CRA.

The board of the CRA is grateful for your participation and partnership in our convention.

Richard Scott
Sr. Vendor Director

2007 CONVENTION SPONSORS

(as of May 5, 2007)

REMINGTON LAMINATIONS
OCE IMAGING SUPPLIES
OCE WIDE FORMAT PRINTING EQUIPMENT
CANON USA
DIETZGEN DIVISION OF NASHUA
KIP AMERICA
UNIVERSAL MEDIA
DRYTAC CORPORATION
CYLIX INC.
NATIONAL AZON
IMAGE PRODUCTS OF CA

WORDS OF WISDOM

*If you do the things you need to do
when you need to do them.
Then someday
you can do the things
you want to do
when you want to do them.*

2007 Exhibitors List

<u>Company</u>	<u>Website</u>
3D Systems	http://www.3dsystems.com
Air Fast Denver	(web site not available at this time)
Canon USA	http://www.usa.canon.com
Cylix, Inc.	http://www.peepsquirrel.com
DAT Solutions LP	http://www.datarchivepro.com
Dietzgen a Division of Nashua	http://www.nashua.com
DIGITAL ES, Inc.	http://www.digital-es.com
Drytac Corporation	http://www.drytac.com
Haldeman-Homme (Z Corp)	http://www.haldemanhomme.com
IDEAL.com	http://www.ideal.com
Image Products of CA	http://www.imageproductsca.com
KIP America, Inc.	http://www.kipamerica.com
Mark Bric Display Corp	http://www.markbric.com
Michlin Products Corp.	http://www.michlin.com
MV Software Company	http://www.mvsoftware.com
National Azon	http://www.azon.com
Nukote International Inc.	http://www.nukote.com
OCE Imaging Supplies Division	http://www.oceusa.com
OCE Wide Format Printing Systems	http://www.oceusa.com
PLP Digital Systems	http://www.plp.com
Promark Technology, Inc.	http://www.promarktech.com
RATIO	http://www.PLOTBASE.COM
Remington Laminations	http://www.remingtonlaminations.com
ReproMAX	http://www.repromax.com
Ricoh Corporation	http://www.ricoh-usa.com
Seiko-I Infotech	http://www.seiko-i.com
Sepialine Inc.	http://www.sepialine.com
Technical Image Products Inc.	http://www.technicalimage.com
The PEiR Group & Planwell	http://www.peirgroup.com
Thoroughbred Software Int'l, Inc.	http://www.tbred.com
Triple R Technologies. LP	http://www.plotstream.com
TST/Impreso, Inc.	http://www.tstimpreso.com
Universal Media Co.	http://www.universalblue.com
Xerox Wide Format Corporation	http://www.xerox.com/wideformat

Bold type denotes sponsors