

# NCRA

## North Central Reprographic Association



### PRESIDENT SPEAKS...

**Fantastic Convention!!**

Dear NCRA Members:

Thank You Kevin Rowe, Shirley Zawoyski and the entire 1999-2000 NCRA Board, for a terrific year and a fall Convention in Branson, MO!!!!

For those of you who stayed at home, you missed an outstanding business meeting in one of the most beautiful places in America. Kevin continued a tradition of bringing the (alternate) conventions to a resort area that appears to be a real Diamond in the Rough. Rough as in, a little rough to get to, but well worth the drive if you enjoy spectacular views, great entertainment and beautiful golf courses in the heart of the US.

Meanwhile we had, what I have experienced, the first true open (industry) *discussion* regarding the digital plan rooms and the print shop of the future. When I emphasize the word discussion I mean a candid perspective from the vendors who participated, with reprographers truly sharing their concerns and fears as we watch the dot-coms of the world attempt a corporate take-over of our entire industry. At this point, none of the software providers in our group have invented the magic wand that will take all of your clients and existing relationships away. And, they admitted that openly. However, *we need to be smarter than ever*, and take a look at them all, which will consume time like never before. The discussion continues to buzz...

For those who love to hear tales of employee turbulence, or human resource stories to remind you that we all have the same set of challenges with a different company name on our front door, we had a discussion led by Western Blueprint which again opened up to the floor for a terrific interactive program. Employee programs, promotion ideas and education issues were all discussed.

As we observe the rate at which information doubles, the need for idea sharing is clearly still in the forefront of our minds. Our Board's focus continues to be educating our managers and shop foremen, while we keep you informed of industry news, vendor assistance and open the door for meeting new people with a similar outlook in the same consolidating industry. We look forward to the 2000-2001 term, with a terrific board of directors and some outstanding new participants, determined to make this year fruitful for all of us.

Thanks for participating.

Joe Cushing  
NCRA President

## Mark Your Calender NOW!

**NCRA Conference and Trade Show  
Cleveland, Ohio September 6-8, 2001**



# MEET THE NEW BOARD MEMBERS

**Tracy Albinson** is General Manager and Executive Vice President of Albinson Reprographics, Minneapolis, MN. Albinsons, which was purchased by Thomas Reprographics earlier this year, has 85 employees in four stores and six staffed FM's. Albinsons offer a full range of document services, products and supplies, equipment service, and FM services.

Tracy was a 1987 graduate of Carleton College, and went to the University of Minnesota for a Masters in literature. After teaching at the University of Minnesota for three years, Tracy decided to re-enter the reprographics industry. She has been at Albinsons since 1992, with previous experience working summers in the family business. Over the years, Tracy has worked in all areas of the business, including document services, products and supplies and FM's and equipment.

**Mike Stuckey** is General Manager of Service Reprographics, Inc. Kansas City, Mo. Mike has been in the Reprographics industry since 1974. After attending University of Missouri, St. Louis, Mike started with a small photo copy shop in Clayton, MO. He went to Service Reprographics - St. Louis in 1978 and in 1980 he transferred to the Kansas City office.

Mike spent most of the years as a salesman and sales manager in the Kansas City area, representing SRI to the AEC industry. Mike has been the General Manager of SRI-KC since 1996 and has a goal of continued growth in the Facility Managed printing markets.

**Gary Marquardt** entered the Reprographics business in 1973 as salesperson for the former H.A. Rogers Company in Minneapolis, MN. Left H.A. Rogers in 1980 to start Engineering Repro Systems with Layton Zellman. Gary handled the selling while Layton did the office administration and finance. The company quickly grew to be a contender in the Twin Cities Market.

Gary says, one of the keys to our success has been our ability to retain good people. We have our very first employee, our first salesperson still on staff after over 18 years. The average years of service for our AEC sales staff is over 13 years.

Another key to success is keeping pace with new technology. ERS was the first to install 36" light lens copying in the twin cities with a Shachoh 920 the first year they were introduced to America. From there the company expended its services from supplies and equipment, diazo and xerographic copying to 35mm microfilm, wide format scanning and digital printing. ERS has been at the technical forefront with custom programs allowing customers to send files FTP with a single step and FM tracking software. Today ERS is one of the nearly 150 divisions of ARC based in California.

**Kim Fearheiley** is co-owner and vice president of Metro Blueprint, Inc. St. Louis, MO for the past nine years. Kim is president of Classic Color Ltd., which was started five years ago. Before buying Metro, Kim spend 20 years in the wrecking business having a variety of positions, starting as a truck driver, laborer, heavy-equipment operator, foreman, superintendent and finishing as a project manager. Kim and his partner Ron Schaller purchased Metro through a business broker, knowing absolutely nothing about the blueprint business.

Besides running his business, Kim is active in the Engineers' Club of St. Louis, and has helped in raising over \$1000,000. in scholarship funds in the past six years. Kim is also an executive board member of Metropolitan School, a school that works with kids, grade 5 through 12, with learning disabilities.

*Welcome to the newly elected board members. Their collective experience will be a welcome asset to our organization.*

## At The Auction...



A great big THANK YOU to all the members, Reprographic firms and Vendors, who donated gifts and participated in our annual charity auction which was held during the Saturday luncheon. Every year I am impressed with the participation we receive for our charity auction. This year \$3,365. was raised at our charity auction.

A special thank you goes to our extraordinary auctioneer John Gross for his enthusiastic efforts and to Carolyn Gross for being the "Auction Accountant" for many years. Both Carolyn and John are Past-Presidents of the NCRA and we thank them for their continued activity in the Association. Start thinking about what you will bring for next year's auction in Cleveland.

See you there.

Ralph Wasik, Auction Chairperson

# Thank you!

The following companies supported the 2000 NCRA Convention, Trade Show and Golf Outing. Please these companies in your day to day business activities.  
 \*\* Denotes companies that sponsored our golf outing.

<b>Dietzgen**</b>	Buzzsaw.com	<b>FDC Corporation**</b>	Rittenhouse
Digital ES	<b>Michlin Diazo Products**</b>	<b>OCE -WFPS**</b>	<b>National Coatings**</b>
Western Blueprint	Image Products of CA	<b>Northwest Graphics Media**</b>	Clearprint
Alvin	Safco	Ricoh Corp	Modern Reprographics
Proedge Systems.com	PLP	Equorum	e Doc.comm
Vidar/ Hewlett Packard	Drytac	Encad	National Printfast
Ames Supply	Thoroughbred Software	<b>Metro-Plex**</b>	<b>Azon**</b>
Scanning America, Inc.	Direct Data Inc.	Primeline Reprographics	Surf Merchant
<b>Xerox**</b>	<b>Weber Valentine**</b>	<b>Huey Company**</b>	<b>ReproMAX**</b>
<b>**Avalon Conversion Hole in One Sponsor</b>		<b>Trim USA**- Beverage Sponsor</b>	<b>Rayven- donated lanyards</b>

## NCRA Business Programs keep you sharp and competitive!

Convention attendees participated in exceptional and informative educational sessions at the 2000 Convention. The NCRA Executive Board thanks all presenters for their participation and expertise in the subject matter presented. Here is a recap of presenters and subject matter.

### THE DIGITAL PLAN ROOM

- Mike Hamman**- Marketing Director of eQuorum
- Scott Pember**- Midwest Regional Sales Manager of Buzzaw.com
- Phil Shelton**- Chief Operating Officer of eDoc.comm
- John Goecke**- Vice President of FX WB Reprographics
- John Centore**- Chief Operating Officer, DCRS Business Group, of PLP Digital Systems

### FACILITY MANAGEMENT SERVICES

- Tracy Albinson**- General Manager of Albinson Reprographics
- Mike Stuckey**- General Manager of Service Reprographics
- Joe X Cushing**- Vice President and Sales Manager of Cushing and Company

### HIRING, MOTIVATING AND KEEPING EMPLOYEES

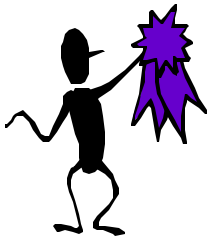
- Jeff Barthol**- Vice President of Operations for Western Blue/US Reprographics

### THE FUTURE OF REPROGRAPHICS

- Kevin Rowe**- Vice President/General Manager of Western Blue/US Reprographics
- Joyce Virnich**- Vice President, Marketing of OCE' Wide Format Printing Systems



Newsletter note: Look to our future newsletters for a synopsis of the educational seminars



At the Friday night dinner, the following NCRA members were acknowledged for their time and efforts in behalf of the NCRA.

- JOHN GROSS** - Past President, serving as Auctioneer for the Charity Auction
- The following are retiring Board Members:
- FRED GENNERMAN** - Retired in 1999, Served 3 years on Board
- JOE TROUY** - Retiring in 2000 -Serving 3 years as Vendor Representative.
- DANN NELSON** - Retiring in 2000, Serving 4 years on Board
- JACK PHIPPS** - Retiring in 2000, Serving 4 years on Board

Thank you all for your giving of the most precious commodities we have - YOUR TIME and ENERGY.

Your dedication and effort is greatly appreciated by the membership and fellow board members.

**VOLUNTEERS WANTED:** Expand your horizons, meet people and make new friends, and get more out of your NCRA association by volunteering to help out at our convention. We are looking for people help on various committees. So, if you have an interest, give us a call and we will match your interests to one of our committees. Call 630-351-2202

## **EXHIBITORS CORNER...**

*Digitally Enabled* – That is what the NCRA 2000 Convention and Trade Show was all about. The ever increasing influence of e-commerce on the day-to-day functions of our Industry were evident at this years Trade Show. The future promises even greater imp act from the *Digital* technologies *Enabling* growth and profitability.

The NCRA membership will profit from the products and services provided by the Exhibitors at the 2000 Trade Show. How, you might ask? The complementary Software vendor, next to the complementary Hardware, next to the complementary vendor for Finishing. All the questions, costs and communication in one place in an atmosphere apart from normal business

As the 2000 Vendor Director I am pleased to have helped in the effort to facilitate an event that provides the NCRA Membership and the Exhibitors a chance to discuss trends and market opportunities. On behalf of the Vendors, Thanks to the NCRA Membership and as Vendor, Thank you NCRA. Now let's look ahead.

Scott Pember, the 2001 Vendor Director is developing exciting plans for next year's Trade Show. As the traditional aspects of our business continue to generate revenue an eye on the future becomes mandatory with our *Digitally Enabled* Industry. The expanding roll of this technology is changing our business lives daily. Consider the NCRA 2001 Convention and Trade Show as your opportunity to look ahead.

Thank you  
Ed Turner  
2000 NCRA Vendor Director

**Dates for next year's convention are September 6-8, 2001. This is the weekend immediately following Labor Day. Mark you calendars NOW!**

### **IMPORTANT DATE:**

**International Reprographics Association (IRgA) Convention May 2-4, 2001 Minneapolis, MN.**

Check out the IRgA.com web site for full convention information.

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**Happy Holidays  
from the NCRA**

