



**2010 Annual Convention
October 6-8, 2010, Dallas, TX
“CONVERGE AND EMERGE”**

An Invitation to Attend!

The 2010 CRA convention is Oct 6-8 at the Sheraton Hotel in Dallas. You are invited to attend and support the CRA this year. Inside this newsletter is convention information that will make you want to [register](#) now. Don't forget to register some of your employees to attend also. All registration forms and information are also posted on www.cral.org. The following are convention highlights; more detailed information is within this newsletter:

- Dallas, with non-stop flights from most central US cities, is a convenient travel location for everyone,
- The Sheraton Hotel has very competitive rates and has recently undergone a \$100 million dollar remodel. It is a great hotel to host our convention.
- In May the CRA sponsored our first educational webinar, free of charge. Information on the second and third webinars are included in this newsletter. Make it a point to log in for them both. *The CRA is adding value to your membership.*
- The convention education program this year is timely, important and applicable to our businesses today. Be sure to check out the schedule on page 3 of this newsletter.
- The Exhibit hall's has a new format. This change will allow for more networking for both the attendees and exhibitors during convention exhibit hours.
- The *Mike Duff Memorial Golf Outing* is on Wednesday morning at the Tenison Highlands Golf Course.
- “[An Evening at the Ranch](#)”... be sure to bring your cowboy boots and hat! Wednesday night will be a great BBQ dinner and some fun entertainment, Texas style, at Eddie Deen's Ranch in downtown Dallas.
- Many opportunities to network and connect with friends during convention days

Pass the word of this convention along to your peers and business associates; invite them to join you in Dallas.

Make your plans today!

Don't delay... register today!

The CRA announces...

the Mike Duff Memorial Golf Tournament

You are invited to participate in the Mike Duff Memorial Golf Tournament, Wednesday, October 6, 2010. Tenison Highlands is one of the most popular golf courses in Texas. Download golf [registration form](#).

EARLY ENTRY FEE:

\$125.00 per person* Club Rental \$50.00

Club rental MUST BE RESERVED IN ADVANCE by contacting Trent Ainsworth 515-240-1326 or Shirley 630-351-2202

*Includes: Driving Range practice before teeing off, breakfast, lunch, 18 holes of golf, cart, and awards.

Four-person Scramble

Bus will leave the Sheraton Hotel at 7:00AM, Shot Gun start 8:00AM

AWARDS:

Longest Drive, Closest to the Pin
Longest Putt, 1st, 2nd, & 3rd Place

SPONSORSHIP (sponsors needed)

Platinum...\$350.

Gold.....\$250.

Silver.....\$125. Single Hole Sponsor
Recognition for Donations

CRA Ed-on-line

The CRA is adding value to your membership by presenting timely and important educational session on line. The first pilot session ran at the end of May and proved to be highly successful. Details of our second and third session are below. Attend these timely and informative session right in the comfort of your office. Registration emails will be sent out for each and every session presented. To add your name and or an associates name to our seminar email list, please contact Steve Zawoyski via email at Zevets@sbcglobal.net or call 630-351-2202.

This second webinar is sponsored by the CRA in conjunction with AbacusPCR.

“Cost Recovery”

Date: August 24, 2010

Time: 10:00 AM (CDT) or 11:00 AM (EDT)

The presentation, by **Mike Becker** of AbacusPCR, incorporates hard facts and figures from a recent printing research study and reveals areas that are traditionally overlooked and can account for serious revenue.



This session is intended for reprographic houses that want to know more about:

- how to account for and control cost within their day to day operations
- how to use “Cost Recovery” as a revenue generator with and for prospective customers
- gaining access to “C” level executives
- how to increase business in a down economy

Webinar link: <https://www1.gotomeeting.com/join/665262737>

Audio: 678-293-0940, Code 2387411952

The third webinar is sponsored by the CRA in conjunction with Océ North America.

The CRA will present a two-part interactive educational series

Peter Lawrence of Océ North America will deliver two sessions on selling wide format technical color to the AEC market. The first session will be a Webinar on color selling theory, and the second session will put it into practice with a hands-on clinic at the CRA convention.

Where's the Color? Sales Opportunities in the Construction Project Lifecycle

Part 1 – Webinar

Date: September / TBD

Time: To be published in a CRA newsletter and on www.cra1.org

This session will review the benefits of using color construction documents, and how to use these benefits to sell wide format color printing services and equipment to AEC firms.

Webinar Learning Objectives:

- Understand where the color opportunity is in the project lifecycle
- Learn the results of four AEC market research projects on color
- See how the estimated color return-on-investment can be calculated
- Find out what audiences to target and what color messages to use

Part 2 – Convention Clinic (more details are on the next page of this newsletter)

Date: Friday, October 8, 2010, **Time:** 9:15AM – 10:30AM

“Converge and Emerge...into the Next Decade of Reprographics”

EDUCATION PROGRAM

The State of the Architectural Industry – today and what it holds for the future.

Date: Thursday, October 7, 2010 **Time:** 9:15AM – 10:30AM

Ralph Hawkins, President of HKS Architects, one of the world’s leading architectural firms, discusses with you, reprographers and vendors, the state of the architectural industry in today’s economic climate and what he envisions the next 3-5 years. You can learn how changes and growth in the architectural sector will affect your business as a reprographer. Mr. Hawkins’ insight will give you inside knowledge on how to better position your company to succeed with architects as well as GCs.

Connected Solutions in the AEC industry-how Best of Breed Solutions come together to create more value to the customers.

Date: Thursday, October 7, 2010 **Time:** 10:40AM – 11:50AM

Elizabeth Dodson, Meridian Systems. The AEC industry now more than ever is looking at maximizing productivity and visibility into their projects and portfolios. And clients are looking for organizations that can connect the necessary applications to create a full solution. In this session, you will learn how leveraging a set of applications to create a complete solution is necessary in today’s market. How you provide this complete solution will also be discussed through incorporating products into your already portfolio offering, forming relationships with other organizations to drive customer intimacy and demand generation, and understanding best of breed strategies that drive the current market demand.

Where's the Color? Sales Opportunities in the construction project lifecycle

Part 2 – Convention Clinic

Date: Friday, October 8, 2010 **Time:** 9:15AM – 10:30AM

This is **Peter Lawrence’s** second session on selling wide format technical color to the AEC market. This session will focus on overcoming common sales objections to using color construction documents. After a quick review of the Webinar content, participants will be divided into four teams, each with an assigned target audience: 1) Architects & engineers; 2) Project owners; 3) General contractors; 4) sub-contractors.

Each team will create and deliver a 5-minute sales presentation targeting their assigned audience. Designated representatives will challenge them with typical sales objections and the teams will have to respond accordingly.

Clinic Learning Objectives:

- Understand how to make the color sales pitch to each audience
- Learn how to address the most common sales objections to color
- Gain confidence in your ability to sell wide format technical color

How Facebook, LinkedIN & YouTube Can Add to Your Bottom Line

Date: Friday, October 8, 2010 **Time:** 10:40AM – 11:50AM

There's lots of pressure to be on social media but how can it benefit your company bottom line? In this session, **Curtis Thornton**, Vice President of Innovation, Thomas Reprographics, explores seven ways "communication technology" can help you unleash your vision, reduce costs, and take relationships to new levels.

Reserve your room before the SEPTEMBER 10, 2010 deadline



The 2010 Convention will be at the *Sheraton Dallas Hotel*. The hotel is located downtown Dallas which puts us in the heart of a great city and close to leisure and entertainment areas. The CRA special hotel group rate is \$169. (single/double). The room block will be held until **September 10**, so make your reservations early, as this rate may not be available after the cut off date. Call the reservation department at **888-627-8191** and *mention that you will be attending the CRA Convention*. To make reservations on line, go to <http://www.cra1.org/convention2010Intro.aspx>

TENTATIVE CONVENTION SCHEDULE

**OCTOBER 6, 2010
(Wednesday)**

7:00 AM
2:00 PM - 5:00PM
6:00 PM

EVENT

Golf- Bus leaves hotel for golf course
Registration
“An Evening at Eddie Deen’s Ranch”

**OCTOBER 7, 2010
(Thursday)**

8:00 AM - 3:00 PM
8:00 AM - 11:30 AM
8:30 AM - 9:30 AM
9:15 AM - 10:30 AM
10:40 AM - 11:50 AM
12:00 PM - 1:00 PM
1:00 PM - 4:00 PM
4:30 PM - 5:30 PM
6:00 PM

Registration
Exhibit set up Houston Room
Continental Breakfast
Education Session *Ralph Hopkins, HKS Architects*
Education Session *Elizabeth Dodson, Meridian Systems*
Lunch in Exhibit Hall- Houston Room
Afternoon with Exhibitors
Cocktail Reception with Exhibitors
Dinner & Charity Auction benefiting the Team Connor Charity

**OCTOBER 8, 2010
(Friday)**

7:30 AM
8:00 AM - 9:15 AM
9:00 AM - 9:15 AM
9:15 AM - 10:30 AM
10:40 AM - 11:50 AM
1:00 PM

Registration
Continental Breakfast
CRA Annual Business Meeting
Education Session *Peter Lawrence, OCE North America*
Education Session *Curtis Thornton, Thomas Reprographics*
Tour of Thomas Reprographics

CONVENTION PACKETS IN THE MAIL

The convention information packets will be mailed via the US Postal Service in a few days. The packets contain the necessary information and forms needed to register for this year’s convention in Dallas. If you have any questions, please contact Shirley Zawoyski at shirley@cra1.org or 630-351-2202. All information will be posted on the CRA web site www.cra1.org

SPECIAL THANKS TO OUR CORPORATE CONVENTION SPONSORS

RB Converting * OCE North America * KIP * Dietzgen

Exhibits and a Great Networking Opportunity

When at the convention, plan to visit all the exhibits and explore the many products and services that they offer. Here is your opportunity to meet face to face with nationally know vendors in a relaxed social setting. Have lunch with someone to discuss the morning education programs, chat with a peer, and learn how others are using products that will help improve business. Lunch, presentations, and a Vendor Reception will all be in the exhibit hall on Thursday, October 7. The exhibitors support the reprographics industry, so take advantage of this opportunity to explore their products and services.

Come to the Ranch! Dinner, networking and fun for everyone!



Grab your hats and boots and join the CRA on Wednesday, October 6, as we mosey on over to **Eddie Deen's Ranch** for a Texas style party. Brush up on your cowboy roping skills, or enjoy card games, line dancing and much more. In addition to these fun activities, enjoy an award-winning Texas barbecue dinner.

Eddie Deen's Ranch is the premier Texas-themed event facility in downtown Dallas. The CRA is planning an exciting evening of fun and adventure for the 2010 kickoff event. Plan to attend this networking event. We'll see you at the Ranch!

Charity Auction

The CRA will be holding its annual live **CHARITY AUCTION** on October 7, Thursday evening immediately following the cocktail reception and dinner. President Kent Long, has chosen a very special local charity called Team Connor, which is dedicated to **“beat childhood cancer”**. Cancer is the number one disease killer of children and kills more children per year than cystic fibrosis, muscular dystrophy, asthmas and AIDS combined. Please help the CRA support this worthy local charity by attending the dinner/auction. Get involved by donating an item for the auction. Contact Frank Lougan at floughan@blueprint.com or phone 216-281-1234 for more information.



Attention all vendors...

The CRA will be hosting an Exhibit and Vendor Reception in place of the traditional booth exhibit hall. This will be a new and unique opportunity for vendors to introduce their products and service offerings to reprographers in a relaxed, social networking environment. This new concept will afford exhibitors more time and greater exposure with decision making members than the exhibit hall format used in the past.

One table display area is only \$785 and includes **all the convention activities** for one person (excluding golf). Which means your booth fee now enables you to participate in all the educational seminars as well as partake in the meals, social/networking events each convention day. Each exhibitor will be listed as a preferred supplier and have their web site linked on www.cra1.org. See [Exhibit forms](#) for more information. Any questions please contact, Shirley 630-351-2202, shirley@cra1.org

Exhibitors as of August 1, 2010

Bowel Bell & Howell
Cylix Inc.
Drytac Corporation
OCE North America
Plan Swift
RB Converting
RSA
Wynit

Canon USA
Dietzgen
KIP America
Paradigm Imaging Group
PLP Digital Systems
ReproConnect
The PEiR Group

Contex Americas, Inc.
DIGITAL-ES
National Azon
Pinnacle Infotech. Inc.
Raven Wide Format
ReproMax
Thoroughbred Software

****JOIN THE CRA FOR A GREAT ROI****

As you can see in this newsletter, membership in the CRA is becoming more valuable to you and your business. This October in Dallas, we will bring you a convention full of great ideas, information and innovation at a very affordable cost.

The CRA's goal is to give you a GREAT ROI this year.

In order to make it all happen, your membership support is vital in helping us make the CRA a great organization. Act now and send in your membership dues for 2010. We need YOUR support to continue giving *Value* to you our members. Without your participation and financial help, a strong force for leadership and advancement of our industry will be jeopardized.

MEMBERSHIP APPLICATION

CRA 2010 Membership dues are only \$130. Please make checks out to CRA and mail with this completed form to the address below.

Company _____

Address _____

City _____ State _____ ZIP _____ Phone _____

Primary contact person: _____ Title _____

FAX _____ E-Mail _____

Additional contacts _____ Email _____

Central Reprographic Association
Attn: Shirley Zawoyski
1601 S. Indian Hill Drive
Roselle, IL 60172

PHONE: 630-351-2202,* FAX: 630-351-9824,* EMAIL: Shirley@cra1.org

Full Convention details are on www.cra1.org. If you have questions, contact Shirley at 630-351-2220

The End