



November, 2003



PRESIDENT SPEAKS...

Dear Friends:

NETWORK: "A system of interconnected roads, individuals, etc."

No, I'm not talking about connecting computers although computers have become an integral part of the reprographics business today. However, just as we connect computers with each other so that they can share information, industry conventions such as the CRA convention in St. Louis allow us to "connect" and share information with vendors and fellow reprographers. There was plenty of opportunity with approximately 200 members and vendors in attendance. It was great to see members from the old Mid-South and North Central Reprographics Associations united and "connecting".

The convention kicked-off Thursday morning with a golf tournament at the Gateway National Golf Course. There were 38 golfers who took part in this event. Thursday evening we loaded onto buses and headed to a catered dinner at the St. Louis Zoo. Before dinner, we toured the "Penguins and Puffins" exhibit in an area that looked and felt as close to the arctic as I ever want to be.

Friday we had three Educational Sessions in the morning featuring programs on improving quality in our operations by Dennis Guillette of Oce', a presentation on the results of a survey of what shops think about their Electronic Planrooms presented by John Marquardt, and a very interesting perspective on Global Economics and the Reprographics industry by Sathy "Mohan" Chandramohan of American Reprographics Company. The Trade Show in the afternoon featured 41 exhibitors, filling 50 booth spaces. The industry as a whole was well represented by suppliers of digital hardware, software, media and supplies. Friday night ended with a dinner with the exhibitors and the annual Charity Auction. The Auction raised a little over \$4,500 for the Multiple Sclerosis Association. The Association asked us to express their sincere gratitude for the generosity of the vendors and CRA member shops.

Saturday started with the CRA General Business meeting which proceeded three more Educational Sessions including "A Reprographer's Roadmap for the Next Decade" presented by John Cronin of PLP, "The Keys to Success in Copying" presented by Larry Hunt, and a Panel Discussion titled "What's Next for Reprographics?" moderated by Cathie Cushing Duff & Tracy Albinson. Events on Saturday concluded with the President's Dinner aptly titled "Casablanca Revisited", where those in attendance were assigned roles (along with some real actors) and participated in solving a murder mystery that had its setting in Casablanca. It's a good thing I am in the Repro business, because I found my skills both as an actor and a detective fall somewhere between slim and none. What made me really feel bad was that my 13 year old daughter correctly deduced the identity of the murderer---obviously with no help from me.

After reflecting on the convention since arriving back home, I think having the first official meeting of the two combined associations in "The Gateway" city was appropriate. As with the Lewis and Clark expedition, my hope is that St. Louis will be remembered by CRA members as the "jumping-off" point for a successful expedition into previously uncharted territory. I am looking forward to what our two combined associations can accomplish. Our thanks to Ralph Wasik, the CRA board, and Shirley Zawoyski for a great convention.

SEE YOU NEXT YEAR IN DALLAS---BRING YOUR HAT AND YOUR BOOTS!!

*Phil Hudson
2004 CRA President*

**MARK YOUR CALENDERS NOW FOR THE
2004 CONVENTION AND TRADE SHOW IN DALLAS, TX
SEPTEMBER 30 THRU OCT. 2, 2004**

W e l c o m e

The following were elected to the CRA Board of Directors at the Annual Convention in September 2003. The experience, enthusiasm and knowledge of these new directors can only make the CRA a more dynamic organization in the years to come. We welcome each of them to the CRA team and look forward to working with them.

JIM INEZO is President of **A/E Graphics** in Brookfield, WI. Jim has been in the reprographic industry for the past 15 years. The past 2 years have been with A/E Graphics. The previous eight years, Jim was employed by OCE USA in various sales and management positions. He also has an additional five years experience selling equipment and supplies in the industry. Jim and his wife Kelly have a son. Jim's experience as both a vendor and reprographer will be a valuable addition to the CRA board.

KEVIN O'HEA is President and owner of **Academy Reprographics** in Albuquerque, NM. Kevin and his wife Shelly and their three sons, have lived in Albuquerque since 1967. Kevin attended the University of New Mexico majoring in Architecture. His career started as a draftsman on Kirtland Air Force Base designing MX missile shelters and moved up to designing Space Based Laser Systems three years later for the Air Force Weapons Laboratory.

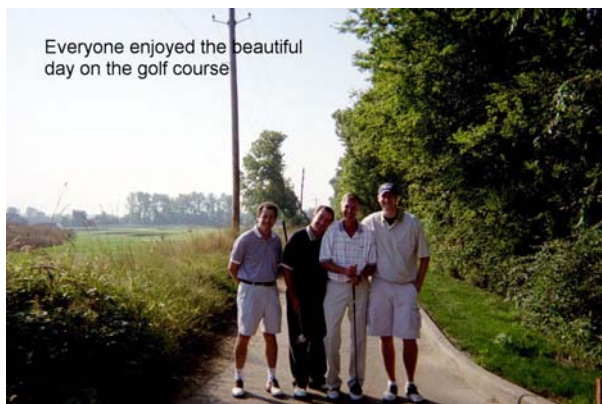
In a few years, Kevin decided on a career change and began working for the Albuquerque Police Force in various positions from patrol officer, to an undercover detective and IMPACT Team member. He decided that there wasn't enough stress in his life, so he became a blue printer. He started with a local company in outside sales and eventually became the General Manager of three stores in New Mexico & Texas. After 10 years, he decided to establish his own company Academy Reprographics. Kevin's experience and enthusiasm for the industry will be an asset to the board.

STEVEN STROOH is Vice President of **BeeLine and Blue** in Des Moines, IA. Steven's background is Photography, his career started as an assistant to a commercial photographer. He was a Photography Professor, has done research on commercial applications for digital photography, and has presented a paper at the International Design Education Symposium.

In 1994 he moved to Des Moines with his wife Heather and two children. Steven does some consulting work for reprographic companies across the United States, participates on panel discussions for regional, national and international organizations, and at the present time is assisting a professor at Iowa State University incorporate color management as a module in the Graphic Designs degree, with an emphasis on large format color output. Steven's expertise in color and his experience in the reprographic industry can only enhance the resources of the CRA.

RICHARD SCOTT is with **Michlin Products** in Dearborn, MI. Richard graduated from Central Michigan University with a degree in Political Science and moved to California where he married his college sweetheart. In 1988, Richard moved back to Michigan with his wife Barbara and took a sales position with Michlin Products. They have two daughters and the family is involved in PTA and church activities. Richard enjoys backpacking and home brewing. He has served the past two years on the Vendor Committee and this year was elected to be Jr. Vendor Director. We are all looking forward to Richard's assistance with the tradeshow.

GOLF TOURNAMENT



We had a spectacular golf outing. Congratulations to the team of Margolis, Young, West and Downard for first place, Wagner, Titus, Ziegler and Pennington for second place and Wingard, Barthol, Hackett and Stipe for third place. Again, thanks to all of the following vendors and sponsors for your support.

OCE' Imaging Supplies Division and Visual Imaging Products.

Millennium Leasing and Financial Services and Ricoh Corp.

OCE' Wide Format Printing Division and Thoroughbred Software International

Acordia, Cylix, FDC Corp., Image Products of CA., Michlin Products, MV Software, Paradigm Imaging Group, PlanWell/Peir Group, Primeline/Weber Valentine, World Plan Room, Xerox USA

I would like to thank everyone who made our convention a great success- vendors, new and returning members, committee chair members and the Board of Directors. It is now time to start planning for next year. Please talk up our association and convention in Dallas with business owners and managers to get our membership numbers up. Remember that this is all of our responsibilities to help increase our membership. This allows us to promote and afford newsletters, web pages and good convention sites for our members. We hope to see everyone and many more new faces next year in Dallas. Start promoting our association now! Next year will be here before we know it.

Jeff Barthol

Thanks for your extra effort...

RICHARD SCOTT Organized the Show Planner

ELMER RHODES- Organized and ran the Golf Tournament

JOHN AND CAROLYN GROSS- Our talented auctioneer and auction bookkeeper. Your continued support is GREATLY appreciated.

WESTERN BLUEPRINT- maintaining of the CRA Web site, and printing of the Show Planner

TRACY ALBINSON – organized and printed the 2003 Convention Program Guides

MIKE STUCKEY – designed and donated the educational program posters for the convention

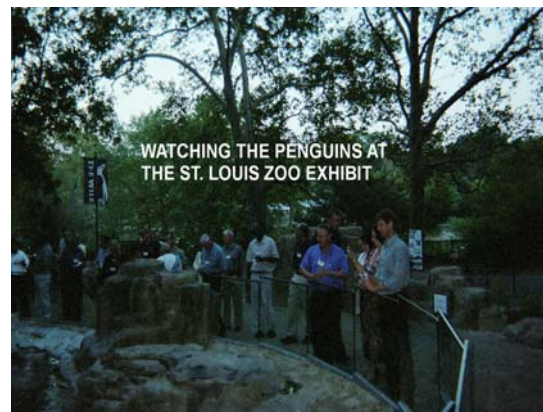
The following are retiring board members.

ANDY ZIEGLER Served on the Board of Directors in 2003 as Hospitality Chairman for the convention.

LISA TIPS Served on the board in 2003

TOM MCNEW- Retiring from the board. Served 3 years as a vendor representative.

Thanks you all for giving of the most precious commodities we have - **YOUR TIME & ENERGY**. Your dedication and effort is greatly appreciated by the membership and fellow board members.



EDUCATIONAL SESSIONS

2003 Educational Sessions were outstanding and the attendees considered them to be highly informative. People that attended the sessions are now better informed to make decisions in their everyday business. As a service to our members, the next newsletters will include a recap of the presentations. This issue highlights Larry Hunt's presentation...

The Keys to Success In Copying

There are several Keys to Success in Copying. Some of the important ones are:

- Get the right copier model for your needs – buyers often end up with a copier that is much too fast or much too slow for their needs. Also, it is common to buy features and accessories that were simply not needed. Knowing your copier needs can help tremendously in getting the right machine for your business.
- Get your new copier at the right price – This can be a very difficult task. The price presented by the sales person is often only in the form of a monthly lease payment. At least 50% of the quotes I review for my newsletter subscribers do not contain the purchase price of the equipment. And even when the purchase price is mentioned, most times, the original list price is not provided. This cloudiness in the quoting process makes it very difficult, to know if you are getting a good deal. In order to get your new copier and service at a good price. You need to:
 - Know a good “street” price for the model and accessories you are looking to buy. In my monthly newsletter I list three or four good quotes on the various popular models. This can give you a good handle on what you might expect to pay.
 - Get competitive quotes on any copiers that might serve your needs and get them from more than one provider of the same product, if that is available. If your vendor thinks that you have no alternative to their offer, you will find it near impossible to get a good quote package. The threat that you will go elsewhere is a key to getting them to give you the best deal they feel they can. I would suggest at least three quotes in total. With these competitive quotes in hand, you should be able to get a reasonable price.
 - Get the quote broken down in detail instead of just a monthly lease rate. This could include such items as the actual purchase price of the equipment, base service and supplies charges, costs rolled in from trade-ins, personal property tax, insurance, etc. Without this breakdown, you simply don't know what you are paying for your new copier.
- Be aware of good service and supplies prices – the per copy charge for service and supplies is continuing to decline in both color copying and B&W copying. If you have not been keeping up with these changes, you may get fooled into thinking you are receiving a good quote when, in fact, service prices may have declined an additional 10 or 20% since you were last checking prices. Vendor sales people often use these declines to make a quote look better than it really is. For supplies based on 100,000 copies per month. Today, a good service price is probably in the \$.005 to \$.006 range. By combining the new lower rate into the monthly lease payment, the vendor can lower your monthly expense and still be charging you more than the going market rates. This is another important reason for getting the quote broken down.
- Set your copy selling prices at a level that will build profitable copy volume- Because the cost to produce copies is composed of some fixed and some variable costs, the selling price per copy can drop quite dramatically as the number of copies grows, both in copies per original and copies per month.

SUMMARY

Change is happening at an accelerating pace. Keeping up with this change will require that you add new equipment and new profit centers. The key will be to make these additions profitable by good planning and forecasting of markets, selling prices and costs.

Larry Hunt

Exhibitor's Corner

The 2003 CRA Conference and Trade show held this year in St. Louis was nothing short of spectacular. This was the first show since the merger of the NCRA and MSRA, and the high attendance was exciting and productive for exhibitors. Many exhibitors brought in equipment, which allowed them the opportunity to do full demonstrations to prospective buyers. I'm sure all of the attending exhibitors will agree that the CRA Conference will be the largest attended regional show of 2003.



As always, your input is very important to the CRA board members who are continuously looking for better ways to serve its members and exhibitors. A survey was recently mailed out and we are anxiously awaiting your response and suggestions. So please take a few moments to fill it out and return it as soon as possible.

The 2003 Trade Show was a complete sell out. Companies were on a waiting list, for any last minute exhibitor cancellations. Don't wait...reserve your booth space now for the 2004 Trade Show & Convention. It will be at the Dallas - Addison Marriott Quorum located near The Galleria in Dallas, Texas on September 30, through October 2, 2004. Make your reservations early.

The CRA board would like to thank all the exhibitors for their support of the association and participation in this year's Conference and Trade show and look forward to seeing you next year in Dallas, Texas.

Connie L. Maxwell
2004 Vendor Director

The following is a list of the exhibitors who supported the CRA at the 2003 Trade Show and Convention. The CRA Board ask that the members remember these exhibitors in their business activities. For more complete contact information on these companies, go to the www.cral.org web site and click the 2003 exhibitors list for a link to their web sites.

Acordia
Contex/Crowell Automated Design
Digital ES
EZ Track Solutions, Inc.
InteliCoat Technologies
Michlin Products Corp
MultiMedia Converting, Inc.
MV Software
OCE USA Wide Format Printing
Plan Well
Repro Max
Spicer Corporation
The PEiR GRoup
Universal Blueprint Paper Co

Business Management Software, Inc.
Cylix, Inc
Digital Source Software
FDC Corporation
KIP America
Millennium Leasing & Financial Svcs
Roth + Weber GmbH/Meteor Siegen
National Coating, Inc.
Paradigm Imaging Group
PLP Digital Systems
Ricoh Corp.
Technical Imaging Products
Thoroughbred Software International
World Plan Room

Charrette/Superior Foamboards
Dietzgen, a Division of Nashua Corp
Drytac Corporation
Image Products of CA
Kyocera Mita America
Modern Reprographics
E Distribution
OCE USA Imaging Supplies
Plan Express, Inc.
Primeline Reprographics Inc.
Safco Products Co
Technesis, Inc.
TST/Impreso, Inc.
Xerox

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