



Spring, 2002

PRESIDENT SPEAKS...



2002 NCRA Convention and Trade Show Takes Shape!



2002 will prove to be an exciting year for the NCRA. Your Executive Board and the Directors are hard at work planning the fall convention. 2002 will see us at the Abbey, on Lake Geneva, in Fontana, Wisconsin. Lake Geneva is mid-way between the Milwaukee and Chicago metropolitan areas and it is easily accessible by car from either city. Here is a brief overview of this year's plan:

Combined Convention... 2002 will see the NCRA hosting the Mid-South Reprographic Association in a combined convention, so we are expecting even greater attendance this year. This year's combined convention is the first step in a possible merger between the North Central Reprographic Association and the Mid South Reprographic Association

Focus on Business Programs and Exhibits ...Plans are in the works for some fantastic business programs featuring well-known industry leaders. We are planning four educational sessions consisting of two guest speakers and two panel discussions. Topics will be relative to the technological advancements in our industry. Our planned booth space is now 50% sold and we are expecting to be fully sold well before show time. The Abbey's Convention Center offers a 10,000 square foot exhibit hall with excellent meeting rooms adjacent to the hall. The NCRA is setting the stage with business programs and exhibitors that will definitely make your attendance worthwhile.

Mix in some R&R! The Abbey on Lake Geneva (www.theabbeyresort.com) is a premier resort featuring a multitude of activities for every age. It is also the consummate spot for combining business with pleasure. Surrounded by acres of unspoiled woodlands, peaceful hiking trails. The Abbey has become a Lake Geneva tradition. A landmark resort where soothing, natural surrounds meet sophisticated amenities and gracious hospitality.

For recreation and relaxation, there are a wide variety of activities for fun and health: swimming pool, hydrotherapy pool, steam room, dry sauna, tanning beds and exercise equipment. The *Fontana Spa*, offers 33 services to delight the mind and body. There are three dining facilities on the premises offering a wide choice of meals. *The Waterfront Café* offers a breath taking view of the marina and the *La Tour de Bois* restaurant offers impeccable the gourmet dining and service. The Abbey is "family friendly", so plan to bring the children and make the most of what the Abbey has to offer.

Add Some Social Events! The Abbey lends itself to a wide variety of social events. Golfers will appreciate Abbey Springs Golf Course. This is one of the most beautiful and challenging courses in the area. Plans are in the works to take advantage of the evenings for social activities that will allow us to meet and make new friends. Come prepared to meet some new faces and expand your network of business associates.

Additional details will be forth coming in newsletters and posted on our web site www.ncra1.com. Set your calendar now and **plan to attend the convention, SEPTEMBER 12-14, 2002.**

Steve Zawoyski
NCRA President

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YOUR ASSOCIATES OR DOWNLOAD IT FROM OUR WEBSITE.**

www.ncra1.com

FM Success...are you prepared to work for it?²

Facilities Management has almost become a cliché in our business these days. There are reprographers who have sold a piece of equipment with a cost-per-copy provision for the paper and toner and they might call that an FM. The benefits to the customer of not having to invest in the equipment at all and having some way of accounting for reimbursable printing is lost and in my opinion, this is a supply contract and not an FM.

Now you might be one of those companies that has a bunch of FM customers and the support team that goes with it to keep them happy. On the other hand, you may not have an FM or you may have stumbled into someone who heard about the concept and wanted to try it. For all of these participants in our industries latest "craze" the post-sale challenge is the same as for the guy with many FM's, and it is a substantial part of the success equation; *Building Confidence in your after the sale Support, to Insure Continuation.*

What the heck is that? You ask...

Well, it's typical that it amounts to a lot of work to get an FM opportunity. It is also typical that the events that lead to an FM agreement are exhausting to your sales, administrative, and support staff...as well as your pocket book. And still it's a wager on your part that the business volume will actually be there and that the customer will treat you fairly as you ramp-up, and most importantly these days, that the construction economy will hold up through the contract.

Unlike selling equipment or getting a print job, the action doesn't cease or decrease after the sale, it explodes. Once the installation begins there are transition problems and surprises all over the place. Customer's networks are notorious for weakness and there is always the designated "nay-sayer" who will pop out of the woodwork to debunk everything that you have put together. The volume of printing they reported to you is way off of reality, but you get conflicting stories on whether it's high or low, and there's always the guy in the back of the office who doesn't think tracking anything he does is a good idea.

The assessment of the FM's potential to be "high-maintenance" or "low-maintenance" is always a shot in the dark. And I am not talking about equipment jams. It's the level of technical handholding and virtual custodial work that some FM customers seem to expect. We have run into clients who disassembled our machinery over a weekend or who can't change a roll of paper by themselves. There are customers whose network is so flaky that they can't keep email working consistently or they have just enough disk space for one project at a time. This doesn't make them bad customers; it just makes them "high-maintenance". Some of them can't get the "Dirty Old Repro Shop" image out of their minds and consider our industry as a technical solution provider. Print and Deliver, that is what they think we do. The important thing to recognize is that these support things have cost and if you don't factor them into your proposal, you might be unpleasantly surprised with your profits or lack thereof after a few months.

An on-site, pre-proposal analysis is essential. Meet with the I.S. staff and some CAD users. Talk to the accounting person; try to have some long periods of observation while there is project printing going on at the customer site before you propose. This will minimize the surprise issues going forward.

Contact is the key. You must have a process in place that insures that the customer has high-level access to "Action Makers" in your company so that any concerns arising out of the FM location are addressed quickly.

If you already have a bunch of FM customers, you already know this. But if you are just getting started, you need to have this reality firmly in mind as you move forward. It is a great feeling to have FM customers doing business with you every day. It is quite the opposite to have one leave the fold and go another way. If you let that happen you may never get back into the game.

*Gary Marquardt
Engineering Repro Systems
Minneapolis, MN*

NCRA e-news!

Say Hello to NCRA e-news!

Starting with the next issue, NCRA will be e-mailing newsletters to all members who have provided e-mail addresses. Non-members are welcome to visit our website at www.ncra1.com.

Not sure if you are on our e-mail address list? just e-mail your address to us at imidmr@enteract.com and we will add you to the list.

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EXHIBITOR'S CORNER



Booth sales for the 2002 Convention and Trade Show indicate a fast start toward a "Sold Out" Show. Register now to take advantage of this opportunity to meet with the NCRA and the MSRA Membership. The NCRA-MSRA combined convention and trade show is a new technology forum combining business programs designed to stimulate growth and a trade show with exciting new products.

This combined convention means more visitors on the floor and one less regional trade show for you to attend. Take this opportunity to sign up now guaranteeing your booth space. Don't miss this *networking opportunity*, plan on exhibiting your products at the trade show and spending the weekend attending the business and social programs of the convention.

Again, it is very important to "Get on Board Early". The NCRA Board is committed to providing both members and exhibitors with the best and most informative convention in our over forty-five-year history. Register now to insure your investment in the future pays dividends.

If you need an exhibit registration form or have any questions in regards to the convention or trade show, please contact Shirley Zawoyski at 630-351-220 or e-mail imidmr@enteract.com

M **MEMBERSHIP HAS ITS REWARDS**

Memberships and renewals for 2002 are starting to come in. We have sent out courtesy invoices and application forms as a reminder to join our association. We ask that you return the application form and your check as soon as possible, so that we can continue on with the plans to provide you with a quality convention and information that you may use in your everyday business. If you have misplaced your copy, please contact me at the address or phone below and I will be happy to send you out another. We have many exciting things going on within our organization this year. Our convention this year at The Abbey on Lake Geneva, Fontana, Wisconsin is well underway. We have many vendors signing up for booth space to make this an exceptional convention. But we still need your membership and involvement to better our association. While we are actively pursuing new memberships, I would ask each and every member to help out in the solicitation of new members into our organization. By asking a business associate to join our association will be a big benefit to all of us. Increased membership will give us more dollars to develop newsletters and increased communication to all of us about our industry. If you have someone that might be interested in joining, please contact me at jeff.barthol@westblue.com or at our toll free number (888) 523-4448 and I will be glad to answer any questions they might have about membership. Again, this is our organization and I ask each of you for your help in making this a stronger association.

*Thanks,
Jeff Barthol- Membership Chair*

Membership Application

Company _____
 Address _____
 City _____ State _____ ZIP _____ Phone _____
 Primary contact person: _____ Title _____
 FAX _____ E-Mail _____
 Spouse's name _____

\$125.00 per corporate membership. Return this form with your company check payable to:

**NCRA Attn: Mr. Chuck Wingard
 C/O-Tree Town Repro Service, Inc., 542 Spring Road, Elmhurst, IL 60126**

NCRA
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Conference & Trade Show
September 12-14 2002
The Abbey Resort on Lake
Geneva in Fontana, WI

