



July, 2002

PRESIDENT SPEAKS...



NORTH CENTRAL REPROGRAPHICS ASSOCIATION

The Abbey Resort on Lake Geneva, Fontana, Wisconsin, will host our 2002 Convention and Trade Show. Lake Geneva is located mid-way between Chicago and Milwaukee; and is easily accessed by car from both Milwaukee and O'Hare airports. The Lake Geneva area has hosted at least three successful NCRA conventions in the past and we are looking towards an excellent turn out for the 2002 NCRA/MSRA Combined Convention.



The 2002 Combined Convention is the first step in a possible merger between the North Central Reprographic Association and the Mid-South Reprographic Association. Discussions for a possible merger have been going on for some time now and great progress is made towards combining our associations this year. The subject of formally merging our associations will be on the NCRA business meeting agenda this September.

e-Reprography and Your Bottom Line is the convention theme. Technology is developing faster than it can be implemented. More importantly, when should you invest in technology and how do you make it pay? Technology is not cheap and mistakes can be costly. Four very knowledgeable industry leaders have agreed to address our membership. Educational topics will focus on what you need to know for continued success in the reprographic profession. As technology changes so do some of our suppliers. 2002 will see new exhibitors attending the tradeshow. In addition, we will see exhibitors from the major printing equipment manufacturers, software suppliers, and support products. Plan to visit each exhibitor and find out what is new and how it can help your business. (A list of exhibitors, signed up as of June 10th, is on page 4)

Plan to meet new business associates. This Convention is a unique opportunity to meet reprographic professionals from the Mid South Reprographic Association. You will benefit from hearing and exchanging ideas, and it is very possible that you can expand your business relationships.

The Abbey Resort on Lake Geneva is the perfect place to mix business with pleasure. Plan to bring the family, there will be plenty of time to enjoy the resort and attractions in and around Lake Geneva. Our evenings will include planned social activities and an optional tour is available for anyone not planning to attend the Friday morning educational sessions. The tour is the perfect opportunity to enjoy a scenic cruise and lunch in Lake Geneva.

Preliminary convention information is included within the pages of this newsletter. Convention registration packets will be mailed to all registered members in July. The latest convention information is posted on our website at www.ncra1.com

NCRA goes digital...

The first NCRA e-newsletter was sent mid May, to all registered members that provided e-mail addresses. Visit our newly revised web site. Convention updates will be posted on the site, as information becomes available. The web site and e-mail newsletters will save both time and improve communications. IF you DID NOT receive our first e-newsletter and wish to subscribe please e-mail your address to imidmr@enteract.com.

Steve Zawoyski
NCRA President

The Abbey Resort and Spa is set in a casual relaxed atmosphere, the dress code for the convention is business casual

TENTATIVE 2002 CONVENTION SCHEDULE

Thursday, 9/12/02	
10:00 AM - 11:30 AM	Registration in Hospitality Suite
11:00 AM	Golf and lunch at Abbey Springs Golf Course
12:00 Noon - 11:59 PM	Exhibit booth set up
3:00 PM - 5:30 PM	Registration in Hospitality suite
6:30 PM	Cocktails and dinner
after dinner - 11:00 PM	Hospitality Suite open
Friday, 9/13/02	
7:00 AM - 12:00 Noon	Exhibit booth set up
8:00 AM - 9:00AM	Continental breakfast
8:15AM - 2:00 PM	Optional Event- Boat cruise and tour and lunch in Lake Geneva
9:00 AM - 11:45AM	Education Program
12:00PM -1:30PM	Lunch
1:00PM - 5:00PM	Trade Show open
5:00 PM - 12:00 PM	Break down of Exhibits
5:00PM -	MSRA General Business Meeting
6:00PM - 7:00PM	Cocktails
7:00PM -	Dinner and Charity Auction
After dinner-11:00PM	Hospitality suite open
Saturday, 9/14/02	
7:00 AM - 9:00 AM	Break down of Exhibits
8:15 AM - 9:00 AM	Continental breakfast
9:00 AM - 9:30 AM	NCRA General Business Meeting
9:30 AM - 12:15 AM	Educational Program
12:30 PM	Lunch
6:30 PM -7:30 PM	Cocktails
7:30 PM	Dinner
After dinner- 11:30PM	Hospitality suite open
Sunday, 9/15/02	
No events planned	

6/7/02



One of our own...

US REPROGRAPHICS chosen as SHOP OF THE YEAR!

CONGRATULATIONS!! to U.S. REPROGRAPHICS/WESTERN BLUE for being chosen by MODERN REPROGRAPHICS as the "2002 SHOP OF THE YEAR". The award honors companies that embody the spirit of progress in the reprographics industry. One of the owners, Kevin Rowe is a past president of the NCRA, and Jeff Barthol is a current NCRA Director. (See what being a member of the NCRA can do for your company!)

EDUCATIONAL PROGRAM

We are planning 4 educational sessions. Thus far, the following people will be presenters at our 2002 Convention

- ❖ **Mr. Doug Hoek** of Veenstra Reproductions, Grand Rapids, Michigan
- ❖ **Mr. John Marquardt** of Engineering Repro Systems, Minneapolis, Minnesota
- ❖ **Mr. Brian Wasserman** of Leading Change, Inc. Minneapolis, Minnesota
- ✳ **Mr. Bob Knappage**, of Thomas Reprographics, Phoenix, Arizona

GOLF

Thursday, September 12, 2002
Abbey Springs Golf Course
11:00 AM Gathering and Lunch at course
12:30 PM Shotgun start
Cost: \$125.00 Includes golf, cart, lunch
Limited to 40 golfers

OPTIONAL TOUR

Friday, September 13, 2002
Narrated cruise of Lake Geneva on the "US Mail Boat" the Walworth II and lunch in Lake Geneva.
8:15 AM- Leave The Abbey-and Return 2:30 PM
Cost: \$68.00 per person includes, transportation, 2.5-hour cruise and lunch
Limited to 20 people

CHARITY AUCTION and DINNER

Friday, September 13, 2002
6:00 PM Cocktails and Dinner with the Exhibitors
Donated items can be brought to the Hospitality Room on Thursday or to dinner on Friday.

More up to date information will be available on the web site www.ncra1.com and in the convention mailings in July.

GET ALL THE VALUE FROM EVERY CUSTOMER

One of the most important sales/marketing lessons in this business is that every single customer can be the source of a great deal of value to a reprographics company. Each current customer, in fact, provides three distinct levels of value: the value of what they're buying from you now; the value of what they *could be* buying from you; and the value of influence (in other words, the ways in which current customers can influence the buying decisions of others, helping you to develop new customers.)

What They're Buying From You Now.

Let's start with the value of what a customer is buying from you now. These are the orders—and the sales dollars! — that make up the foundation of your business *right now*. The most important consideration of this level of value is to keep each customer buying at least as much from you in the future as they have in the past.

How do you do this? First of all, exceptional quality and service provide a great deal of incentive for a customer to continue to do business with you, but quality and service are not the only factors in protecting this level of value. The *quantity* of contact is also important. Studies have shown that most of the people who change suppliers do so because of inattention, not any other form of dissatisfaction.

I recommend that you set an interval for each important customer, some fixed period of time that you will not allow to go by without hearing from that customer, or making contact yourself. In other words, if they haven't called you within the assigned interval, you call them!

What They Could Be Buying From You.

The second level of value consists of what each customer *could be* buying from you...maybe if they only knew that you were capable of providing them with other products and/or services besides those that they already think of you for. You also want them to know that you are *interested in* working with them on a broader range of product and service.

How do you do this? Direct mail and other forms of advertising have proven effective in spreading the word about broader capabilities, but direct conversation is still the best possible way. Why not tie customer education into your customer contact plan? Don't say: "Why haven't we heard from you lately" when an interval situation requires a contact call. Say something to the effect of: "I have a particular product or capability that I want to mention to you today."

The Value Of Influence.

The third level of value in each current customer is the value of influence. Think about this: Why do your best current customers buy from you? The answer ultimately has to be that they trust you and have confidence in you. I've done a great deal of research on customers in the printing/copying/reprographics industry which shows that "trust and confidence" is usually the single most important consideration in their buying decision.

Trust and confidence have to be earned, of course, but it's possible to get a running start on that process with a referral or a testimonial from an established customer.

Your best customers are your best source of referrals, but please consider this...it's not just sales volume that defines a customer's potential in helping you to harvest this third level of value. You almost certainly have smaller customers whose referrals and testimonials would be highly effective for you. Here's what I suggest: Go through your customer list and look for the people who have the most to offer in this regard. Which key contacts in which key companies would provide the greatest impact for you, either within their own companies (with referrals to others in their companies who buy reprographics) or outside their companies (with referrals to friends in other companies, or testimonials you can put in front of other prospects.)

Get It All!

Every business person should know that customers are ultimately a company's most valuable asset. Gaining them and keeping them should be viewed as two-thirds of the overall sales and marketing challenge. The third part of the equation is to *maximize* the value of each customer, by paying attention to each of the three levels of value.

David M. Fellman is the president of David Fellman & Associates, Cary, NC, a sales and marketing consulting firm serving numerous segments of the graphic arts industry. Contact him at 919-363-4068.

David M. Fellman

EXHIBITORS CORNER

Trade Show and Convention plans are coming along on a grand scale. Many national manufacturers will be exhibiting at the trade show. As of 6/10/02 our allotted booth space is 75% reserved. The following companies will be exhibiting at the NCRA/MSRA 2002 Combined Convention. If you are not on our list and would like to find out how to reserve a booth, please call Tom McNew at 405-749-6777 or Shirley at 630-351-2202.

A&E- The Graphic Complex	Nashua
Big Systems, Inc.	National Coating, Inc.
Cylix Inc.	OCE USA WFPS & Imaging Supplies
Digital ES	PLP Digital Systems
Direct Data	Primeline Reprographics Inc.
Drytac Corporation	Ricoh Corp.
FDC Corporation	Safco Products Co.
GBC	Technical Imaging Products
Iford Imaging USA, Inc.	Tech Parts, Inc.
Image Products of CA	Thoroughbred Software International Inc.
KIP America	Trim USA
Michlin Products Corp.	US Reprographics Network
Millennium Leasing & Financial Services, Inc.	Vidar Systems Corporation
Modern Reprographics Magazine	Azon
PlanLink.biz	

The end.



NCRA
1601 S. Indian Hill Drive
Schaumburg, IL 60172

Plan to be at the Convention
September 12-14, 2002

