



August, 2003



## PRESIDENT SPEAKS...

Dear Friends,

Change is the one constant. The Reprographic Industry has had more than its share of change over the past decade. Changes in the:

- ❖ technology.
- ❖ way we communicate.
- ❖ economic conditions that effect our business.
- ❖ vendors.

We are all to some extent facing and dealing with these changes. The CRA is holding its 2003 Convention on September 18–20, 2003 at the Millennium Hotel in St. Louis, Missouri. I invite you to attend our Convention where we will have educational programs and discussions that address the changes in our industry.

Your Board of Directors have been planning and working diligently to put together a convention and trade show that will be both enjoyable and beneficial to your business. The trade show will feature 40 exhibitors with 50 booths! If you missed going to the IRgA in May, the CRA trade show will be the place for you to find out "What's New" in our industry. Companies exhibiting include six major equipment manufacturers, software providers, supplies and support products. Besides our loyal exhibitors you will see many first time exhibitors. I know you will be pleased with the variety and quality of the exhibitors at our trade show.

**"Managing Information for Profit"** is the convention theme. Please see the educational profile on page three for detailed description of the educational sessions scheduled for Friday and Saturday mornings.

One of the main reasons for attending these conventions is to network with other people who are encountering the same challenges you are facing and then learn how to improve the operation of your company. Our social events offer many opportunities for networking. Here is a brief outline of the social activities.

*Thursday* morning is our golf tournament and in the evening, we have our "Kick Off" dinner at the Living World Exhibit at the St. Louis Zoo.

*Friday* morning optional tour "Discover St. Louis" guided tour of the city and area attractions. After the trade show is the "Dinner with the Exhibitors" and our famous charity auction. All proceeds go this year to Multiple Sclerosis Association.

*Saturday* evening dinner will be an interactive comedy murder mystery called "Casablanca Revisited". We promise some good food and lots of laughs.

St. Louis is a very convenient location for travel. It has a large airport with direct flights through out the country. It is located in the heart of the newly formed CRA region and for many of you would be a relatively short drive on the interstate highway network. To find out what is new in the industry, how your peers are dealing with economic conditions and to have a good time; come join us in St. Louis.

**Ralph Wasik**  
CRA President 2003

It's not too late to register and come to St. Louis. Just complete the registration form and mail with your check. **The CRA offers the Best Bang for your Convention Buck.** Full Convention details are posted on the web site [www.cra1.org](http://www.cra1.org) or call Shirley at 630-351-2202.



## I Need Your Help!!

I'll be giving a presentation at the CRA convention in St. Louis revealing the results of an online plan room survey. Please visit <http://www.reproinfo.com> to take this very short survey. I am requesting companies to fill out the survey **only once** so that I can get accurate results. If you have already filled out the survey, thank you; if not, please take a few minutes to do so. If you have any questions please feel free to email me at [john@offblue.com](mailto:john@offblue.com)

Thanks, **John Marquardt**

# Charity Auction

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CRA will once again be holding a **LIVE CHARITY AUCTION** at this year's convention in St. Louis, MO, on Friday evening. This charity auction has become a tradition since 1989 and has contributed thousands of generous dollars to the designated charity of the sitting president. Last year \$5800.00 was donated to the Alzheimer's Association. This year the president's designated charity is the Multiple Sclerosis Association.

If you have attended this event you know that it is a Blast! and you know we are in for a fun time. So, please bring your items, "BIG & small" and plan to participate in this year's event. We will be gathering the items in the hospitality suite on Thursday or bring them to the dinner on Friday evening.

Please contact me at philhudson@hudsonsonline.com or 940-723-0591 to let me know that you are planning to bring an item. If you would prefer to send a check as a donation, please let me know and I will be glad to do the shopping for you. Make checks payable to the CRA and mail to Hudson Blueprint, 1007 Fifth St, Wichita Falls, TX 76301. I would appreciate receiving the checks by *September 1<sup>st</sup>*.

Thank you for your past generosity and we look forward to seeing you at *Dinner and the Auction* on Friday night, September 19, 2003.

**Phil Hudson**  
Vice President

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## C R A SPECIAL SHIRT OFFER

Just in time for the September Convention. Be one of the first to have the NEW CRA Sport/Golf style shirts.

These sharp looking 100% cotton pique shirts are beige with black and white jacquard racing stripes on the collar and cuffs. The full color CRA logo is embroidered on the left side. Sizes available are L (limited number available), XL, XXL



Cost only \$23.00 per shirt plus shipping. To place your order call Shirley at 630-351-2202 or e mail [shirleyzawoyski@sbcglobal.net](mailto:shirleyzawoyski@sbcglobal.net) or fax the following form to 630-351-9824

The shirts can be picked up on Thursday or Friday at the Registration desk at the Convention in St. Louis, or we can mail them for an extra fee. We will accept check or cash

### CRA GOLF SHIRT ORDER FORM

NAME \_\_\_\_\_ PHONE \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 E MAIL FOR CONFIRMATION \_\_\_\_\_

I want to order \_\_\_L\_\_\_XL\_\_\_XXL for a total of \_\_\_\_\_ shirts @ 23.00 each  
 Total for shirts \_\_\_\_\_  
 Shipping & Handling charge \$4.00 \_\_\_\_\_  
 Total \_\_\_\_\_

\_\_\_ I will pick up the shirt at the convention, OR \_\_\_ mail my shirt to the above address.

## **GOLF TOURNAMENT**

Thursday's morning golf still has opening for anyone who would like to take advantage of a beautiful September day and play a round of golf. \$125.00 covers golf, transportation, lunch and some surprises. Contact Elmer Rhodes at 314-421-5141 or [e-rhodes@cds-stl.com](mailto:e-rhodes@cds-stl.com) to register. Registration forms can be found on the web site.

**VENDORS** - We are still looking for hole sponsors...contact Elmer at 314-421-5141 or Jeff Barthol at 888-523-4448 for details.

## **EDUCATION IS WORTH... THE TIME AND MONEY**

Every year when I decided if I would attend one of the many trade conventions and tried to justify the cost in time and money, I often had difficulty putting value on the trip. The education sessions were always the biggest thing to consider. This year the CRA has a lineup for educational sessions that should make the decision easy based on their value alone. *Managing Information for Profit* is this year's theme. Five prominent industry leaders will address topics important to the way we run our businesses. Plus a panel discussion of our peers will discuss what is in the future for our industry. Just attending one session will be worth the price of admission; attending all six presentations can more than pay for your trip. The following is a short outline of what the educational sessions will be, consider these and then book your spot at the convention for a great value. *The CRA offers the "Best Band for Your Convention/Trade Show Buck"*.

**DENNIS GUILLETTE**, OCE USA, Inc. "**Organizational Quality Improvement Actions in the 21<sup>st</sup> Century**"

We all go through the formation of a mission statement and setting of goals. What gets difficult is the implementation of those goals in our organization. Dennis's presentation will provide us with principles that can be applied to our businesses for reaching those goals, i.e. Ways to improve your productivity and quality of work. Dennis comes with a high degree of expertise in the Customer Support and Quality Management Fields and we will all gain information from his presentation that we can apply to our businesses.

**JOHN MARQUARDT**, IT Consultant and Author "**What Repro Shops are Saying About 'Their' Plan Rooms.**"  
**Plan Room Survey Results**

Ever wonder how other Reprographers are doing with their Plan Rooms? How is this new technology helping or challenging the way we do business? For one reason or another a repro shop purchased a particular plan room. It is not our concern which plan room was chosen, rather how is the concept working for you. IRgA presenter John Marquardt will survey many shops using various plan rooms and reveal his findings in a comprehensive presentation.

**SATHY "MOHAN" CHANDRAMOHAN**, A R C "**National/Global Economics and the Reprographics Industry**"

Is there a connection? The relationship between investments, jobs, and commercial construction as well as the affects of tax policy and government spending. Mohan's expertise is in economics. He has a good handle on where the economy is going, but for the small businessman, the future is hard to see these days. Come and hear Mohan's analysis of the economy and future probabilities along with how this will effect your business now and in the futures. A future that is more foggy and difficult to prepare for than ever before. There simply isn't anyone involved in this industry at any level that can offer this kind of involved analysis. You do not want to miss this presentation. There will be time for questions at the end of the presentation.

**JOHN C. CRONIN III**, PLP Digital Systems "**A Reprographer's Roadmap for the Next Decade**"

John's presentation will discuss wide format reprography from the following perspectives:

- ❖ History- Where the industry got its start, and how it grew to be a profitable endeavor for so many.
- ❖ Where we are now - Current trends, most significant challenges to success, fears of reprographers.
- ❖ Where the industry is heading on its own, where it will be in five to ten years without intervention.
- ❖ Where we will be with the help of new technology and new vision, this is where the market will be in 5-10 years, exceeding the hopes and dreams of many in the business today.

Participants will catch a new vision for what their business can be if they begin thinking about it differently and step out with an eye to the future. They will learn how to evaluate current trends and use them to take advantage of today's and tomorrow's market opportunities.

**LARRY HUNT** –Larry Hunt Publications "**The Keys to Success in Copying**"

Copying can be a very good profit center for those who understand this growing and changing business. In this session, Larry will show you how to make good profits by: keeping up with the changing marketplace, cost justifying new equipment, buying the right equipment at the right price, deciding on the right length of lease, developing solid profit and loss models for your equipment, and much more.

If copying is part of your growth plans, and it definitely should be, you won't want to miss this very informative session.

Panel Discussion "**What's Next for Our Industry?**"

A Panel of Industry Leaders will discuss what they see as the next big thing(s) for the Reprography Industry.

*BONUS-The CRA has the largest regional tradeshow of its kind. Below is a list of the exhibitors who will be occupying the 50 booths in the exhibit hall. If you missed going to Vancouver for the IRgA, don't miss the CRA trade show. Come see what these exhibitors have to offer our industry.*

Acordia	MV Software
Business Management Software, Inc	National Coating, Inc
Charrette/Superior Foamboards Corp	OCE USA WFPS & Imaging Supplies
CONTEX/Crowell Automated Design	Paradigm Imaging Group
Cylix Inc	Plan Express, Inc.
Dietzgen, a Division of Nashua Corp.	Plan Well
DIGITAL ES	PLP Digital Systems
Digital Source Software	Primeline Reprographics Inc./Weber Valentine
Drytac Corporation	Repro Max
EZ Track Solutions, Inc.	Ricoh Corp
FDC Corporation	Safco Products Co
Image Products of CA	Spicer Corporation
InteliCoat Technologies/Azon	Technical Imaging Products
KIP America	The PEiR Group
Kyocera Mita America	Thoroughbred Software International Inc.
Michlin Products Corp	TST/Impreso, Inc
Millennium Leasing & Financial Services	Universal Blueprint Paper Co.
Modern Reprographics Magazine	US Reprographics Network
MultiMedia Converting, Inc.	Xerox
Roth + Weber GmbH/ Meteor Siegen	Technesis, Inc.
e Distribution	

## Education, exhibits, and Networking Opportunities

Are all-available at the CRA Convention in St. Louis, September 18-20, 2003.

**You Cannot Afford to Miss this Convention.**

***[www.cra1.org](http://www.cra1.org) for complete convention details.***