

NCRA

North Central Reprographic Association



PRESIDENT SPEAKS...

Mark your calendars now for the 2001 NCRA Conference and Trade Show!..... September 6-8, 2001. We are looking East for our next convention. After our fantastic resort location at Branson, we are planning our next convention for a city location. And we have some surprises in store. Our convention site measures up to the grandeur of Branson and offers easy access from the airport, an excellent exhibit hall, fantastic dining and entertainment opportunities. In addition we are planning important and timely business education programs.

Here are some early details:

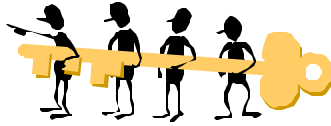
- ?? The AAA rated hotel is a GEM, featuring luxury accommodations and exceptional service. It features the Sans Souci Restaurant (Four Diamonds) cuisine inspired by France, Italy, Spain and Morrocco. The Brasserie features breakfast, lunch and a lighter popular menu. Then there is the Lobby Court Bar for after dinner drinks. If I had to pick one word to describe this facility it would be ELEGANT!
- ?? Next door to the Hotel is the *Avenue at Tower City Center*. It is the recently renovated train station offering loads of shopping and entertainment.
- ?? Other attractions include the Great Lakes Science Center, the Flats waterfront entertainment district, the Playhouse Square theater district, Jacobs Field, and Gund Arena sports and entertainment facility. Oh, don't forget the Rock and Roll Hall of Fame and Museum! We are planning some great activities around these attractions.
- ?? Business programs will follow the current trends we see in our industry. We will be featuring some excellent educational sessions for middle and top management personnel. Included are digital hands on training sessions.
- ?? Lastly, once you arrive at the airport you will not have to step outside unless you care to do so. Everything from the airport to the hotel is easy access and enclosed. Sounds too good to be true?

More details will be published in future newsletters and as we approach convention time. For now, mark your calendars and look east for our next convention. Did I forget to mention the location? No I simply saved that for last. All of the great things mentioned above are happening at the Renaissance Hotel in Cleveland Ohio. Don't miss out on the 2001 Convention.

Joseph Cushing, NCRA President.....Shirley Zawoyski, Administrative Assistant

NCRA CONFERENCE
Renaissance Cleveland Hotel
Cleveland, Ohio September 6-8, 2001

Three Keys To Business Relationships



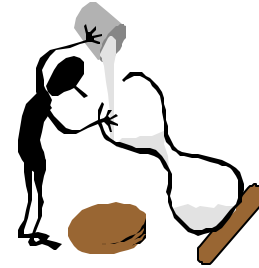
One of the most valuable assets of a business isn't found on the balance sheet. It's not in equipment, land or even cash. So what is it? Don't overlook the importance of the business relationships you have developed over the years.

There are three basic principles for establishing and maintaining business relationships.

- ? ? A relationship should be a two-way street. It is implicit that there are obligations for both parties. When a relationship becomes one-sided, it is inevitable that it will fall apart.
- ? ? Every business is trying to make a profit. Both sides must recognize that fact and take it into consideration.
- ? ? Lasting relationships are built on mutual respect. Threat your valued clients or customers the way you would like to be treated yourself.

Expand your horizons, meet people and make new friends, and get more out of your NCRA Association by volunteering to help out at our convention. We are looking for people to help on various committees. So, if you have an interest, give us a call and we will match your interests to one of our committees. Call 630-351-2202 or e-mail to imidmr@enteract.com

Make Time for Cleveland...



Help! I told Shirley Zawoyski that I'd write this article, but my week has been a bear! We have a new sales and management compensation program for January 1st, and I've been spending my time meeting with people and working with the business office. I'm looking for great pricing on a color machine to meet a new customer's turn-around needs. We have a couple of big FM bids going on, our workload has picked up substantially since the holidays, I have 10 phone messages to return, and I'm about 20 messages behind on responding to e-mail!

How hectic has your week been? You're busy? You have too much to do? That's why it's absolutely essential that you come to Cleveland in September for the NCRA convention!

Staying on top of trends and technology is one of the most important aspects of our jobs. Even though it seems like there's never enough time to get everything done at work and home, it's crucial to keep learning about our industry and the new products out there.

The NCRA consistently has some of the best educational programs in the reprographics industry. Last year, in Branson, Dann Nelson of Decatur Blue put together a great program. We talked about The Future of Reprographics, Facilities Management, Hiring and Maintaining Employees, and Digital Plan Rooms. These sessions were worth every minute I spent in them.

As the Business Program Chair for the 2001 Convention, I look forward to hearing about ideas for our business programs from as many of you as possible. This year, we want to extend our educational programs to include sessions for vendors and mid-level managers. I will be sending out a survey about educational programs to our membership within the next few months. In the meantime, I'm looking for some great ideas for our educational programs. Feel free to call me at (612) 374-1129, or e-mail me at tracya@albinson.com.

The 2001 NCRA Convention will be a great opportunity to share some of the things that you do well, learn more about what other companies in our region are doing, see what's up with our hard-working vendors, and stay at least a half-step in front of your customers. I can't wait to see everyone in Cleveland!

Tracy Albinson

IT'S TIME FOR CHANGE...

Well we have finished the first month of a New Year. It's strange how quickly time passes. I was telling our managers the other day that at my age, 44, we only have 20 or more year-ends to do. Doesn't sound like much does it? Having been at Western Blue for 20 years already I have been around the block, several times. As our companies have gone digital, or in the process its important to view the future and how it affects all of us. Printing costs continually get shot at while architects routinely pick the most expensive marble or carpeting, which dwarfs our bill to them.

It's time to change that. Online storage is here. It's a tool. It's a tool your customers will want you to have. Successful online solutions will further tie your customers to you, an important aspect of our new business. Here's the rub, online storage will tie into printing dollars, no doubt in my mind, however, selling storage requires



selling. In a meeting I had in early January I discussed with one of the largest online storage firms that selling storage is like selling insurance, you have to show them why its important, and how they can pay for it. Our customers businesses are running, so why change Well my fellow" why do I do this for a living" people that's our job. To show them the way, train their employee's to use it, and practice what we preach. In a year there will only be a handful of storage firms left, those that understand and appreciate the fulfillment roles that reprographic firms occupy. Online storage of documents is an absolute part of our futures, at the same time we are the ones who can print and deliver. That is our strength our hammer, no other printing

industry has in place the print and delivery systems we do. Have faith in your business as it changes. Change is good, be creative or surround yourself with creative minds, our industry will lead the way in digital printing. As we work together other industries understand our strength, since we have quietly never flexed our muscles, well our days of being quiet are over, and we need to command our future, our future that is today.

Kevin Rowe
NCRA Past President

IRgA - REPROGRAPHICS 2001: The Future of Document Solutions, will be held May 2-5, 2001 in Minneapolis, MN, and promises to reach new heights in showcasing innovative technologies and expanded product lines. A premier trade event, the IRgA convention targets the wide-format digital imaging industry. Call 800-833-4742 for more information. or IRgA.com web site.



A very special NCRA **THANK YOU** to Ralph Wasik of Rapids Reproduction, Inc. for printing the NCRA Newsletter for the past year. We have enjoyed working with your staff and appreciate your generous contribution.

Enclosed with this newsletter is a contact list of the NCRA Officers and Board of Directors for 2001. Please keep this sheet handy for easy reference during the year.

NEW BOARD MEMBER



Tom McNew started in the business of “making prints” at the ripe old age of seven. Back then Reprographers (then called blueprinters) worked until 1:00 pmon Saturdays. If he behaved himself during the week, Tom was rewarded with the chance to go to work with his dad and help run the big Brunning blueprint machine. His job was to watch the ball in the ammonia glass. Graduation from Oklahoma State University and a short stint with Uncle Sam’s finest found McNew working in the office systems industry. Tom started his own business in 1976 selling typewriters ribbons, carbon paper and some new fangled stuff called toner that was used in something called a “plain paper copier.” This lead to the development of a series of patents dealing with the ability to copy oil well logs on prefolded paper. Which, in turn lead to several wide format copier dealerships and gainful employment in the used reprographic equipment business. Tom's companies have evolved over the years and he is presently President of Digital Engineering Supply in Oklahoma, a major supplier to the graphics and reprographics industry.

EXHIBITORS CORNER...

Booth Sales for the NCRA 2001 Convention and Trade Show indicate a fast start toward a “Sold Out” Show. Register early to take advantage of this opportunity to meet with the NCRA Membership and the industries leading Vendors. The NCRA Convention and Trade Show is a New Technology Forum combining Business Programs designed to stimulate growth and a Trade Show with exciting new products.

The Business Programs for the 2001 Convention and Trade Show will be some of the most exciting in recent history. It is a little early to reveal exactly what will be available, but market strategies coupled with hands-on training by the guys who “wrote the book” will be there. Our industry is changing rapidly as the acceleration of e-commerce alters the landscape daily. The Membership of the NCRA invites all past Exhibitors to return for the 2001 Trade Show to strengthen the relationships that will guide business in the future.

The NCRA 2001 Convention and Trade Show will be held at the Renaissance Hotel in historic downtown Cleveland, Ohio. This is a centrally located hotel making it easy to visit the Rock and Roll Hall of fame as well as unique dining and shopping opportunities. You can get to the Renaissance Hotel from Hopkins International Airport for only \$1.50 without setting foot outside. Details will be provided later.

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-year history. Register now to insure your investment in the future pays dividends.

See you in Cleveland “ Let’s Rock and Roll with the NCRA”

Ed Turner, Senior Vendor Director



The end...