



1601 S. Indian Hill Drive, Roselle, IL 60172

[www.serepro.com](http://www.serepro.com)

February, 2008 Newsletter

## Mark your calendars for the 2008 SRA/ERRA Joint Convention November 12-14, 2008



This year's convention will be held at the Hilton Daytona Beach Oceanfront Resort on November 12-14, 2008. We are very pleased to have the Eastern Regional Reprographics Association join us again this year. We all made new friends and decided to further our relationships again.



On November 12, Wednesday we are bringing back golfing to the convention. This event will be held at the LPGA International Golf Course in Daytona Beach. A keynote speaker will be Wednesday evening along with dinner.

November 13 will include educational sessions. Our goal is to continue to upgrade these sessions in order to benefit all of us in our own businesses. In the afternoon we will board a bus and head for the Daytona Speedway. They are offering tours and a very nice dinner in the Bill Franz Room. If you have never been to the Daytona Speedway, you won't want to miss out.



Friday will consist of additional educational programs in the morning and trade show exhibits in the afternoon. For the evening there will be dinner at the hotel along with an auction benefiting the "Wounded Warrior Project". We hope to exceed our donation of last year of over \$23,000. This is truly a wonderful venue to really help our wounded soldiers who have sacrificed for our freedom.



You will not want to miss this fantastic convention accompanied with sunshine, beach, friends and a great time for all.

*Linda Maynard*  
2008 SRA President

## **The 2007 SRA/ERRA Joint Convention is now history.**

As the SRA 2007 President, one of my goals was to improve the association by delivering more value to our members. We also embraced the idea of conducting a joint convention with the ERRA. I am happy to report that attendee's feedback is encouraging. Without question the success of the 2007 convention held in Louisville, Kentucky is due to the hard work and dedication of the Boards of Directors from both associations.



The # 1 priority on the '07 convention "to do list" was educational programs. Education chairman Mike Cully (ERRA) did an outstanding job in organizing what proved to be an outstanding educational program. Leading off the educational programs was Vince Lombardi Jr. with his hard hitting, dedicated approach to being successful. Four educational programs, presented by professional reprographers, proved to be extremely valuable to attendees.



The presenters included:

- Bob Roperti, Jiffy Reprographics, and Todd More, IT Plus Advanced Technologies (*Charging for Things Other than Printing*),
- Ken Sandlin, A&E–The Graphics Complex (*BIM-What Dose it Mean to the Reprographer*),
- John Cronin, PLP (*Operational Efficiency and Workflow*),
- Kristin Young, MBC Precision Imaging, and Dennis Dillon, Reprographic Technologies (*Proper Training, Understanding and Managing Your Sales Force*)

*Note: 97% of the post convention survey respondents rated the educational sessions as Good to Excellent. 95% stated that they would be able to use this information in their business.*



Along with education, more effort was placed on Trade Show Exhibits. This year 37 nationally known exhibitors occupied 40 booths. All available floor space was "SOLD OUT". A special thanks to our supplier directors Clint Lott (Precision Paper) and David Gillman (Image



Products of California) for their efforts in making the trade show a success.

A special thanks also to Mike Carter and the Corporate Sponsors that supported this year's convention. The following companies sponsored convention events: Oce North America, KIP America, PLP Digital Systems, Drytac Corporation, Xerox Corporation, Planwell, Canon USA, and Seiko-I Infotech. To all the exhibitors, the association's members thank you for your participation and sponsorships. We ask all members to remember these fine companies when it comes time to fill your printing, supply and equipment needs.



All work and no play makes for a very dull time. Networking Events, as we call them, are the perfect time for reprographers and exhibitors to meet, greet and get to know one another. The "Dine Around Town" Cocktail Reception is new. Given that so much time is spent in the convention hotel, the attendees had an opportunity to see a little of the host city. This was perceived as the perfect time for individuals to gather and then go see what Louisville was all about. Some of our suppliers used this time to meet with prospects over dinner. The response to the cocktail reception was very good and we will attempt to allow for this kind of event in scheduling future convention events.





“A Day at the Races” at Churchill Downs, sponsored by Oce USA, proved to be the perfect setting for networking. More than 150 people attended this event and experienced horse racing at America’s most

prestigious race course. The featured race was the “OCE CUP” and, yes, several folks picked the winning horse. Viewing races from the Stakes Room and enjoying the excellent food service will long be remembered.

The 2007 Convention added another new event, the first ever *Charity Auction*.

As I considered a beneficiary for this event, I was reminded of the brave men and women serving our county. Seriously wounded soldiers are immediately evacuated from the battlefield in just the clothes they are wearing. While they are attended to medically, their personal gear is left behind. Step in the Wounded Warrior Project (WWP)! The WWP prepares a personal back pack filled with all kinds of personal items, and gives this to the service person. Beyond that, the WWP helps with rehabilitation by organizing events that encourages the participation of the wounded warrior. The WWP also helps relatives with transportation and lodging to visit their loved ones during hospital stays. The WWP is worthy of your support. (For more information on this fine organization go to [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org).)

Given the charity auction was the first ever event of its kind for the SRA, my expectations were very modest. Boy was I surprised! Dottie Carter (SRA) volunteered to head up this event by soliciting items for auction. Mike Cully (ERRA) volunteered to be the auctioneer. Thanks to their efforts, and the many folks that helped with auction proceedings that night, and the very generous bidding for the donated gifts more that \$23,000 was

raised and donated to the WWP. What a heart-warming experience this was. So again, my heart felt thanks to all of you that made this event an outstanding success.



The new format in scheduling was to hold the convention during the week and end on Friday night instead of Saturday afternoon. We stuck our neck out on this one but the schedule change was well received. On the post convention survey, the reprographer’s responses were that 89% liked the change, and 68% of the exhibitors liked the change. The 2008 Convention schedule format will be similar.

**The 2006-2007 SRA Service Award** was presented to Dottie Carter of Lynn Imaging at the 2007 convention in Louisville. The Service Award was established to recognize those persons who have contributed long-term faithful service and support to the SRA and the reprographic industry. Dottie works for Lynn Imaging in Lexington, Kentucky. She has been active in the reprographics industry and has served the SRA in various positions over the years. She chaired the charity auction for the 2007 convention. Thank you and Congratulations Dottie!!



Charlie Hackworth has served on the SRA Board of Directors for many, many years. He was President in 1982, and has been Treasurer for the past 12 years. Charlie has been a valuable asset to the board and has been an invaluable source of information to the directors and the presidents over the years. The 2007 year was the end of his official “on the board” status however if asked, I am sure he will be willing to offer assistance when called upon. Charlie was presented with a special gift as thank you for the many years he served the members of the association.

Your '07 Board of Directors had more than a full plate this year. The SRA made a serious attempt to improve communications. Here is a brief list of accomplishments:

- Two pre convention “e-newsletters”
- Pre-convention e-surveys on Reprographer’s Planrooms
- Post Convention e-surveys for reprographer and exhibitor attendees
- Mini e-mail reminder blasts
- More information about convention activity was included in the convention mailing and included on the web site
- The web site was enhanced
- On-Site convention registration was streamlined and attendees responded very positively in our post convention surveys to this. (*97% of the respondents said they liked the on site registration process*)
- A Convention Program Book was published for attendees

Change is never easy but as we learned from Vince Lombardi’s presentation, “The company or association that fails to change and stay with the times is doomed for failure.” Great progress was made this year and the SRA will continue to improve and strive always to meet the needs of its members. The improvements listed above would not have been possible without the experience and assistance of Shirley Zawoyski who was hired this year as the SRA Executive Director. Well done, Shirley!

The 2008 Convention is in the planning stages now and I encourage you to tell your friends in the industry to join us in Daytona Beach, Florida on November 12-14, 2008. The SRA board is committed to another outstanding convention program. Linda Maynard, 2008 SRA President, has devoted many years of service to the organization and knows our industry well. We look forward to her leadership this year.

In closing, I want to say how much I enjoyed being the President of the SRA for 2007. Getting to work with so many terrific people and seeing the collective efforts yield such great results was truly a gratifying experience. Thanks again to all.

*Glenn Norvell*  
2007 SRA President



## **Dottie Carter of Lynn Imaging SRA Service Award Recipient**

The 2006-2007 SRA Service Award was presented to Dottie Carter of Lynn Imaging at the 2007 convention in Louisville. The Service Award was established to recognize those persons who have contributed long-term faithful service and support to the SRA and the reprographic industry. Dottie has worked for over thirty-five years at Lynn Imaging in Lexington, Kentucky. Dottie knows no strangers and, if you have been around the SRA or the IRgA for very long, you probably know Dottie. She has served the SRA in board meetings, convention planning, registration, and other areas, and has always been available to assist when and where the need arises. Dottie served as chair of the charity auction for the 2007 convention. The auction raised over \$23,000 for the Wounded Warrior Project. While Dottie's husband, Mike, has served the industry as president of both the SRA and the IRgA, he is the first to admit that his personal effectiveness is due in large part to the support and assistance of Dottie. Whether it is in chairing a project or serving as a participant, Dottie gets things done. And she reminds us that serving is the highest form of leadership. Congratulations Dottie, and thank you!

### ***Tentative 2008 Convention Schedule***

#### ***Wednesday, November 12, 2008***

Golf Outing at LPGA International Golf Course  
Registration Open  
Welcoming Cocktail Reception  
Dinner with Keynote Speaker

#### ***Thursday, November 13, 2008***

Registration Open  
Continental Breakfast and Educational Programs  
ERRA and SRA Annual Business Meetings  
(Afternoon free time)  
Exhibit booth set up  
Daytona Speedway Tours and Dinner

#### ***Friday, November 14, 2008***

Registration  
Exhibit booth set up continues  
Continental Breakfast and Educational Programs  
Lunch  
Exhibits Open  
Cocktail Reception and Dinner, Charity Auction

### ***Check out the SRA web site...***

#### **SRA web site**

#### **[www.serepro.com](http://www.serepro.com) has:**

- Latest information on the 2008 Joint Convention
- Pictures from the 2007 Convention
- Handouts from the 2007 educational programs are available for downloading
- Results from the Reprographers Electronic Planroom Survey
- Detailed 2008 Convention Schedule
- Hilton Daytona Beach Oceanfront Hotel Room Reservation Instructions
- Daytona Speedway Information
- Links to 2007 Convention Sponsors
- 2007 Exhibitors
- 2008 Exhibit Booth Registration Information
- Membership listing

# THANK YOU TO THE 2007 SPONSORS

## Convention Sponsors

OCÉ NORTH AMERICA  
PLP DIGITAL SYSTEMS  
DRYTAC CORPORATION  
XEROX CORPORATION

KIP AMERICA  
CANON USA  
PLANWELL  
SEIKO-I INFOTECH

## Trade Show Sponsors

OCÉ NORTH AMERICA  
PRECISION PAPER COMPANY  
E DISTRIBUTION  
IMAGE PRODUCTS OF CA  
UNIVERSAL MEDIA SOLUTIONS  
BUSINESS MANAGEMENT  
SOFTWARE

KIP AMERICA  
CYLIX, INC.  
PLP DIGITAL SYSTEMS  
XEROX CORP  
JUST DIGITAL

## PEOPLE YOU SHOULD KNOW!!

## Newly Elected to the SRA Board



**SRA Secretary**  
**Fred Riddell**  
**Georgia Blue**  
**[Friddell@gablue.com](mailto:Friddell@gablue.com)**

Fred has belonged to and supported the SRA, WRA, CRA and the Mid South as well as the IRgA and now he is happy to be back in the SRA. He has been in the industry for 34 years. Served as Vendor Director of the Mid South in 1989, 90, & 91. The Mid South was his primary association, having joined in 1979 after moving to Dallas, Texas. The people in these associations are considered to be family. Fred is a Vietnam Veteran and attended Georgia State University on the GI Bill. He has worked for the GAF Corporation in various positions from 1973 – 1984; Genigraphics Sales Representative 1984 -85; American Supply Co. General Manager – 1985; Teledyne Post (Post & Company) Vice President 1985 – 1994; Universal Blueprint Paper Co. Vice President General Manager 1994 – 2002, ARC/Ridgway’s Southern Division, Vice President Acquisitions 2002 – 2006, Georgia Blue QRS Vice President Operations 2006 – present. Fred says “It has been a great experience to be in this industry and meet all the people over the years; it truly has been like our extended family.” Fred is happy to be back and anxious to serve the SRA membership.



**Supplier Director (2007-2009)**  
**Jim Goodman**  
**Dietzgen Division of Nashua**  
**[jgoodman@nashua.com](mailto:jgoodman@nashua.com)**

Being part of the reprographics industry has been Jim’s good fortune for over 28 years. He began his career in Chicago in 1979 when he joined James River Graphics selling wide format vellums and films throughout a six state territory. In 1985 he was relocated by James River to Dallas, TX with similar responsibilities in the mid-south region. In 1995, he joined the Azon Corporation and was moved to Atlanta. Currently, Jim is the Southeast Account Manager for Dietzgen, Division of Nashua Corporation.

Living and working in different regions of the country has given Jim the opportunity to meet and become friends with many other reprographics people throughout the U.S. As products and applications have evolved, Jim’s experience has allowed him to build strong relationships and become a valuable asset to his customers.

Jim has been a member of the NCRA, the Mid-South, and the SRA. He has previously served on the Board of the SRA and in 2003 received the SRA Service Award. The Board is happy to have Jim back serving as Supplier Director.

# Southeastern Reprographic Association 2008 Officers

## President

Linda Maynard  
Art Systems of Florida, Inc.  
1740 State Road 438, Suite 124  
Winter Park, FL 32792

Phone 407-679-4700  
Fax 407-679-4888  
e mail [Linda@artsystemsfl.com](mailto:Linda@artsystemsfl.com)

## Secretary

Fred Riddell  
Georgia Blue  
2001 Westside Parkway, Ste 100  
Alpharetta, Ga 30004

Phone 770-664-5222  
E mail [friddell@gablue.com](mailto:friddell@gablue.com)

## Supplier Director (2006-2008)

David Gilman  
Image Products of California  
1891 North Delilah St  
Corona, CA 92879

Phone 951-817-9100  
Fax 951-817-9200  
E mail [david@imageproducts.com](mailto:david@imageproducts.com)

## First Vice President

Shirley Crowder  
Tuscaloosa Blueprint  
1926 University Blvd  
Tuscaloosa, AL 35401

Phone 205-752-9825  
E mail [shirley@tuscablue.com](mailto:shirley@tuscablue.com)

## Treasurer

Larry Condon  
Charleston Blueprint Co  
999 Morrison Drive  
Charleston, SC 29403

Phone 843-722-1617  
Fax 843-577-9474  
E mail [lcondon@chasblue.com](mailto:lcondon@chasblue.com)

## Supplier Director (2007-2009)

Jim Goodman  
Dietzgen Division of Nashua  
(Home address)  
7044 Hunters Ridge  
Woodstock, GA 30189

Phone 770-592-2264 (Home)  
Fax 770-592-2462  
E mail [jgoodman@nashua.com](mailto:jgoodman@nashua.com)

## Second Vice President

Brian Beck  
Capitol Blueprint Company & Supply  
1301 W. Capitol Ave  
Little Rock, AR 72203

Phone 501-376-2448  
E mail [brianb@capitolblue.com](mailto:brianb@capitolblue.com)

## Immediate Past President

Glenn Norvell  
Lynn Imaging  
328 Old Vine Street  
Lexington, KY 40507

Phone 859-226-5805  
Fax 859-252-4178  
E mail [norvell@lynnimaging.com](mailto:norvell@lynnimaging.com)

## Executive Director

Shirley Zawoyski  
Interline Marketing  
1601 S. Indian Hill Drive  
Roselle, IL 60172

Phone 630-351-2202  
Fax 630-351-9824  
E mail [shirleyzawoyski@sbcglobal.net](mailto:shirleyzawoyski@sbcglobal.net)

## *Reprographers Survey:*

The SRA/ERRA conducted a survey of reprographer's electronic planrooms. The survey solicited information as to "how reprographers charged for digital services" The information was then used in an educational session titled **Charging for Digital Services**. The Survey was conducted separately for both associations to measure any regional differences.

Here are a few brief comments with regard to the survey results:

1- The number of emails solicited and responses:

- 85 email surveys were sent to the ERRA with 27 responses (32% return)
- 80 were sent to SRA members with 24 responses.(30% return)

2- When asked about the amount of revenue generated by the planroom

- 52 % of the SRA members stated that revenues were 4% or less, 39 % of the respondents in the ERRA made the same claim
- 38% of the ERRA members claimed 5 to 10% revenue garnered, 13% made the same claim in the SRA
- 14 % of the ERRA respondents claimed 11 to 30% revenue, 7% made the same claim in the SRA.
- two respondents (13%) from the ERRA reported 30% or more of the revenue stream was from planroom services.

3-When asked about educating the customer on digital services:

- 68% of the ERRA respondents claimed to do one-on-one training; 40 % made the same claim in the SRA
- 64 % of the ERRA respondents claim to use educational handouts, 53% do the same in the SRA

The survey results are not scientific and serve as a snapshot of what some of your fellow reprographer think of their planrooms.

You can access the survey results by going to the SRA website and clicking on the 2007 Convention Educational Programs. The Survey Results are incorporated in the Power Point presentations under *Charging for Things Other than Printing* session. Please address any questions to Steve Zawoyski at [zevets@sbcglobal.net](mailto:zevets@sbcglobal.net) phone 630-351-2202



Join the IRgA in Las Vegas for the  
82nd Annual Convention and Trade Show,  
May 13-15, 2008!  
Registration is now open. For complete  
convention information go to [www.irga.com](http://www.irga.com)

*The End!!*