



P.O. Box 5037 Chesapeake, VA 23324 www.serepro.com May, 2007 Newsletter

A Revitalized SRA..... Delivering Value To Its Members....

The SRA Board of Directors is hard at work molding the SRA into a dynamic reprographic association that renders real value to its membership. This year is a benchmark year for our Association. Great progress is made in restructuring the convention format and you will see the result in Louisville.

You may be asking yourself, "So Why all the effort? In this day of instant internet communication and digital technology who needs a Regional Association?" That answer is...we all do.

Here is why:

1. Regional Associations supplement national organizations and can deal with issues on local levels.
2. Technology is moving faster than ever and advances exponentially. The impact of technology is profound and wrong decisions are very costly. We must face important issues and seek solutions together.
3. Technology continues to erode traditional revenue streams. How do we supplement, and/or create new revenue sources and continue to prosper.

Here is how the SRA Board of Directors looks at and plans to address these issues. There are no easy answers, just opportunities! If we face the future with optimism and are willing to work together through our association, we can all be more successful.

The SRA will provide the leadership role in this mission by:

- Presenting timely **Educational Programs** that address everyday business issues. The convention features four educational sessions that deal with charging for digital services, printing technology trends and operational efficiencies. You will not want to miss the keynote address by *Vince Lombardi, Jr.*
- Continuing with and enhancing the **Annual Trade Show**. Our vendors are an extremely valuable resource providing goods and services needed to run an efficient and profitable business. The Trade Show is the perfect venue to meet current and potentially new vendors.
- **Planned Social Events** that encourage meeting peers and **Networking** in a relaxed environment. Continual building and nurturing of industry relationships is a vital investment that pays dividends. This year make new contacts, strengthen relationships and have fun at the Day at the Races at *Churchill Downs* and the *Charity Auction*.
- **Improved communications**, with more frequent newsletters, advanced convention information, and timely educational articles.

As Reprographers we are all very aware of our finite resources. With this in mind, the SRA is dedicated to keep conventions cost low and deliver maximum value to its members. The Board of Directors take their responsibilities seriously and will do everything to make the SRA a successful association in which you can take pride and reap the benefits. There is one more element important for success and that is **YOU!** We need each other so, please mark your calendar for October 31, November 1, 2 and attend the *2007 Convention in Louisville*. The ERRA is joining us this year for the convention so that means our networking opportunities just got better.

As you read this newsletter you will see that the SRA is on the move and working for you. Please join us in going forward by becoming a member. Complete and return the enclosed membership application today to be part of the SRA.

Thank you for your support!

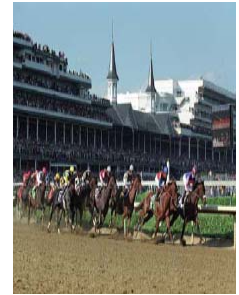
Regards,

Glenn Wyatt Norwell
2007 SRA President



The Convention City ...Louisville, KY

For many of us, our only association with Louisville has been the “Wide World of Sports” telecast of the Kentucky Derby at **Churchill Downs**. While this event draws worldwide attention to the city the first Saturday in May, there is a lot more to Louisville. Founded in 1778, the city is named for King Louis XVI in recognition of France’s aid during the Revolutionary War. Louisville’s location, at the Falls of the Ohio River, made it a prime location for industrial development. The introduction of the Steamboat in the early 1800’s followed by the construction of the Louisville and Nashville Railroad secured the city’s position as a major commercial center. The city went from being a Union base of

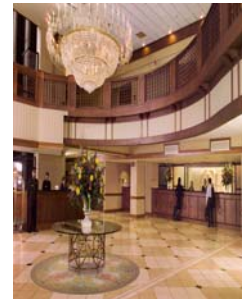


operations and military supply center during the Civil War to the home of the world’s largest distillery following the repeal of prohibition. During World War II, companies such as DuPont helped Louisville become one of the largest producers of synthetic rubber. Today, Louisville remains a center of commerce and is home to 120 unique attractions. The **Louisville Science Center** offers 150 interactive exhibits and activity stations for all ages as well as an IMAX® Theater. The **Speed Museum** is Kentucky’s oldest and largest art museum. The museum houses over 12,000 pieces in their permanent collection; ranging from ancient Egyptian to contemporary art. Currently, there are 1,300 animals exhibited in naturalistic and mixed animal settings at the 134 acre **Louisville Zoo**. Other attractions available to visitors include the **Kentucky Derby Museum**, the **Muhammad Ali Center**, the **Louisville Slugger Museum**, and **Six Flags Kentucky Kingdom**.

The Convention Site... The Galt House

The Galt House Hotel and Suites
140 North Fourth Street
Louisville, KY 40202
800-843-4258

The **Galt House Hotel and Suites** on the banks of the Ohio River is one of the largest hotels in the Southeast and Louisville’s only downtown waterfront hotel. The Galt House recently underwent a \$60 million dollar renovation resulting in the addition of a Conservatory linking the hotel’s two 25-story towers. The Galt House is located just seven miles from the airport and has all the amenities to make for a memorable stay. There are six full service restaurants and lounges and all 1,296 rooms have complimentary WiFi. All of the convention functions, with the exception of the outing to Churchill Downs, are in the Hotel. The **Day at the Races** outing at **Churchill Downs** is an event you will not want to miss. The hotel is within walking distance of 4th Street Live! the city’s dining & entertainment district, the Muhammad Ali Center, Louisville Slugger Plant and Museum, Louisville Science Center and more. For additional information on The Galt House Hotel and Suites go to www.galthouse.com.



Each individual attending the Convention is responsible for making their own reservations with the hotel. The Reservation Department can be reached at 800-843-4258 just mention to the Reservation Agent that you will be attending the Southeastern Reprographic Association Convention to obtain the group rate. To make reservations on line go to <http://www.galthouse.com> and click on “Reservations” put in the **SRA Group ID number 216438** click submit, check your dates and follow the directions for making reservations. You must provide a credit card for deposit for the first night’s charge for the room and tax at the time the reservation is made. The SRA has reserved a block of rooms at special rates. These *rooms will be held until September 21, 2007* after this date rooms might not be available. The Galt House Hotel cannot guarantee the special rate or availability of rooms for individuals that make

their reservations after the cut off date.

Single/Double (West Tower).....\$139.00
Single/Double (East Tower).....\$159.00*
*All rooms in the East Tower are suites.

MAKE HOTEL ROOM RESERVATIONS EARLY.

THE HOTEL HAS SEVERAL LARGE EVENTS GOING ON DURING OUR CONVENTION DATES. TO INSURE A ROOM AT THE GALT HOUSE MAKE ROOM RESERVATIONS NOW.



**2007 SRA and ERRA Joint Convention
Galt House Hotel and Suites, Louisville, KY
October 31–November 2, 2007**

TENTATIVE CONVENTION SCHEDULE

**WEDNESDAY,
OCTOBER 31, 2007**

EVENT

1:00 PM – 4:30 PM	Registration
6:00 PM	Registration
6:30 PM	Kick Off Dinner Keynote Speaker <i>Vince Lombardi, Jr.</i>

**THURSDAY,
NOVEMBER 1, 2007**

EVENT

7:30 AM	Registration
7:30 AM – 8:30 AM	Continental Breakfast
8:30 AM – 11:15 AM	Educational Programs
11:30 AM – 4:30 PM	Afternoon at CHURCHILL DOWNS <i>Day at the Races</i>
4:00 PM – 10:00 PM	Exhibit booth set up
6:00 PM – 7:00 PM	Cocktail Reception “Dine Around Town”

**FRIDAY,
NOVEMBER 2, 2007**

EVENT

7:00 AM – 12:00 PM	Exhibits booth set up continues
7:30 AM – 8:30 AM	Continental Breakfast
8:30 AM – 11:30 AM	Educational Programs
11:30 AM – 12:15 PM	SRA Annual Business Meeting
11:30 AM – 12:15 PM	ERRA Annual Business Meeting
12:15 PM – 1:00 PM	Lunch
1:00 PM – 5:30 PM	Exhibits Open
6:00 PM – 7:00 PM	Cocktail Reception
7:00 PM	Dinner and Charity Auction

This is a tentative schedule. Times and events may change.

Churchill Downs, home of the Kentucky Derby, is truly considered the greatest real estate in racing! The *Day at the Races*, **sponsored by OCE**, on Thursday, will be an event you will not want to miss. The elegantly appointed Stakes Private Dining Room will provide a magical setting for this special event. Convention attendees will have a three hour Finish Line Chef’s Table lunch buffet and will be able to watch the races from the private balcony overlooking the racetrack at the finish line.

Make time for a visit to the Kentucky Derby Museum. The museum features an award winning; Kentucky Derby film entitled “The Greatest Race.” Displayed on a 360 degree screen, the film places the viewer in the center of Derby Day action. There are many exhibits to see and explore. Want to be a jockey and ride in a race? You can, at one of the inactive exhibits in the museum. The recent renovations make it possible to bring more of the sights and sounds of the track to the museum facility. The SRA board has some surprises planned which should make this an afternoon attendees will talk about for days to come. Don’t miss the “*Day at the Races*”

If you have any questions about the SRA/ERRA Joint Convention, call Shirley at 630-351-2202 or shirleyzawoyski@sbcglobal.net

EXHIBITORS WANTED

A notable event at the 2007 Convention will be the **Tradeshow Exhibits** on Friday, November 2, 2007. The Convention is an excellent source for meeting new contacts in the Reprographics Industry as the ERRA and SRA will both be in attendance with the most influential reprographic business owners and decision makers.

The Exhibits will feature products, supplies and equipment from nationally know vendors. It will run for 4 ½ hours during which all exhibitors will be happy to show their products or services to the reprographic firms in attendance. This is an excellent opportunity to promote your products, support your associations and develop relationships in a relaxed and social environment. There are a limited number of spaces, so be sure to sign up immediately as spaces will fill quickly. Booth Registration Fee is only \$425 and the Membership Fee is \$125. Go to www.serepro.com for a booth registration form or contact me at 951-817-9100, e mail david@imageproducts.com or Shirley Zawoyski at 630-351-2202, e mail shirleyzawoyski@sbcglobal.net.

*David Gilman
Supplier Director*

Convention Keynote Speaker... Vince Lombardi, Jr.

Wednesday Evening Kick-Off Dinner October 31, 2007 features the son of the late Vincent T. Lombardi, remembered as one of the greatest football coaches in history. Vince's early years were spent in an atmosphere full of personal power and achievement.

Armed with honesty, integrity and authenticity, virtues he places above all others, Vince earned a law degree and maintained a private practice while serving in the Minnesota legislature.

Vince made the jump from law and politics to professional football in 1975 when he joined the fledgling Seattle Seahawks as an assistant to the General Manager. He went on to become Assistant Executive Director of the National Football League Management Council as a labor negotiator and later led two United States Football League teams as President and General Manager.



To each of these organizations Vince brought direction, enthusiasm, and the impetus to succeed. He has the remarkable ability to put people ahead of the organization, allowing each individual to do what he does best without losing sight of team goals. He gained a reputation for being tough, yet fair; uncompromising, yet supportive. The individual qualities and character of Vince Lombardi are exciting to witness.

It is an emotional uplift to watch and listen to Vince Lombardi as he weaves together his childhood experiences with his father and his adult experiences from law, politics and professional football.

Vince Lombardi's enthusiasm for growth, change and improved performance, blended with his strong personality and first-hand knowledge of his legendary father's leadership techniques makes for a dynamic presentation.

Vince Lombardi is ...

- a clear and powerful speaker who inspires his listeners to lasting positive growth and personal excellence.
- a compelling presenter who consistently brings new dimensions to the quality and quantity of life.
- a dynamic teacher who provides his audience with vital tools for improved performance.
- a man who conveys a deep belief in personal power.

Winning Is...

- choosing to change, to grow, excel personally and professionally.
- tapping your personal power.
- accessing the fount that all high performance people share.
- learning to paint your own picture of excellence.

Testimonials ...

"Your professional skill and knowledge contributed greatly to the overall value of our program, and provided significant 'take home' information that was both useful and timely." *American Bankers Association*

"Personally, it was interesting for me to note that during the rest of our meeting, members were relating to your presentation and to the terminology and thoughts which you presented." *National Life of Vermont*

"You captured our minds and hearts. You told meaningful stories without too much emphasis on sports. You gave us valuable insights and practical tools. And, you were the best prepared, most gracious speaker I've ever encountered." *Colorado Society of CPA's*

"Dinner and the Auction" **NEW THIS YEAR !!**

The SRA will hold a **CHARITY AUCTION** at the convention in Louisville, KY. The auction takes place after the Annual Industry Dinner on Friday evening. President Glenn Norvell has chosen a very special charity called the "Wounded Warrior Project". This charity assists the heroes of our armed forces who have been severely injured while serving our great country (www.woundedwarriorproject.org).

We encourage you to donate items, large and small to be auctioned off for this very worthy charity. Bring the items with you to the convention and drop them off in the hospitality room during registration on Wednesday afternoon, or bring them to the cocktail reception on Friday night.

Please contact me by phone at 859-255-1021 or by e-mail at dcarter@lynnimaging.com to let me know that you will 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 **SRA** and mail to **Dottie Carter at Lynn Imaging, 328 Old Vine Street, Lexington, KY 40507**. If you intend to send a check, I would appreciate receiving the checks *before October 20th*.

Thank you in advance for your generosity and I look forward to seeing you at "Dinner and the Auction" on Friday night, November 2, 2007.

We are always looking for volunteers, etc. to help with the auction, if you would like to help please let me know. If you have any questions, please call me or Renee Metts at 859-255-1021 or Shirley Zawoyski at 630-351-2202.

Thank you, *Dottie Carter*





The Board of Directors has recently retained the services of Shirley Zawoyski as the SRA Executive Director. She comes to us with many years of experience in the Reprographics Industry and in Trade Association Administration. Shirley brings us the consistent organizational knowledge and skills we believe we must have to serve you well, now and into the future. She is currently working on updating the master database and needs your correct information. Please complete the following and fax to 630-351-9824 or e mail the information to shirleyzawoyski@sbcglobal.net. This newsletter is the first step for improving communications within the SRA. We will be doing more communications via e mail and the web site www.serepro.com will be updated as information becomes available.

Company _____ Contact _____
Address _____ City _____ State _____ Zip _____
Phone _____ E mail Address _____
Additional contacts and E mail addresses _____

2007 SRA Membership Application

The SRA is a non-profit association of reprographers and digital printers. Membership in the SRA is available to firms engaged in the reprographic arts and allied industries. (*Reprographics is defined as the production of large and small format copies, either in color or monochrome, and encompasses technologies currently in use within the profession.*) Associate membership is available to manufacturers and suppliers to the industry.

Company _____
Address _____
City _____ State _____ ZIP _____ Phone _____
Primary contact person: _____ Title _____
FAX _____ E-Mail _____
Web site _____
Additional Company contacts: Name _____ E-Mail _____

***The SRA will publish digital newsletters during the year, with informative information for the members.
Please include e-mail addresses of associates so they can receive this newsletter.***

\$125.00 annual membership fee, return this form with your company check payable to SRA to the following address.

**Southeastern Reprographic Association
Attn: Charlie Hackworth
P.O. Box 5037, Chesapeake, VA 23324**