



1601 S. Indian Hill Drive, Roselle, IL 60172

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

May 2009 Newsletter

## Mark your calendars for the 2009 SRA/ERRA Joint Convention November 4-6, 2009



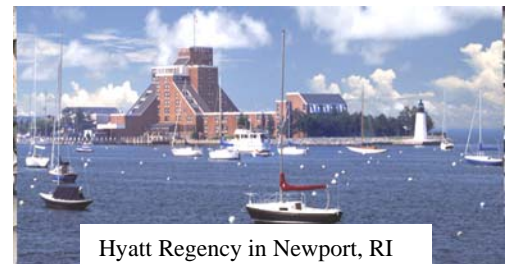
Greetings:

Spring is here and we are all looking forward to summer. The Directors of both the SRA and ERRA are hard at work planning the fall convention. As plans develop more details will be provided in timely newsletters, emails and posted on the SRA website. Here is a short run down of convention events.

Wednesday's program starts off with a welcoming cocktail reception followed by dinner and keynote address. Thursday begins first thing in the morning with educational sessions. Our goal is to continue to offer timely topics for the educational programs in order to benefit all of us and our businesses.



Newport RI is a beautiful seaside resort. Our convention site is the Hyatt Regency Hotel on Goat Island. It is a beautiful facility nestled within Narragansett Bay. The array of sailing vessels and pleasure craft add to the charm of this location. Add to this the turn of the century Newport Mansions and you have the makings for an **SRA Convention Adventure**.



Hyatt Regency in Newport, RI

I am pleased to report that the board has planned an exciting off site event for Thursday afternoon and evening, something that you don't want to miss. Thursday's outing is a **"Newport Mansion Crawl"** where we will visit three outstanding mansions. More details of this are on the following pages of this newsletter.



Friday will consist of additional educational programs in the morning and trade show exhibits in the afternoon. In the evening there will be dinner and the charity auction benefiting the "Wounded Warrior Project".

Please make sure you have renewed your membership for this year. The dues are only \$125 a year which is very reasonable compared to other association fees. SRA keeps the members informed of what is going on in the industry. One benefit of being an SRA member is that you have access to educational webinars co-sponsored with the IRgA. We cannot get enough educational venues for our employees. Our industry has changed so much in the last several years that we have to stay on top of things to stay in business.

The IRgA Convention is coming up next week, please stop by the SRA booth to say hello and find out more about what is happening this year with your association. Remember make plans to come to Newport, renew membership, and continue to work hard to keep our reprographic industry one of the best there is.



See you in Newport in November, '09.

*Shirley Crowder*  
2009 SRA President

## 2008 CONVENTION RECAP

The Hilton Daytona Beach, FL was the perfect location for the 2008 SRA/ERRA joint convention. Congratulations to Presidents Linda Maynard and Mike Cully, Executive Director Shirley Zawoyski, and the board of directors of both associations for having a very successful convention.

Bob Roperti, Golf Chairman, did a fantastic job coordinating the golf tournament at the LPGA. The weather was great, the course exceptional and everyone had a great time hitting the little white balls around the greens. Thanks to the tournament sponsors *Precision Paper Co., OCE North America, Dietzgen, Mutoh America.*

The Convention theme *Insight: Reprographics '09* was evident in the excellent educational programs organized by Kevin O'Keefe, Vice President of the ERRA.

Daniel Palmer of McGraw-Hill Construction, Keynote Speaker at Wednesday's opening dinner gave the attendees a realistic forecast for industry business for the upcoming year.

Thursday morning sessions by John Hirth of Selling Dynamics, presented new concepts in selling styles that sales people can adopt for selling in our changing industry.



Thursday afternoon was the trip to the Daytona International Speedway for a tour of the famous racing track. After the tour there was some fun and activities planned in the Daytona 500 eXperience. A good hearted competition and a battle for victory and the Kip Cup in stock car motion simulators had everyone cheering for their favorite driver. Cocktails and dinner followed upstairs in the Bill France Dining Room. Thanks to KIP America for sponsoring this wonderful event.

Friday morning started off with panel discussions by John Barberio of Ridgways, and Dennis Dillon of MBC Precision Imaging. The panelist discussed the selling and distribution of CDs and how to make the process profitable for the reprographers.

The second panel discussion was on "*How to make your online Planroom a profitable and successful part of your business.*" The panelists were Todd Moore, Sr. of Ridgways, Mike Carter of Lynn Imaging, and Bob Roperti of Jiffy Reprographics. These gentlemen gave us important insight into strategies to sell services through online planrooms.

After these thought provoking educational sessions, attendees moved onto the tradeshow exhibit hall for lunch. The exhibit hall was another sold out event thanks to the hard work of Jim Goodman and Steve Zawoyski. The attendees spent the afternoon visiting with the 37 exhibitors who were showcasing their products and services. Time spent in the exhibit hall allows the attendees and exhibitors to spend time discussing what new products and services are available for the reprographics industry. The SRA is very thankful for the support of their vendors.

A special thanks also to Mike Carter and the Corporate Sponsors that supported this convention. ***KIP America, Oce North 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.

The attendees at the convention in Daytona Beach experienced three days of great educational programs, tradeshow exhibits with top notch suppliers, many relaxing and enjoyable opportunities for networking with their friends and peers in the reprographics' industry.

For a complete review of the 2008 Convention and additional convention pictures by Reg Garner go [www.serepro.com](http://www.serepro.com)



April 29- May 1, 2009, Pittsburgh, PA  
The SRA will have a booth set up in the  
Regional Pavilion at the IRGA. Please  
stop by to say hello and ask about the  
2009 Convention in Newport, RI.

## 2008 SRA Service Award Recipient Reg Garner

The 2008 SRA Service Award was presented to Reg Garner of Triangle Reprographics. 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. Reg was president of the SRA in 2001 and 2002 and has been very active and supportive of the association long before he was president. He has continued that support even today as the Official Photographer. Thank you Reg for the service you have given to the association and the reprographics industry.



## Charity Auction Raises Funds for Wounded Warrior Project

The closing event of the 2008 Convention was the dinner and charity auction. Again many companies and people answered the call of donating items for the charity auction. Thanks go to Dottie Carter, Auction Chairperson, Mike Cully, Auctioneer and the many helpers who assisted that evening. Special thanks to the very generous attendees as a grand total of \$19,000 was raised for the WWP.

## Newport Mansion Crawl (A don't miss event)

At the turn of the 20<sup>th</sup> Century, also known as the Gilded Age, Newport RI was the get away spot for the rich and famous. Newport was the ideal location to have a summer "cottage" and get away from the heat and the bustling crowds of New York City. Participants will experience three of the best mansions that Newport has to offer.



**The Breakers** which is the grandest of Newport's summer cottages and a symbol of the Vanderbilt family's social and financial preeminence in turn of the century America. You will see how the rich lived during the Gilded Age and experience what a 130,000 square foot "summer cottage" is all about.

**Ocean Cliff Hotel** built in 1864 as a private summer estate and in 1954 converted into an oceanfront retreat to host lavish parties and society affairs. At the cliff top hotel, we will have cocktails and enjoy an

elegant dinner in the newly renovated grand ballroom overlooking the sunset on Narragansett Bay. Some special entertainment is also planned for the evening.



**Belcourt Castle** for dessert and a post Halloween treat. The castle is a unique landmark built between 1891 and 1984 for Oliver Hazard Perry Belmont, a quirky individual who built the castle for entertaining his friends but the castle had only one bed room. Today the Castle is filled with many antiques from 33 different countries, some dating back 1,000 years. There is something else about this castle and if you're guessing "haunted castle" then you are correct. OK non-believers, we will see a presentation from Miss Virginia Smith, a member of the Ghost Society of Great Britain. Afterwards, we will go on guided tours and hear about personal ghostly experiences at Belcourt Castle.

Don't miss the Newport Mansion Crawl on Thursday November 5<sup>th</sup>. The buses will leave from the Hyatt at 2:00 PM and we should be back around 9:00PM. This fun packed day is included in the full registration fee and additional tickets can be purchased. Space is limited, so please register early for this exciting day experiencing the best of Newport.



**FOR THE LATEST INFORMATION ON THE  
2009 CONVENTION GO TO  
[WWW.SEREPRO.COM](http://WWW.SEREPRO.COM)**

## People you should now... New Directors Elected to the 2009 SRA Board



**Stephanie Wallace** started working in sales while attending the University of West Florida in 1999. She worked for a national advertising firm as an outside sales rep in the Chicago and Denver area for 5 years.

She started working for Bay Area Blueprint in February 2004 as Sales Manager. In late 2004 Bay Area Blueprint expanded to Orange Beach, AL. In 2006 a third location Tri-State Blueprint in Murphy, NC was opened. Stephanie is currently the Sales Manager of the Pensacola and Orange Beach locations and the General Manger / Sales Manager of the Murphy location. She is very excited to be involved with the SRA and looks forward to working on the board.



**Bill Ballard** has been with Océ North America for 46 years. During his tenure with Océ, he has held numerous sales and sales management positions.

Over the years, many cutting edge technologies were introduced and implemented into the customer base by Bill and his team. His geographic responsibility covers the South Eastern and South Central U.S. Bill brings many years of experience in the reprographics industry and he looks forward to sharing his knowledge and working with the other members of the SRA board.

### TENTATIVE 2009 CONVENTION SCHEDULE

#### WEDNESDAY

**NOVEMBER 4, 2009**

		EVENT
1:00PM	7:30PM	Registration
6:30PM	7:15PM	Cocktail Reception
7:15PM		Dinner and Keynote Speaker

#### THURSDAY

**NOVEMBER 5, 2009**

7:30AM	1:00PM	Registration
8:30AM	9:30AM	Continental Breakfast
9:00AM	11:55AM	Education Program
12:00PM		ERRA Annual Business Meeting
12:00PM		SRA Annual Business Meeting
1:00PM		Exhibit Booth Set up
2:00PM		"Newport Mansion Crawl"

#### FRIDAY

**NOVEMBER 6, 2009**

7:30AM		Registration
7:30AM	11:00AM	Exhibit booth set up
8:30AM	9:30AM	Continental Breakfast
9:00AM	12:00PM	Education Program
12:00PM	1:00PM	Lunch in Exhibit Hall
12:00PM	4:00PM	Exhibit Hall Open
6:00PM	7:00PM	Cocktails
7:00PM		Dinner and Charity Auction

Make hotel reservations early to obtain the special group rate. Hotel information is on [www.serepro.com](http://www.serepro.com)

Dress code for convention is business casual.

### ATTENTION ALL VENDORS

It's time to reserve your booth for the 2009 Tradeshow. There are many great booth locations available on the exhibit floor.

Trade Show Exhibits are on Friday, November 6<sup>th</sup>. The exhibit hall is very spacious and offers very easy freight access. We encourage you to bring equipment and offer product demonstrations. Friday's lunch will be in the exhibit hall.

With attendees from 22 states, the 2009 joint convention is an excellent opportunity to promote your company and develop customer relationships in a relaxed, social environment.

First booth fee is only \$835  
additional booths are only \$630.

Booth fees includes:

One Full Convention Registration with each booth, 8' x 10' space with pipe and drape, 2 chairs, 2 badges for booth workers, ID sign, listing with link on the SRA and ERRA web sites, listing in the Convention Program Book.

For booth applications and more information go to [www.serepro.com](http://www.serepro.com) . If you have questions, please contact any of the following:

Theresa Williams at 607-761-6615, [theresaw@azon.com](mailto:theresaw@azon.com),  
Jim Goodman at 404-406-9163, [jgoodman@nashua.com](mailto:jgoodman@nashua.com)  
Bill Ballard at 404-736-1958, [william.ballard@oce.com](mailto:william.ballard@oce.com)  
Shirley 630-351-2202, [shirleyzawovsky@sbcglobal.net](mailto:shirleyzawovsky@sbcglobal.net)

**Don't delay! Booths go quickly**

## Did you join the SRA? The Strength of any association is in its members.

2009 is a year of profound change. Economic times are effecting every aspect of our businesses and our everyday lives. This is a time to use all of our collective resources to succeed in these challenging times.

The SRA is working to make the 2009 convention your source for education, networking, and meeting nationally known suppliers that can provide solutions and answers to your most pressing issues. The 2009 convention will be a great opportunity to meet and network with fellow reprographers from 22 eastern states. These challenging economic times are exactly the reason to be connected to peers, vendors, and the SRA.

The strength of the SRA is totally within its membership and **we need you to join now.** The cost of membership is worth the investment. In return, we promise to provide you with a convention that includes timely hi-impact educational sessions, networking opportunities and a typically "sold out" trade-show exhibit floor.

We encourage you to be a part of, and support the SRA, by sending in your membership dues of only \$125.00. You will help the SRA carry on its work. Just complete the membership form below and send with your check or credit card information and we will do the rest. Thank you for your support.

### SRA Membership Application

Company \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ ZIP \_\_\_\_\_ Phone \_\_\_\_\_ E-Mail \_\_\_\_\_  
Primary contact person: \_\_\_\_\_ Title \_\_\_\_\_

*Complete the following to pay membership fee with a credit card and fax this sheet to 843-577-9474 for processing*

*Please print all information*

CONTACT NAME \_\_\_\_\_ E-MAIL \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_  
ZIP \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
CREDIT CARD TYPE (CIRCLE ONE) VISA MASTERCARD AMERICAN EXPRESS  
CARD NUMBER \_\_\_\_\_  
EXPIRATION DATE \_\_\_\_\_ SECURITY NUMBER FROM CARD \_\_\_\_\_  
NAME AS IT APPEARS ON CARD \_\_\_\_\_  
BILLING ADDRESS OF CARD \_\_\_\_\_  
\_\_\_\_\_  
AMOUNT TO BE CHARGED TO CREDIT CARD \_\_\_\_\_  
PAYMENT FOR \_\_\_\_\_  
AUTHORIZED SIGNATURE \_\_\_\_\_

Return this form with your company check payable to SRA to the following address.

Southeastern Reprographic Association  
Attn: Larry Condon  
% Charleston Blueprint Co  
90 Brigade Street  
Charleston, SC 29403

*The End*