



2009 Leadership:

Richard Beto, Texas, President; Ragina Ostendorf, Iowa, Vice President; Dan Swisher, Washington, Treasurer

Regional Directors:

Cheryl Buxton, Kansas, Central Region; Ronnie Fore, Mississippi, Southern Region; Kevin Honkomp, Nevada, Western Region; Larry Krist, Ohio, Eastern Region; and Audrey Marrocco, Pennsylvania, International Director.

Association Management Services:

Lamar Evans and team.

Host State:

Louisiana

Conference Coordinator:

Susie Barthel, State of Louisiana, General Services Division

Conference dates:

Sunday, October 25 through Wednesday, October 28, 2009.

The 2009 NGPA Conference began behind the scenes with an October 25 executive board meeting. Due to travel restrictions for many of our members this year the board

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NGPA 2009 Conference Wrap-up News

A big thanks to Susie Barthel, our 2009 NGPA Conference hostess. While it takes a village to host a successful conference, we do look to the host/hostess to keep things all in check. Susie says: "It was a pleasure and a challenge hosting the 2009 NGPA Conference this year. It can be agonizing though, with the early decisions that must be made, like conference dates, accommodations, meals, speakers and entertainment. Thanks to the help and guidance of Lamar Evans, these tasks were completed with relatively few problems.



Susie Barthel

Registration for the conference was low in the beginning due to the economy and a lack of state funds for employee travel. The possibility of cancelling the conference had to be considered. After much deliberation by the Board, a decision was made to go forward. As it turned out, attendance was greater than anticipated and vendor support exceeded our expectations.

Once the conference was underway, everything seemed to fall into place. Attendees enjoyed skilled speakers and unique presentations, networking with vendors and their peers in the industry. Spouses and guests toured the city and experienced true southern hospitality with a Cajun flair.

I believe the 2009 conference measured up to the many enjoyable ones that I have had the pleasure to attend in the past. The 'passing of good times and breaking bread with friends' is a favorite past time of Cajun folk and a Louisiana tradition and what a time we had! The conference concluded with the Grand Finale Banquet where it was announced that Virginia Beach, Virginia, will be the site of the 2010 Conference hosted by Kevin Field. We know budgets may still be tight, but this is a conference you won't want to miss, plan your strategies early so you can attend."



NGPA 2009 Conference Wrap-up News

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meeting was pretty slim with physical attendance, but we were able to convene with a quorum through teleconference. Meeting minutes are available to NGPA members if you want the full details...but financial reports were reviewed, 2010 proposed budget reviewed and accepted into record, final details on the conference were shared, nominations for open board seats and committee chairs were discussed along with strategic plan updates, proposed 2010 printing competition and 2010 conference planning was tabled for the next board meeting with the incoming executive board.

Your board members present at the conference then went into a corporate sponsor meeting to get and share ideas, concerns and comments with our corporate sponsors. NGPA members recognize the importance of our sponsors to the success of our conference and have found these one-on-one meetings very beneficial to our planning for future events. Remember to take time as you work with our 2009 corporate sponsors, and those who will sponsor us for 2010, to thank them for their support and encourage on-going communications with them regarding NGPA. Incorporate them as our cheerleaders so that as they make calls on other government agencies that haven't yet realized the benefits of NGPA they can aid us in educating them and increasing our community network.

The President's Welcome Reception is our first all attendee social networking event. This is where everyone comes together to put faces with names that we have only been communicating with by phone or electronic communications for the past

year. Existing members use this time to welcome newcomers to the association and to begin our face-time with our corporate sponsors. A relaxed evening used to get familiar with faces, rekindle acquaintances and make new friends. At the close of the evening NGPA members and sponsors prepare for the full agenda of the 2009 conference while others in the group look forward to the guest program and the sights, sounds and tastes of New Orleans.

The NGPA members extend our warm appreciation to the Tulane Army Reserve Officers Training Corps (AROTC) for the Presentation of Colors at the opening ceremonies, Monday, October 26. The AROTC is a comprehensive program of studies through which a student can qualify to become commissioned as an officer in the United States Army, the National Guard, or the United States Army Reserve. Salute to the Tulane AROTC for their participation in the NGPA 2009 opening ceremonies.

Mark Egeling, US & C Regional Segment Manager for Data Driven Communications, Eastman Kodak Company, presented the 2009 NGPA Keynote Address. Mark's focus was "See Change, Hear Customers Respond, Taste Success!" Attendees gained insight on brand leveraging, reaching customers and keeping their in-plant front-of-mind. For more information view the Conference page at govpublishing.org and click on the Sites and Sounds from Louisiana link.

The rest of the conference agenda was filled with impressive speakers and great information for our attendees to absorb. The Conference page at govpublishing.org carries links to speaker presentation materials that

have been approved for NGPA to share with Web site visitors. If you were unable to attend the conference...or missed a meeting session... take time to review this great presentation resource. Our speaker line-up included:

Session #1 – Gary Simmons, DMS Mail Management, offering What Printers Need to Know About Mail;

Session #2 – Debbie Pavletich, Briggs & Stratton, Protecting Your In-Plant;

Session #3 – Greg Cholmondeley, Ricoh Corporation, Using the Economic Meltdown to Your Advantage;

Session #4 – Ed Danielczyk, Xerox Corporation, How In-Plants Can Achieve Strategic Relevance;

Session #5 – Erik Holdo, Konica-Minolta, It's Not the Chef, It's the Recipe – How to Find Your Print Shop's Secret Ingredient;

Session #6 – Dr. Cathi Fontenot, LSU Charity Hospital and Bob Arnold, Facility Director and Lead FEMA Representative for Interim LSU Public Hospital, New Orleans, Disaster Recovery;

Session #7 – Sherri Isbell, University of Oklahoma, How to Spice Up Your Marketing Campaign;

Session #8 – Rose Hudson, Louisiana Lottery, Managing Your Millennium Staff;

Session #9 – Steve Radcliffe, LSU Print Shop, Value of Your In-House Designer;

Session #10 – Patrick Bolan, Avanti, Do More with Less – How Automation Can Help;

Session #11 – Bob Neubauer, In-Plant Magazine, In-Plant Industry Year in Review.

Whew! What a line-up.

2009 attendees couldn't walk away without something worthwhile to take back with them to implement or think on a little more and ask more questions! Thank you to all of our speakers, your time and efforts to make this conference impactful for our attendees is greatly appreciated!

The 2009 conference was not without business meetings. Regional meetings were held for state representatives to get familiar with faces closest in proximity to them, discuss issues and share ideas. A government member only session was held for presentation of the Executive Board report, receive the 2010 Conference presentation, share regional reports, hold nomination of 2010 officers and cast votes for election, scholarship presentation and other general business.

The farewell reception and grand finale banquet is a great sendoff for an action packed conference. All attendees have one last chance to network in a relaxed setting to collect a few more names, share stories and discuss what they have heard, seen and experienced over the past three days. Attendance awards, fun with suspenders, presentation of your incoming executive board members and final conference socializing is packed into these last few hours

of the conference. As we leave this conference, we say thank you to our outgoing board, committee and conference hostess for an active year with NGPA, a successful conference despite travel restrictions, and welcome to our incoming board...who has to try and top this year's activity and conference success!

Membership elections resulted in the following for the 2010 NGPA Executive Board:

President: Ragina Ostendorf, Iowa

Vice President: Kevin Honkomp, Nevada

Treasurer: Debora Gallagher, Oregon

Regional Directors:

Central: Cheryl Buxton, Kansas

Eastern: Kevin Moore, Vermont

Southern: Douglass Beckham, Mississippi

Western: Bob Mesch, New Mexico

Corporate Liaison and International Member Liaison:

Richard Beto, Texas

2010 Conference Host and 2010 Conference Committee

Chair: Kevin Field, Virginia

Special Activities:

The NGPA delegation toured parts of the Crescent City devastated by Hurricane Katrina. Delegates saw block after block in the Ninth Ward where evidence of residents escaping the flood waters through their roofs still remain. Kodak, a NGPA sponsor, contributed \$75,000 to the New Orleans Habitat for Humanity to build a new home in one of the affected neighborhoods. NGPA members contributed to the rebuilding efforts during the tour.

NGPA conference delegates pictured with the Co-Director of Development for the New Orleans Area Habitat for Humanity, Gina Stilp on the front porch and steps of a home still under construction. Much of New Orleans sits below sea level making the levees the "protector" of the city from winds and waters of hurricanes.

When Katrina roared through the Gulf of Mexico, hitting New Orleans head on, it caused those levees to fail. Most of New Orleans and surrounding areas were left in ruins. A foundation founded by Brad Pitt is responsible for the rebuilding of a number of homes in the Ninth Ward. Just behind the two new structures is the lake and the levee that caused the devastation to thousands of families in the area. The new homes are designed to be energy efficient and some are built above what is hoped to be the next flood level. Because of their energy efficient design, utility bills have gone from \$350 to \$35 per month. Solar energy is being utilized in some of the designs. Water is collected through the driveways and sidewalks and is then used to irrigate the small garden. Lots are narrow in the Ninth Ward where the

original homes were two-unit shotgun style homes pre-Katrina. After the "Rebuilding of New Orleans tour" it is evident that much has been done during the past four years. NGPA members are humbled and appreciative of the opportunity to contribute to this worthy cause.

And, attendees will not forget the "All Conference Social" where they had a taste of New Orleans School of cooking. They learned firsthand the basics of Louisiana cooking in a way that they will never forget. In New Orleans, fun is the primary ingredient in a good kitchen... Creole/Cajun experts were present to teach New Orleans specialties like Gumbo, Jambalaya and Pralines..seasoning them with history, trivia and TALL tales. They "ga-ron-teed" a good time, and that is exactly what was had!

Retiree, Spouse/Guest Program

With a full conference agenda and interesting sessions for the NGPA members to attend, retirees, spouses and guests were provided the opportunity to enjoy the sights, sounds and tastes of New Orleans. A great NGPA thanks to our touring program hosts: Don Barthel (husband of our 2009 conference hostess, Susie Barthel), a native “Louisianan” and frequent visitor to New Orleans, and Irene Babin, retired member of NGPA and part-time resident of New Orleans. With the aid of these two co-hosts our group visited spots that are must sees for first-time and repeat visitors in the “Big Easy.”

No rest for the fun at heart...and what better city for the fun at heart than New Orleans! The group began their days early and started off with a bang on Monday with a guided tour of the French Quarter. The Quarter is New Orleans most popular neighborhood. One of the best preserved historical neighborhoods in America, the French Quarter has such a strong and lasting Spanish and French influence that you may really feel like

you’re visiting a foreign country. Occupying the same six by thirteen block area laid out in 1722, it’s the only intact French Colonial and Spanish settlement remaining in the United States. If you didn’t get to attend the conference...or if you didn’t get to take the tour or tour yourself, it really is a must-see to have on your bucket list of things to do.

Tuesday, the group jumped on the historic St. Charles Streetcar for a guided tour of uptown New Orleans, passing by Tulane and Loyola Universities, Audubon Park and the impressive mansions located on St. Charles Avenue. One of the day’s highlights was lunch at the world famous Commander’s Place. The group was served Haute Creole meals and enjoyed a first-hand view of fantasy-like Victorian architecture.

Commander’s Palace Restaurant was built in 1880 and is located in the Garden District of Uptown New Orleans. It has long been one of the best regarded upscale restaurants in the city. The restaurant suffered extensive damage due to Hurricane Katrina in

2005. After a full renovation, the restaurant re-opened on October 1, 2006.

Wednesday was considered a “free day” but after we wet their appetites...most took advantage of this time to continue sightseeing of the French Quarter, shopping at unique antique stores and visiting the River Walk Marketplace, Jax Brewery and IMAX theatre. It was shared with this reporter that the National World War II Museum, with moving exhibits that illuminate the war that changed the world, is a must-see if you haven’t been...or a good to visit again if you have. This National World War II Museum is conveniently located in the Warehouse/Arts District of New Orleans. The museum is affiliated with the Smithsonian Institute and has been designated by Congress as “America’s National World War II Museum.”

The group’s agenda was full, but with so much to see and do ... we had a hard time deciding when to quit! From the comments received, fun was had by all taking in the sights, sounds and tastes of New Orleans at the NGPA 2009 spouse/guest program.

Please visit govpublishing.org Conference tab, click on sites and sounds from New Orleans for more pictures, links to presentations, and of course information on NGPA! If you are not a member...we have to ask you why not? You are missing out!

Membership information and registration can begin with your Regional Director...please visit govpublishing.org and click on the Regions tab for a direct email link to your regional director.

Corporate members should contact Richard Beto at richard.beto@austin.utexas.edu



Don Barthel



Irene Babin

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“Strategic Relevance and Operational Excellence – A winning combination for successful In-Plants”

In-Plants understand the value they contribute in support of their organization’s business objectives however often the senior leadership team within their organization does not understand or acknowledge the strategic role their In-Plant plays in the achievement of the organization’s strategic goals. Without acknowledgement or recognition of the In-Plant’s strategic role within the organization, the door is left wide open for third party print providers to begin discussions with the leadership team pertaining to outsourcing the organization’s printing and document management needs. To address these concerns, Xerox’ presentation discussed two tools they have created to assist In-Plants in sustaining their business success.

With the intent of putting In-Plants on the path of achieving strategic relevance within their organizations, Xerox has created a customer tool called *The Guide to Achieving Strategic Relevance*. This free customer guide, available from your Xerox Sales Representative, provides a very simple “5” step process, that if followed, will result in the In-Plant’s value being acknowledged throughout their organization. The “5” simply steps are 1) Consider your customer, 2) Understand the market, 3) Develop a plan, 4) Market your services, and finally, 5) Expand your offerings. Within each step, the guide offers various suggestions and tools that can support the achievement of each step. Since the introduction of this guide, thousands of Xerox’ In-Plant customers have received the guide and are putting in practice the “5” step plan.

Following the success of *The Guide to Achieving Strategic Relevance*, Xerox is developing a complementary

customer guide called *The Guide to Achieving Operational Excellence*. Xerox defines the term Operational Excellence as ensuring that the numerous In-Plant business processes and related activities are fulfilling their intended objective in the most efficient and effective way. Often this means taking a hard look at the critical business processes that are used to run your organization with the objective of identifying and eliminating the business process steps that add “No-Value” to the outcome of the process’s intended goal. *The Guide to Achieving Operational Excellence* again uses a very simple “5” step process. However, the foundation for the Operational Excellence guide is built upon the tool and methodologies offered by the Lean Six Sigma approach. Six Sigma has been successfully used by such companies as Toyota, Motorola, General Electric, Xerox and other successful business. The five steps within this guide are 1) Understand your goal, 2) Measure your current state, 3) Analyze your data, 4) Develop your plan, and finally, 5) Implement and track your results. Within each step, the guide offers various suggestions, Lean Six Sigma tools and techniques designed to achieve the objective of each step. We believe that working through the “5” step process, using the Lean Six Sigma tools suggested, will result in In-Plants being much more effective and efficient in their day-to-day operations. We anticipate releasing this free guide during the first quarter of 2010.

The guides to Strategic Relevance and Operational excellence are two very powerful tools that can help all In-Plants achieve strategic alignment and acknowledgment within their organizations.

Ed Danielczyk

PSO World Wide Industry Marketing Manager



NGPA 2009 - Corporate Sponsors

 	 	 
 	 	 
 	 	 
 	 	 
	 	



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