



2006 NGPA Conference

The Conference kicked off on Sunday, September 24, 2006, at 10 a.m. with an executive board meeting and from there was a whirlwind of information, idea sharing, networking, vendor displays...and of course, fun!



Your 2006 Board extends its appreciation to those who attended...and their condolences to those who missed it, because you really missed out! There were a few snafus with some individual travel arrangements and late luggage, but all-in-all an educational and enjoyable time was had by everyone.

2006 NGPA Board

Back L-R:
Campbell King, LA
Lawrence Krist, OH
Dan Swisher, WA
Ronny Fore, MS

Front L-R:
Debora Messina, DE
Audrey Marrocco, PA

Special Thanks to our 2006 Conference Corporate Sponsors:

*Thank you
for your
continuous
support!*

Bindery Equipment Services USA
Heidelberg USA
Kodak Graphics Communication Group
Xerox Corporation

Others we need to thank for their contributions to the 2006 NGPA Convention are:

*Campbell King, Louisiana
City of Rochester, New York
Delaware State University
Ghislaine Cotnoir
Koning Day Tours
Naval Operations Support Center, Rochester New York,
U.S. Navy*

*Rochester Institute of Technology
Rochester Shuttle Express
State of Delaware, Economic Development Office,
Governor's Office, Legislative Council and
Speaker of the House
University of Delaware*

2006 DON BAILEY AWARD RECIPIENT

The Don Bailey Achievement Award is a new addition to the National Government Publishing Association. Like our recent name change from the National State Publishing Association to the National Government Publishing Association, the addition of this award shows the great magnitude of change that is taking place to make state and government printing and publishing a growing success. The Don Bailey Achievement Award is an award that is given to someone who exemplifies excellence, commitment, dedication, and service in the field of government publishing.



Ronny Fore, Senate Manager for the State of Mississippi received the Don Bailey Award. Mr. Fore's staff nominated him for the award to honor his leadership and dedication not only for the Mississippi Senate, but for his work for NGPA following the devastation of hurricane Katrina on Mississippi and other coastal states.



XEROX NGPA MEMBERS VISIT XEROX GIL HATCH CENTER

Ed Danielczyk, Xerox



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On September 27, Xerox had the privilege of hosting the NGPA membership at our Gil Hatch Center for Customer Innovation. Kicking off the session was Xerox' President of our North America Sales Group, Mr. Mike Brannigan. Mr. Brannigan seized the opportunity to thank all the members for their business and loyalty. Our government, state and education customers are very important to us and Mr. Brannigan wanted to personally convey that message. Mr. Mark Gwaltney, Xerox product manager for iGEN, spent time discussing iGEN's capabilities and placement among Xerox robust suite of digital color press solutions. Complementing the iGEN presentation, Mr. Peter Crean, a senior fellow from Xerox Innovation Group, discussed some of interesting aspects of color printing technology and some of the new feature that will some become standard features in our color digital presses.

We then changed directions and conducted a product non-disclosure on a future solution Xerox is developing. It is vitally important that we get the "voice of the customer" as we develop new products to insure it meets the business needs of our customers. We were fortunate to actually see a working prototype of this solution in our demonstration facility. Speaking of our demonstration facility, we continued the day by touring the demonstration area where we exposed the membership to Xerox' suite of production mono and color digital printing solutions. This impressive array of solutions included:

Nuvera 144 mono digital press

144 mono images per minute

Xerox 4110 production printing solution

110 mono images per minute

DocuColor 5000 Digital Color Press

50 full color images per minute

DocuColor 7000 Digital Color Press

70 full color images per minute

DocuColor 8000 Digital Color Press

80 full color images per minute

iGEN 110 Digital Color Press

110 full color images per minute

DC 250 Color Digital Color Press

50 full color images per minute

DT 180 HLC

high light color digital press

180 single color images per minute

Xerox FreeFlow WorkFlow solutions, including Web Submission and Make Ready Future technology demonstrations

We concluded our day with the Senior Vice President for Xerox' Public Sector Sales Organization facilitating an open forum with the group trying to better understand the business challenges the members are experiencing. We continually seek to better under our customer's needs so we can align our process with their needs. At the end, we all adjourned to the Hyatt where we enjoyed each others company and had an enjoyable meal.



Ed Danielczyk receives recognition award from Debby Messina, NGPA 2006 President for their corporate sponsorship for the 2006 NGPA Conference.

Mark Your Calendar!
2007 NGPA Conference
October 7 through 11
AUSTIN, TEXAS



Members of the 2006 NGPA Conference spent the afternoon of Monday, September 25, at the Kodak Graphic Communications facility in Rochester. Kodak is a long-time supporter and partner of NGPA and was honored to host the membership for lunch, tours and demonstrations.

Jeff Hayzlett, Chief Marketing Officer and Vice President for Graphic Communications Group welcomed the members and invited them to be active participants throughout the afternoon. Mr. Hayzlett reminded the group that print is the most flexible and effective medium ever developed and that users can engage print like no other medium. Jim Langley, President, Graphic Communications, reviewed Kodak's contributions to the imaging community through the years, and communicated our significant investments and growth strategy for Graphic Communications. He encouraged the group to use their time at Kodak to see new technologies, and discuss how these technologies can benefit each of them.

An important part of Kodak's commitment to the in-plant community is a unified workflow from prepress, press and digital. Len Christopher, Manager of Integrated Solutions, presented Kodak's unified platform and discussed the benefits of one workflow throughout the in-plant. Mr. Christopher also reviewed the NexPress business model, which is unique in the market of digital color print. It is the only business model that allows the customer to reduce costs and maximize quality and productivity.

After that, it was time to move around the different areas of the Kodak facility. Dave Talbot led tours through the manufacturing area, where the group was able to see the NexPress products being built, tested and readied for shipment to Kodak customers.

Dr. Jason Morgan provided tours through Kodak's research and developments labs, which was very interesting to everyone. And each tour group participated in demonstrations of Kodak's award-winning NexPress 2500 Plus and Digimaster production printing systems. The group also saw the power of the Kodak NexPress 5th imaging unit, which extends the capabilities of the NexPress to provide enhanced image protection, best in class color accuracy and watermarking capability. There were many questions, and lots of "hands on" activity during the NexPress demonstration.

The group also saw the Kodak Digimaster black & white digital production system. The Digimaster provides benchmark image quality and consistency, and is ideally suited for a wide variety of applications. Everyone was excited to receive their personalized copy of The Call of the Wild (Jack London) that was produced using covers printed on the NexPress. The body of the book was personalized and printed on the Digimaster and then perfect bound in-line. Variable data Fusion Pro), web to print and document production software was demonstrated throughout the afternoon as applications were produced and printed.

Len Christopher closed our afternoon at Kodak by leading a group question and answer session, and asking for feedback from NGPA membership on Kodak's continued involvement with government in-plant printing. This was also an opportunity to discuss other Kodak products such as proofing, computer-to-plate and inkjet printing solutions. Kodak was grateful for the opportunity provided by the NGPA membership.



From there, spouses/guests joined us at The Triphammer Grill for a wonderful evening of food, conversation and entertainment. Feathers and all...of course if you weren't there and want to know what feathers have to do with it, you'll have to come to the 2007 NGPA Conference and have someone show you more pictures and tell you all about it!

Thanks to the many Kodak staff for sponsoring the event and taking part of a great evening with our members and guests.





ROCHESTER INSTITUTE OF TECHNOLOGY HOSTS NGPA MEMBERS

NGPA members spent an afternoon at RIT talking about the future of publishing and the print industry. According to Pat Sorce, there are three entities at RIT. They include academic programs, application labs and industry education program. The School of Print Media has a graduate and masters program and a new certificate program has been established for digital printing.

As part of the campus tour, members visited the pre-press and production areas used for student print experience. The equipment used is consigned from participating vendors. A sampling of the equipment included a Heidelberg GOSS 6 tower web press, digital presses included HP Indigo and NexPress, a LP3000 Flexographic press, a Heidelberg Speedmaster 6 tower with coater sheet fed press, a Kodak Polychrome Graphics and Creo Trendsetter RIP stations.

Frank Cost took a look with the group into what the future is going to look like for printing. He believes that what is happening is that new and creative ideas come from looking at the old and finding new ways to re-purpose it. He has experience with the process of print on demand book publishing with Color Centric Publisher.

With web sites such as LuLu.com or Blurb.com, anyone can publish a book and post it for sale. The process is

already in place to individually produce books for profit. He contends that if you liberate the way you think about a book, you can see many applications such as individual instant books for anniversaries, travel photos, graduation and baby books. Books will remain archival when all the emails are gone.

After an afternoon touring RIT, being wowed by the works of Frank Cost and getting the low-down on the institute from Pat Sorce, NGPA members, spouses and guests were invited to enjoy a cocktail reception and sit-down dinner addressed by the Honorable Bruce James.



A 1964 graduate of Rochester Institute of Technology's School of Printing Management and Sciences, James brings a lifetime of print and information industry experience to the GPO. Beginning with a basement print shop in his hometown of Cleveland, Ohio at age 11, he founded, developed and managed technology-driven printing and publishing enterprises that operated throughout the country and around the world.

NGPA members were mingled throughout the room with members and alumni of RIT to enjoy the evening, a big thanks to RIT for this experience.

DIRECT TO PLATE IN THE DIGITAL AGE



Presented by Jörg W. Däehnhardt from Heidelberg

Mr. Däehnhardt's presentation delved into the changes taking place in printing through digital innovations. Since printing starts originally with an electronic file, it is the workflow that is changing whether you print digitally or offset. When

considering computer to plate technology (CTP) you can expect higher quality with a first generation dot, no copy errors, screening modulation and in-line production of plates. The process has shown to increase profitability because it is faster and easier to use.

The two types of CTP include Thermal vs. Violet processes. Violet requires a yellow room, but uses less power and has a longer laser life. Thermal can be processed in daylight, but uses more power and has a shorter laser life. Both processes provide good results. The thermal tends to provide better reproduction for longer runs. Accuracy is achieved with in-line punching and registration becomes a non-issue with in-line processing.

Mr. Däehnhardt also explained the three types of screening used in print reproduction. Amplified (AM) screen, Frequency (FM) screen, and a hybrid mix of the two screen types. AM screens change the size of the dot to adjust the shading, where FM adjusts the amount of spots in an area to adjust the shading. Stochastic screening, or a random dot pattern, is not as smooth as AM or FM, but it can hold a very low screen value for highlights and shadows and you do not have to deal at all with moiré pattern problems.



Joe Tucker and Jörg Däehnhardt Heidelberg vendor area display

MARKETING YOUR PRINT OPERATION

From our own... Campbell King – Joe Tucker – Richard Beto



Mr. King stressed that state print shops need to get information to their customers about what their service capabilities include. Don't assume your customers know everything your shop is capable of producing.

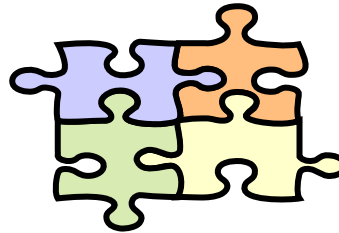
He suggested putting together a "campaign" including calendars, brochures, note pads or anything to continue to have your shop remembered. Another method to garner good public relations is to have information seminars and give tours. As part of your campaign, besides keeping in contact with your customers, you need to let your individual internal officials or governmental committee know that you are doing a good job of providing a cost effective service to the organization. Mr. King wants his

customers to know that the print shop is their print shop, there to provide service and meet their printing needs.

To Mr. Beto marketing is instinctive. He says it is about taking care of the customers you have because people want to do business with their friends. At the University of Texas at Austin, he has had success since joining the operation a few years ago. His total sales for printing, mail and digital printing have increased and he believes this is a direct result of marketing the operation and taking care of the customers. Mr. Beto's remarks were highlighted by a PowerPoint presentation illustrating his approach to marketing.



Joe Tucker from Ohio says that he looks at what other States and Universities are doing and uses those ideas to promote his print shop. They strive to put their name on everything they do. He also uses surveys to gauge their effectiveness. He suggests that the survey be short and sweet, but most important is to follow up on comments made in the survey from the customer.



Richard Beto and others brought several samples of promotional items they use to promote awareness and collect customer feedback. Next conference – bring your pieces of the puzzle for how you promote your customer awareness!

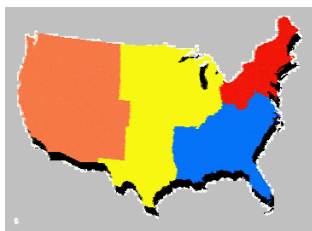
NGPA Business Meeting



Mike Walsh, Chief Technical Officer & Co-Director of the Government Printing Office (GPO) office of Innovation & New Technology provided a review of new technology measures being developed to authenticate electronic documents of the federal government. The trend toward using the Web for information has demanded the government to take these measures to ensure that the end user can be comfortable knowing that the information they are viewing are authentic documents.

The NGPA board extends its appreciation to Mr. Walsh for his presentation, and to the other members of GPO staff that participated in our business meeting, showing their support of our association and to the importance of providing educational opportunities and networking to those involved in government publishing and printing.

Bruce James, Chief Executive Officer of the GPO, participated in our business meeting on September 26, then mingled with NGPA members again at the Rochester Institute of Technology (RIT).



SUMMARY OF STATE UPDATES:

DELAWARE – Debby Messina announced that the Delaware Legislative printing operation has moved to digital printing from offset for this upcoming session. Since this will be the first session relying on digital equipment, Ms. Messina opted to reserve one press and one electrostatic plate maker as a back-up option if needed.





SUMMARY OF STATE UPDATES: ...continued



ALABAMA – Neil Jackson, Alabama Department of Education Print Coordinator, noted that much of what is printed is shifting to low run color digital printing. Rather than setting up his own equipment, he is working with the State to print at their Quick Copy Shop where they are set up to run two shifts.

WASHINGTON – The State of Washington is working on a “print assessment program” according to Dan Swisher, Assistant Director of Washington Department of Printing. The program is set up to work with individual agencies to assess their current printing procedures in order to improve their printing and save them money.

Mr. Swisher indicates the studies have shown that you can determine the cost effective break where agencies print flow goes from printing internally, printing at the State in-house print shop or contracting with a private vendor. An independent service contractor performs the studies for the State.

Washington has also perfected their process for envelope conversion or manufacture. Other government entities provided their own laws and rules allow, can contact Mr. Swisher if they would like to buy envelope stock or printed envelopes. Currently, the State of Nevada is working with Washington Department of Printing to procure envelopes.



MISSISSIPPI – Ronny Fore, Joint Legislative Operations, was pleased to announce that due to the vendor panel discussions from the NGPA Conference in 2005, changes were made in his operation and equipment solving his equipment supply and parts problems.

UNIVERSITY OF TEXAS AT AUSTIN – Richard Beto, Director of Document Services briefly outlined the move at the University to align the data center printing to the copy center. One of the challenges to moving data printing is the sensitive information and the security related to the print facility. Security procedures need to be in place for staff and the facility.



TEXAS – Robert Gomez, Texas State Senate, announced that his operation has invested in new equipment this last year including a Fugii Dart Luxel T-6000 CTP, Videojet Wide Array 7000 Ink Jet, Schneider 30” Cutter, Rosback 201 CB 2 headed stitcher and a Canon 24” imagePROGRAF W 6400 color proofing system.

GOVERNMENT PRINTING OFFICE - There is a move nationally concerning secure documents and the criteria needed for secure documents. Andrew Sherman stated that this will have significant implications for State operations concerning print requirements on documents such as driver licenses, birth certificates, professional licenses, etc. The GPO is producing passports that include a computer chip, and is getting involved in the production of e-ID cards for Federal employees.



Membership drive!

**Don't forget to contact your state peers and others in your region to inform them about the NGPA!
And, as you meet with your vendors – ask them to take an active roll in NGPA as a Corporate Sponsor.**



2006-2007 recipients of the Donald Bailey/NGPA Scholarship:

Patrick Blend, Junior at Waukesha CTC - Graphic Design
Sarah Steffens, Junior at Central Missouri State - Graphic Arts Technology Management

Facilitated by the Print and Graphic Scholarship Foundation, approximately 1,300 student applications were reviewed to select Sara Steffens and Patrick Blend. These individuals are extremely bright and talented and possess outstanding leadership qualities. They also expressed clear-cut goals for a future in the printing industry, we are confident that they will succeed both academically and professionally.



**Rochester
New York**



Spouse/Guest Program

- President's Reception, sponsored by Kodak
- All Conference Breakfast, sponsored by Heidelberg
- Corning Museum of Glass, Finger Lakes Region – New York
- All Conference Social, sponsored by Kodak
- Day Trip to Niagara Falls
- Reception and Dinner at Rochester Institute of Technology
- Rochester City Tour
- Reception and Annual Banquet/Leadership Award Presentation, sponsored by Xerox



Niagra Falls



Caught folks looking at past scrap books of photos in the Hospitality Suite...



You can see these photo's, plus many more at the 2007 NGPA Conference.

Or, if you just can't wait - visit <http://govpublishing.org/> click on conferences and view photo's from the 2006 NGPA Conference online!

2007 National Government Publishing Association Board



L-R in photo

Western Region Director Dan Swisher, Department of Printing, WA

Eastern Region Director Larry Krist, OPI Print Shop, OH

Treasurer Richard Beto, Director of Document Services, University of TX

President Campbell King, Office of State Printing, LA

Southern Region Director Ronny Fore, Senate Manager, Joint Legislative Operations, MS

Central Region Director Ragina Ostendorf, Department of Economic Development, IA

Vice-President (not in photo) Audrey Marrocco, Department of General Services, PA



It's hard to stop a stampede and that's what Robert Gomez, Director of Publications for the Texas State Senate and Richard Beto, Director of Document Services for The University of Texas at Austin are expecting for the 31st Annual NGPA Conference.

A stampede of attendees is expected at the Austin Marriott at the Capital from October 7 thru 10th, 2007 in Austin, Texas, with a robust program promised by Vice President, Audrey Marrocco. Remember...everything is bigger in Texas, so send your program topic ideas soon to Audrey - she's already roping in the presenters!

Gomez began planning the spouse/guest program several years ago when Austin had been suggested as a possible location and he promises wonderful food and entertainment. Attendees are encouraged to come early and stay late in order to experience Texas hospitality. The famous San Antonio River Walk is only 50 minutes south of Austin and well worth the drive.

Austin, Texas is unlike any other Texas city and is famous for being the live music capital of the world. Gomez invites everyone to experience everything from the 6th Street music and entertainment to the LBJ Library and Museum.

“If you can only attend one conference a year, this will be the conference you should attend in 2007,” said Beto.



Join us...and let others in government publishing/printing know about the NGPA so they don't miss out on this educational and life experience opportunity!



SEE YOU IN AUSTIN 2007!

Visit <http://govpublishing.org/> for details.