

Mark Your Calendars!

June 22, 2001

Summer Golf Tournament*
- Pine Creek Golf Club
General Membership Meeting - "Digital and Variable Printing"
Embassy Suites Hotel
7290 Commerce Ctr. Dr.
Colorado Springs, CO
Room Rates: \$119.00
single/double occupancy
(719) 599-9100
*please note Casino Day Trip to Cripple Creek has been cancelled

Sept. 13-16, 2001

52nd Annual Convention
DoubleTree Hotel
Sonoma County
One Doubletree Drive
Rohnert Park, California
Room Rates: \$139.00
single/double occupancy
(707) 584-5466

October 10-14, 2002

The 2002 Annual Convention
Sheraton Baganvillas
Resort & Towers
Puerto Vallarta Blvd.
Francisco Medina
Ascencio No. 999
48330 Puerto Vallarta,
Jalisco, Mexico
Phone: 52 (3) 226-0404
Room Rates:
Resort - \$80.00 single/
double occupancy
Tower - \$110.00 single/
double occupancy
One Bedroom - \$130.00 up
to 4 persons
*Plus appropriate taxes and gratuities (mandatory)

Staff Perspective

On Friday, March 2nd, WRA held its membership meeting in San Diego. Format for the meeting was unique in that the program revolved around audience participation. Theme of the meeting was "The New Competitors ...Meeting the Challenge". We asked participating members to respond to issues such as Kinko's new business model of expanding into traditional reprographic markets, the impact of the internet and dot.coms on our businesses, the role that new technologies, both for our industry and our clients, is playing in this fast paced and ever changing marketplace, and finally, the impact created by the mergers and consolidations of firms throughout our industry. Each of these issues has the potential to change our existing business model and the way we do business with existing and new customers both within our targeted industry and with non-traditional customers.

When confronted with these different issues, the responses were somewhat surprising. The obvious response was that "we" hold the key to our success. As long as "we" service our existing customers we will continue to be successful, and that we should be able to fend off the competition for that same business. Candidly, for some companies this does work and it works very efficiently. However, we can't lose sight of the fact that the most successful companies in terms of sales and profits are so because that are proactive in the way they handle their existing customers and attract new customers. Today, quality, service and

price have become givens in our industry. Proactive firms are those that take it a step further...are active participants in their customers industry (attending their trade shows and meetings), use their customers input in regards to future capital investment in technology, develop ways to make life easier for their customers, i.e., on-line RFQ's, fulfillment, inventory control, etc., and creates for each of their key customers a corporate team, made up of staff from sales, production and administration/finance, whose purpose is to provide that customer with all the resources that they can use to run their businesses efficiently and profitably.

One of the more insightful comments was made by Paul McKee, Scott Blueprint, WRA President who emphasized the importance of ones employees as being the critical element in the success of any firm. Training and the empowering of employees to make decisions, the right decisions is often times overlooked taking a back seat to technology. In over twenty years in this industry, I have seen more successful firms with so-so technology and great employees than those with great technology and so-so employees.

Surprisingly, the issue of dot.coms, internet technology took a back seat or low profile at this meeting. A year ago, it was the hottest and most passionate of topics. The general feeling was that we were being threatened by the technology and that it would turn our industry into a reprographic e-bay. Just like in graphic arts/printing...the concern has fallen by the wayside...today it is a non-issue. The majority of those firms are out of business or for those left, have created a new business model whereby, they are providing a service, i.e., workflow software, internet software and service, that is tangible and helps a firm run their business internally or on the web. Forget the idea of controlling

WRA update

sales or the customer files, etc. We have a better chance of doing that via our own web presence, corporate web pages than these dot.com firms. Besides our customers could never figure or understand the advantage of going through a third party to get work done.

The issue of mergers, consolidations, large corporate identities were discussed and their impact on the industry. It becomes obvious that there are some financial considerations that create an advantage for these entities. Group buying power is an issue. For the large corporate "suppliers" issues related to being the only game in town do create inequities especially for the independent firm. However, it was stated clearly and I believe rightfully so, that if we, our employees and our customers are all on the same page, knowing that taking care of the customer is paramount to our success, then we will be able to compete successfully in today's marketplace. Customers do not want to be just another customer, they want to be the center of attention, they want that 24-hour service available, they want to know how important they are to you and it is incumbent upon you and your employees to maintain the image.

Finally, technology was discussed, not so much as to the new technology that affects the way we do our business, i.e., faster equipment, larger format, color, etc., but rather technology that will alter our core business and maybe impact who we do business with in the future. When will technology make blueprints obsolete? How about virtual blueprints and printing, CD and DVD technology? They say that within ten years 70 to 80 percent of our business will come from totally new technology and will in no way resemble what we are doing today in our shop. It will be the most interesting and exciting of times for our industry.

Employee Relations On The Web Site

Printing Industries Association, Inc. of Southern California (PIASC) now provides members of WRA with access to many employee relation forms, postings, publications and procedures through the www.westernreprographics.org website. Click on "Membership", then "Publications", enter your membership number "1357" and select "Employee Relations." Members should check the website for the most current dated forms and information available. As an example, the sample employee handbook, effective January 1, 2001, will be updated as needed to reflect current legal and regulatory changes or conditions in our industry.

New Members

BPS Reprographic Services
Drytac Corporation
ReproMAX
Visual Imaging Product

On Behalf of the Board of Directors, we would like to give a special thanks to Tom Elliot, Océ Imaging Supplies, for continuing to chair all our golf tournaments.

Corporate Convention Sponsors



DIETZGEN



WRA 2000 – 2001 Board Members

Summer 2001

President

Paul McKee

Scott Blueprint
133 W. 1st Avenue
Mesa, AZ 85210
Phone: (480) 833-3912
Fax: (480) 834-0825
Email: paulm@scottblue.com

Vice-President

Ross Banks

ARC/Ford Graphics
934 Venice Blvd.
Los Angeles, CA 90015
Phone: (213) 745-3145
Fax: (213) 745-3159
Email: rbanks@fordgraphics.com

Treasurer

Odie Duggan

OCB Reprographics, Inc.
17721 Mitchell North
Irvine, CA 92614
Phone: (949) 660-1150
Fax: (949) 975-1482
Email: odied@ocbinc.com

Past-President

Dave Blaylock

Rocky Mountain Blueprint
2460 30th Street
Boulder, CO 80301
Phone: (303) 440-0502
Fax: (303) 440-0974
Email: dblaylock@rmbblue.com

Director (Arizona)

Valerie Golish

Thomas Reprographics, Inc.
4700 N. 12th St.
Phoenix, AZ 85014
Phone: (602) 264-4568
Fax: (602) 277-0884
Email: vgolish@cbrepro.com

Director (Northern California)

Mr. Greg Betty

Studio Blue Reprographics, Inc.
7132 A Johnson Dr.
Pleasanton, CA 94588
Phone: (925) 463-9660
Fax: (925) 463-0327
Email: gbetty@sbgraphics.com

Supplier Director

Mr. Tom Elliott

Oce' Imaging Supplies
1674 Heritage Circle
Anaheim, CA 92804
Phone: (714) 778-1670
Fax: (714) 778-1681
Email: elliotT@oceusa.com

Supplier Director

Mr. Jayson Jones

PageMasters, Inc.
1850 N. Central Ave., Ste. 1500
Phoenix, AZ 85004
Phone: (800) 782-0753
Fax: (602) 744-1330
Email: jaysonj@apprentice.com