

Mark Your Calendars!

March 19, 2004
"Spring Golf Tournament" Kokopelli Golf Resort
1800 W. Guadalupe Rd. Gilbert, AZ
Registration: 9:30 a.m.
First Tee-Off: 10:00 a.m.

Dinner Meeting
Hilton Phoenix East
1011 W. Holmes Ave.
Mesa, AZ
6:00 p.m. No-Host Cocktails

Panel Discussion of "Buyers" of Reprographic Services
Panel to include a representative from a construction and architectural firm, a municipality or a governmental department or agency discussing "What They Look for When Evaluating a Firm as an Outside Vendor"? What are the critical issues or services that has the greatest impact on their ultimate decision as to who is a vendor and who is not!

Room rates are \$149 single/double occupancy. Cut-off date for rooms is Tuesday, February 17, 2004. Be sure to mention you are with the Western Reprographics Association room block. Hotel number for reservations is (480) 833-5555.

June 4, 2004
"Summer Golf Tournament" Presidio Golf Course
300 Finley Rd.
San Francisco, CA
Registration: 9:30 a.m.
First Tee-Off: 10:00 a.m.

Dinner Meeting
Marriott Fisherman's Wharf
1250 Columbus Ave.
San Francisco, CA
6:00 p.m. No-Host Cocktails

Vendor discussion on "Small and Large Format Archiving and Scanning".
Members of the Board have been asked to provide a list of vendors, both hardware, software, and outsourcing firms, to provide members with an overview analysis of how the process can and should work. Opportunities for Reprographers in this type of market should also be covered.

Room rates are \$149 single/double occupancy. Cut-off date for rooms is May 4, 2004. For room reservations call (800) 228-9290. You must identify yourself as part of the Western Reprographics Association.

September 15-19, 2004
"55th Annual Convention"
The Resort at the Mountain
6810 E. Fairway
Welches (Mt. Hood), Oregon

Keynote for the Annual Convention will be Vince Lombardi Jr. discussing "Leadership". In addition to Vince Lombardi a there will be a "Panel Discussion" made up of members attending that will discuss "The 2004 business environment and its impacts and what have been some of the "best" business practices that they have implemented during 2004 or even prior."

Room rates range from \$125 to \$155 single/double occupancy. Cut-off date for rooms is August 16, 2004. For room reservations call (503) 622-3101. You must identify yourself as part of the Western Reprographics Association.

President Oddie Duggan's Message:

Dear Friends,

As we enter 2004, we dawn a new era for both the Northwest Reprographics Association and the Western Reprographics Association. This year we have merged the NWRA with the WRA to form the new larger more diverse WRA. As Co-President of the new WRA, I am excited by the opportunities that this new combined organization has to offer. Along with Gina Hess, Co-President and the Board of Directors, we believe that this year will be memorable not just for the fact that it was the year the NWRA and WRA merged, but also for the synergies that both groups, along with our vendors offer all of the Reprographers in the Western United States. Educational programs at our two general membership meetings, as well as our 2004 Annual Convention that will be held in September in Portland, Oregon will be beneficial to all of our members.

Many of us have experienced a stagnant business environment for the past couple of years and I believe that 2004 is going to be a rebounding year for the Reprographics industry and will afford all of us business opportunities with our existing products and services as well as some new services our clients are looking to us to supply.

It is with great pride that I welcome all the members of these two outstanding organizations to participate and embrace the new WRA.

Warmest Regards,
Oddie Duggan

Merger Finalized

It's official, the proposed merger between the Northwest Reprographics Association and the Western Reprographics Association has been overwhelming approved by the membership of both organizations. The combined group will retain the name "Western Reprographics Association" because the organization is already incorporated as a 501C3 association

President Gina Hess's Message:

Happy New Year!

The start of a new year is a great time to reflect on the past, as well as evaluate our goals and hopes for the future. This is an exciting opportunity for all of us in the WRA as we are blending two groups, the NWRA and the WRA, to form a more robust, vital organization.

I remember attending my first NWRA convention over 20 years ago when as a child, I tagged along on a trip with my parents. At that time the NWRA had a large membership base and the conventions were well attended by both members and vendors. In recent years with all of the mergers and acquisitions that have impacted our industry, our membership has fallen from what it was. In combining forces with the WRA we are taking steps to create a powerful group which will be beneficial to all of our members.

I hope to see all of you at our annual convention to be held September 15-19, 2004, in beautiful Welches, Oregon at The Resort at the Mountain. This convention will be the perfect opportunity for all of us to meet our new fellow members. Vince Lombardi Jr. is one of our scheduled guest speakers and we'll all return home inspired, refreshed and ready to build our businesses.

Best Regards,
Gina Hess

and will retain its current administrative status with the Printing Industries Association Inc., of Southern California headquartered in Los Angeles, CA.

This merger has been worked on for over three years and represents a trend among members

WRA update

of the both the reprographic and graphic industry in which the combining of resources has the potential to make for a stronger and more efficient organization in the long term. As noted on WRA's web site, *www.westernreprographics.org*, the 2003/2004 Board of Directors will feature a combining of the two Boards to insure that the merger proceeds in an orderly and efficient manner. The organization will be headed up by Gina Hess and Odie Duggan, Vice-Presidents will be Dave Morales and Greg Betty, Treasurers, Mike Shemilt and Mark Sipes with other Board members being Sue Hedman, Mike Mahan, Eric Watt, Ross Banks and Paul McKee with Supplier Directors being Tom Elliott and David Gilman. Beginning 2004/2005 the format of the Board will be such were there will only be a President, Vice President and Treasure with the other slots being filled by Directors. The Administrative Staff of WRA will be Monica Estrada and Frank Iannuzzi.

The primary focus of the merger was to make the combined organizations stronger and more effective in terms of providing services, relevant educational programs, and make better use of the organizations resources on behalf of the membership. And secondly, like any organization its success is driven by its members...expanding the membership means not only increased numbers but more importantly, greater input into what the membership needs, i.e., programs and services, and offering a more effective and efficient forum for members and vendors to interact and share educational and business opportunities.

The Western Reprographics Association, "WRA", views this as an opportunity, an opportunity to share ideas, exchange information, keeping current of technological changes in the industry, taking advantage of the combined resources, act as a giant "peer" group for members and act as the voice of the industry in the West. It's your organization, participate by taking advantage of programs, participate by telling us, your Board of Direc-

tors, what you want and need, participate by being an active member.

Staff Update

The Western Reprographics Association has had a long-standing management relationship (since 1957) with the Printing Industries Association Inc. of Southern California (PIASC). This unique relationship means that the WRA has a staff that is dedicated to provide the services, programming and support that is required by the associations Board of Directors and the organization's membership. Over the next few issues of the newsletter you will be introduced to many of the staff and services available to you. You can get much of this information via the web site or by calling either Monica or Frank at (323) 728-9500, extensions 299 and 222 respectively or via email at *monica@piasc.org* or *frank@piasc.org*.

By way of introduction, Monica Estrada has been with PIASC for over 15 years and has been working with members of WRA since 1995. Frank Iannuzzi has been with both PIASC and WRA (I remember when (1) everyone had hair, (2) it was darker; (3) we were thinner; and (4) grew up together) going on 25 years. This longevity has been due to the strong working and personal relationships that have been forged with members of the association, and a mutual respect and love for the industry.

Industry Update

2003 saw some significant changes within the industry. Consolidations and mergers among members, among organizations, a changing of the guard at the I.R.g.A., an upsurge in the economy, especially in the 3rd and 4th quarters of '03, and a projected growth of 4 to 6% for 2004. While events lead us to feel positive about the future, we need to remember the past, we need to learn from the past, and most importantly, we need to use the past to plan for the future.

WRA update

Understand that the dramatic swings in the marketplace that we all have experienced since 2000 will continue to be the norm rather than the exception. Understand that "price" competition will not abate even if the market and economy picks up. Understand that factors are out of our control, i.e., the increased costs for insurances, medical and workers compensation, will continue to play a major role in the way we do business, how we hire and train employees, and have a significant impact on all of our bottom lines. The "Technology Revolution" will continue to impact us, driving us to spend more time on R&D helping us to decide where to spend our limited investment dollars so that we can improve our competitive edge in the marketplace.

While technology is exciting, in most cases, efficient, and is the future, we need to embrace it and spend our resources based on a single factor...that the customer needs it because it will make their life better and they are willing to pay for it application. The one factor that has emerged from the trails of the past three years is that those who are successful are those who understand their customers business and future needs better than their customers do. The overworked term of providing "value-added services" has never been more true than today. You need to distinguish yourself from your competition, you need to become part of your customer's organization, and you need to be looked at as if you are an employee. How can this be accomplished? Ideas from successful firms include: (1) Team Selling, to include sales, customer service, production and administration personnel; (2) include a customer on your Board of Directors...if you don't have an active one, create one; (3) quarterly review of your top 50% of customers...survey them to find out why they buy from you; (4) belong to your customers trade association or participate in their trade shows...gives you an idea what they are doing and what their future looks like, besides it is great PR;

and (5) learn from "lost" customers...Why? What did we do wrong to lose the business? If you lost it because of price, then forget it because in the final analysis, they were probably costing you monies. You Need to do a customer, product, price, and profit analysis on all of your customers. It takes only one to destroy a firm's profit margin.

The experts see and anticipate an exciting 2004. They see old and new challenges and there is a strong belief that there are tremendous opportunities for those who are proactive and customer driven. They also believe that there is a place for everyone regardless of the size or number of facilities that they have. Our success in today's competitive marketplace is measured one customer at a time. And that remembering the impacts of the past, allows us to take advantage for the future.



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