GRAPH EXPO 2011 Hailed a Success by Exhibitors, Attendees

Fortifying its position as the industry’s largest and most innovative graphic communications tradeshow for the Americas, GRAPH EXPO 2011 held September 11-14 in Chicago’s McCormick Place, defied a challenging business environment to welcome a notable increase in attendance over the 2010 event. The exhibition was enhanced by a record 34 co-located industry conferences and events, which provided for the diverse spectrum of attendees and widely expanded range of business education and networking opportunities. GRAPH EXPO 2011 also marked the debut of the instantly popular Marketing Pavilion.

The show attracted a total of 20,451 attendees, which included exhibitors and attendees, and 13,426 actual verified attendee/buyers — up 7% from 2010—who came to the show with an extraordinarily high level of purchasing power to examine, compare and purchase the latest graphic communications technologies. Even more significant was the uptick in participation of high-level decision-makers from among 8,026 unique buyer companies—up 12% compared to the 2010 event. Based on its commitment to reporting the truest and most accurate attendance numbers the Graphic Arts Show Company (GASC) defines ‘actual verified attendees’ as registered onsite show participants.

“The energy and enthusiasm among attendees was contagious throughout the show.”
—Tim Palmer, Vice President, Americas Consumer and Commercial Marketing, Xerox

GRAPH EXPO 2011 welcomed a significant increase in high-level decision-makers—up 12% compared to the 2010 event—who came to this year’s show from 8,026 unique buyer companies to compare and purchase the latest graphic communications technologies.
chairman’s perspective

D.J. Burgess
NPES Chairman
Burgess Industries, Inc.

‘Show’ Me the Way to Recovery

Welcome to this edition of NPES News and the pictorial summary of just some of the many exciting highlights from our recent “Embrace Technology” themed GRAPH EXPO 2011.

But before you turn the page...let’s rewind the clock back to shortly before this year’s show when our politicians on Capitol Hill were in gridlock threatening to shut down the government, the United States just lost its AAA bond rating; and the stock market was a dizzying roller coaster free fall one day and rebound the next. These circumstances heightened our uncertainty about the ‘economic recovery’ and damped, if any, our positive expectations for the show.

Then despite all of the ‘sky is falling’ headlines, "WOW what a show!" In fact the best in the last three years for Burgess Industries with millions of dollars in new leads and potential, and solid new orders as well! And, based on the feedback I’ve received from many of you and other exhibitors since the show, Burgess Industries was not alone in achieving such successful results.

(L to R) Stan Freimuth, past GASC Chairman (10 years ago at PRINT 01 during 9/11); Ralph Nappi, President, NPES/GASC; and, D.J. Burgess, Chairman NPES/GASC

Here’s the even better news: I am now confident our industry is moving forward in accepting these economic times as the ‘new operating reality’ with companies advancing from a formerly defensive ‘no spend,’ to a conservative ‘offensive investment’ stance—no matter what Washington throws at us! I also believe that our industry has hit bottom and turned the corner towards recovery, albeit slow, yet a recovery nevertheless.

For the best news of all: as evidenced at GRAPH EXPO, inventive NPES Members and their customers are developing strong new partnerships that are advancing new design solutions and taking innovation to new heights that are creating a breakthrough new future for the world of communications and integrated media. As an industry we must be proud of this positive momentum that has, and will continue to carry us beyond ‘plain-old-survival,’ past some of the worst natural and man-made disasters in history—earthquakes, tsunamis, the Gulf oil spill, the Chilean mine accident—the effects of many which are still impacting us today.

A pessimist says, “The glass is half empty.” The Optimist says, “The glass is half full.” The engineer says, “You have too much glass!” Together we’ve learned, once again, that dwelling on the negative (economic uncertainty) only produces negative results. Today, and every day, is the time to focus on the positive (work hard, committed to success) to achieve your positive results with just the right amount of glass!

My term as NPES/GASC Chairman sadly comes to an end this year. There are no words to describe my endless appreciation for your trust and support in allowing me to serve all of you during these challenging times, so allow me to share one of my most memorable experiences.

There was a special commemorative ceremony at GRAPH EXPO 2011 in remembrance of those who perished on September 11, 2001. I was given the opportunity to walk with Ralph Nappi, NPES/GASC President, behind the bagpiper and Color Guard as they marched through the Exhibit Hall, later also joined by Stan Freimuth, the NPES/GASC Chairman during PRINT 2001. As we passed by, show attendees fell in step behind us as we proceeded to a stage in the Grand Concourse. After a moment of silence, Commander Carmelita Earls of the Chicago Fire Department sang our National Anthem and was then followed by a sole bagpiper who led the Color Guard out to conclude the ceremony. There wasn’t a dry eye in the place!

I will never forget our walk through the exhibition hall. The strong sense of patriotism, commitment, and loyalty that filled the hearts of people was palpable as the bagpiper and Color Guard solemnly passed by. Women and men removed their hats, placed their right hand on their hearts, and straightened their posture to attention with eyes wide open...some filled with tears. The moment was overwhelming as, together, we silently signaled how proud we were to be Americans.

A photo was taken of Ralph, Stan, and me during the minute of silence tribute, which I had framed and now hangs on my wall. It will always remind me of the experience, but more importantly, my sincere appreciation for being an American and thankfulness to those who gave their lives for our freedom. Freedom, just like success, has a price—it’s about choice, opportunity, responsibility and discipline—and should always be considered a gift to us by those who’ve made the ultimate sacrifice for us to have a better life.

And now, for my final point: threatening to shut down our government as ‘inspiration’ to force agreement and action is a clear sign of poor leadership and incompetence. For the life of me I can’t comprehend why our politicians and president want to send a message to our global trading partners and the world that they can’t agree on any solutions to stop this country from hemorrhaging debt.

November 2012 is just around the corner. We as the American People, and an industry, have the opportunity to protect our precious gift of freedom and to change the course of history. I ask that you make a personal commitment to learn about the issues facing us all and, more importantly, get involved to make a difference.

As always, I encourage everyone who wants to make new business contacts and a positive difference in our industry to actively participate in the many events NPES holds throughout the year. For the many of you regularly involved in NPES’ conferences or meetings, or those who hold committee member positions, or even offer valuable feedback to our association, I thank you for the time your service takes away from your business and family to help shape the future of our industry.

Lastly, please join me in thanking Ralph Nappi and his NPES/GASC staff for their committed efforts and a job well done producing and creating the value at this year’s successful GRAPH EXPO.

Welcome again to our recovery, and thanks again for your trust and support! ●
how we can help them solve their problems and grow their businesses,” said Tim Palmer, Vice President, Americas Consumer and Commercial Marketing, Kodak. “The energy and enthusiasm among attendees was contagious throughout the show, giving us four strong days of leads and sales.”

Tracy Yelencsics, Vice President, GCBG Segment & Program Marketing for Xerox, states, “Once again GRAPH EXPO proved to be a successful show for Xerox. As for EFI, CEO Guy Gecht says, “EFI invests in areas where print is going, not where it’s been. Innovation and technology are integral to our industry’s success, and GRAPH EXPO is the perfect venue for this.”

Attendees impressed with the wide variety of technology demonstrated across the expansive show floor included James Reisenbuechler of JR Reise Consulting, LLC (Green- dale, WI) who states, “There has been a tremendous amount of new technologies with regards to ‘system’ print, as well as print-for-profit, and GRAPH EXPO is where I come to ‘so to speak’ drink from the fire hose.”

In addition to the numerous user group meetings, a host of established education conferences also took advantage of the synergy at GRAPH EXPO, including Print Buyers International, which for the first time this year brought its 6th annual Print & Media Conference to the show. Reporting a record number of attendees from 25 states and 2 countries, Margie Dana, President of Print Buyers International, shares “We had a very successful show, based on comments from attendees, sponsors and speakers.”

Xplor International’s conference held at GRAPH EXPO for a second year running was another success story with registration and attendance up 23% over 2010. “I was quite satisfied with the results and look forward to 2012,” says Skip Henik, EDP, President and CEO, Xplor International.

“No matter what you call it GRAPH EXPO has gone beyond traditional print. This show has become the largest event in North America for digital output and communications,” he states.

The new Marketing Pavilion, which featured companies with new marketing tools and actionable ‘how-to’ advice in sessions held in the Marketers’ Lounge, was a resounding hit with vendors and attendees.

Jason Pinto, CMO of Grow Socially notes, “The Marketing Pavilion was launched at exactly the right time. Today’s attendees realize ‘communications’ have changed; the reality is they need to offer more marketing services. We had such a great GRAPH EXPO—we could not enter the leads fast enough!”

The returning and popular News Print pavilion garnered rave reviews and drew daily crowds to this show floor hub dedicated to newspaper printers and production executives.

“The International Newspaper Group (ING) is happy that we found a place and event that embraces newspaper production,” says Becky Brubaker, Senior Vice President, Manufacturing & Distribution, Chicago Tribune Media Group, and ING President. “We are happy to have held our ING Conference in Chicago in conjunction with GRAPH EXPO for the second year in a row.”
GRAPH EXPO is unique as the only large graphic communications event that offers valuable information and insights for both newspaper and commercial printers, affirms Kathy Hunter, General Manager of Transcontinental Northern California. “Transcontinental is the fourth-largest printer in North America and prints many newspapers, including The San Francisco Chronicle and The Globe and Mail,” says Hunter. “There is definite convergence in these industries, which is why we attend GRAPH EXPO and the News Print pavilion at GRAPH EXPO. It’s the only large supplier event that delivers valuable benefits to both newspapers and commercial printers in the Americas.”

Historically recognized as ‘a heavy iron show,’ GRAPH EXPO has evolved and adapted to deliver huge successes for both offset and digital press manufacturers. “GRAPH EXPO was a very successful show for Xeikon,” says Aditya Dwivedi, Senior Marketing Manager, Xeikon. “The show gave us an excellent opportunity to reinforce the value-proposition of our digital presses to a broad audience.”

MGI Digital Graphic Technology, manufacturer of multi-substrate digital printing and finishing solutions, announced their strongest GRAPH EXPO showing to date with strong equipment sales at the show and hundreds of qualified leads, reports Giselle L. de la Moriniere, Marketing and Communications Manager, MGI.

On the offset side, shares Eric Frank, KBA Vice President, Corporate Marketing, “At this year’s GRAPH EXPO we’ve seen a more enthusiastic outlook towards the economy and need for more print provider solutions.” He continues, “We were very pleased with the customer activity and our investment in GRAPH EXPO 2011.” Cutting-edge software and technology were also huge draws for attendees, as evidenced by the highly trafficked exhibit booths of companies including EskoArtwork, Kern, Pageflex and Rochester Software Associates.

“EskoArtwork was very pleased with GRAPH EXPO. Our booth traffic was phenomenal and the results were much greater than we anticipated,” remarks Tim Zula, EskoArtwork Director, Marketing Communication. Our partners, Prisco and xpedx, also reported that traffic at our Kongsberg tables was excellent as well.”

Even for first-time exhibitor Rochester Software Associates, GRAPH EXPO delivered all that was promised—and more. “We had a great show—good vibe, good traffic and we’re already looking forward to next year,” says Elisha Kasinski, Sr. Marketing Manager, Rochester Software Associates.

Your team and publicity are wonderful for a smaller player like RSA.”

Reflecting on his company’s success at GRAPH EXPO 2011, Virtual Systems’ President Chris Huber states, “We typically don’t go to this show to write business or take orders. It’s been more about branding, seeing customers and meeting new ones. This year we actually wrote several contracts and acquired more qualified leads than ever before.” He continued summing up the consensus of feedback received from attendees and exhibitors as, it was “the most successful GRAPH EXPO show ever.” Summing up the positive sentiment across the show floor, and his satisfaction with the show in particular, David Murphy, Marketing Director, HP exclaims, “GRAPH EXPO 2011 was hugely successful for us. Looks like there’s just 365 days until the next one. Can’t wait!”

Next up for the industry is GRAPH EXPO 2012, themed ‘Print Integrated’ slated for October 7-10, 2012, at Chicago’s McCormick Place, where a new show floor feature will debut—the Photo Imaging pavilion—for Photo Imagers and Retailers. A host of new and returning co-located events will also provide show goers with even greater incentive to attend next year’s show. For more information about GRAPH EXPO 2012 visit: www.graphexpo.com.

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—Kathy Hunter, General Manager of Transcontinental Northern California

“...we could not enter the leads fast enough!”
—Jason Pinto, CMO of Grow Socially
Vision 3 Summit: Focus Your Vision on Transformation and Growth

NPES, NAPL and Printing Industries of America have joined forces to sponsor the second annual Vision 3 Summit—the premier executive leadership conference for the graphic communications industry—slated for February 19-22, 2012 at the Marco Island Marriott in Marco Island, Florida.

Themed “Focus Your Vision on Transformation and Growth,” this year’s event, blends again the unique strengths of the three organizations to provide a single, authoritative conference designed to address the needs of company owners and executives—both service providers and vendors.

Unlike other industry conferences, the Vision 3 Summit centers around a problem-solving approach to critical management issues specific to leaders in the graphic communications industry.

This year’s compelling programming will address, in a variety of formats: current and emerging trends; the latest market research; the impact of e-technologies on print; the national and global economy; sales force management; keys to customer loyalty; and, political issues likely to have the greatest potential impact on the industry. From nationally-known head-liners, to industry insider panel discussions; to a mix of concurrent hot-topic sessions—and the new-for-2012 Peer Exchange Roundtable Forum—participants will gain the latest business intelligence necessary for leading a progressive graphic communications business today.

Among the conference’s line-up of three distinguished keynoters set to educate, inspire, provoke and entertain attendees are:

- **Dr. Jeffrey Rosensweig**, Director of the Global Perspectives Program, Goizueta Business School of Emory University, and author of the critically-acclaimed “Winning the Global Game: A Strategy for Linking People and Profits,” on “The Global Economy—Opportunities and Challenges;”
- **Charlie Cook**, Washington, D. C. insider and publisher of The Cook Political Report, with a “Pundit’s Perspective: Inside the 2012 Elections;” and,
- **Scott McKain**, co-founder of The Value Added Institute, and best-selling author of What Customers REALLY Want on “Delivering the Ultimate Customer Experience.”

A variety of other compelling sessions will cover the breadth of graphic communication management concerns—from new media marketing methods and sales programs, and transforming your business for print profitability, to ‘hot’ markets for future growth. Additionally, presentations of PRIMIR market research studies will reveal the “Evolution of General Commercial Print: Implications for the Future” and “Impact of Electronic Technologies on Print.”

Valued as much for its networking opportunities as for its high caliber presentations, the Vision 3 Summit brings together—in one place, at one time—top executives from among the industry’s leading graphic communications service providers and vendors into an environment that fosters open dialogue and straightforward discussion.

For complete information about the Vision 3 Summit, sponsorship opportunities, and to register, visit: [www.vision3summit.org](http://www.vision3summit.org).
GRAPH EXPO 2011’s pre-show EXECUTIVE OUTLOOK Conference welcomed Deputy Postmaster General Ron Stroman, who shared with attendees his insights on “Delivering the Future: A Smaller, Leaner and More Competitive Postal Service.”

EXECUTIVE OUTLOOK 2011, themed “Embrace Technology and Market Trends for Profitability,” drew a capacity crowd of showgoers who eagerly awaited the announcement of the 2011 MUST SEE ‘Ems to finalize their booth visit plans.

On Sunday September 11, in observance of the 10th Anniversary of September 11, 2001, GRAPH EXPO conducted a remembrance ceremony. It began with a single bagpiper leading a Color Guard through the McCormick Place Exhibit Hall to the Grand Concourse, where at noon (coinciding with 1:00 p.m. national observance) a moment of silence was announced. The ceremony concluded with the National Anthem sung by Commander Carmelita Earls of the Chicago Fire Department.

A breath-taking performance by Cirque du Soleil during the “Freedom to Perform” themed presentation by Chairman & CEO Ursula Burns was a highlight of Xerox’s special keynote on Monday morning at GRAPH EXPO 2011.

The new-for-2011 GRAPH EXPO Theater offered attendees ways to expand their service offerings and provided immediate ‘how-to’ information designed to enhance their discussions with exhibitors.

Lead generation and on-the-show-floor sales were brisk at GRAPH EXPO 2011 as high level decision-makers from 8,026 unique buyer companies (up 12% from last year’s show!) came with budgets to spend, seeking solutions to move their companies forward.

Throughout the show, exhibitors spoke out loud and clear about the quality of this year’s attendees who came ‘on a mission’ with budgets to spend on new equipment, products, software and applications. GRAPH EXPO 2011’s record 34 co-located meetings, conferences and events drew showgoers from 11 key market segments.

The Mailing & Fulfillment Center at GRAPH EXPO 2011 was a constant hub of activity where attendees flocked to see demonstrations of the latest technologies and applications that would add value to their clients’ projects.

GRAPH EXPO 2011 offered a robust schedule of free sessions in the new Marketing Pavilion’s Marketers Lounge, plus timely market segment-specific presentations—four in all—to help attendees move their careers and businesses forward, including “Reinforcing Print in a Time of Transition,” sponsored by News & Tech magazine.

GRAPH EXPO 2011 exhibitor presentations provided continuous show floor learning opportunities for attendees seeking to transition from PSP to MSP. Capacity crowds quickly assembled to gain the practical ‘how-to’ information and advice.

GRAPH EXPO welcomed Print Buyers International’s 6th Annual PBI Print & Media Conference—a ‘first’ on many levels—the first time held outside New England and first time held in conjunction with GRAPH EXPO.

GRAPH EXPO 2011’s striking array of industry education included—in addition to the pre-show EXECUTIVE OUTLOOK Conference, the show’s conference program of more than 50 sessions, and the world’s only dedicated ePublishing Media Conference, and Xplor Conference—the G7 Summit, sponsored by IDEAlliance (pictured), back by attendee demand for this year’s show.

The PackPrint and Future Print pavilions at GRAPH EXPO 2011 were among nine highly-trafficked special interest sections attendees explored throughout the show. Others included: News Print—the Newspaper Pavilion; the Mailing & Fulfillment Center, GREENspace, Prepress/Software/Workflow and Press/Finishing sections; Education Main Street; and, the new-for-2011 Marketing Pavilion.

GRAPH EXPO 2011’s conference program offered attendees more than 50 state-of-the-art learning opportunities in 28 education categories—from executive level to ‘hands-on’ computer labs—something for everyone!
Expanded Work Rules Reinstated for Exhibitor-Friendly Changes at McCormick Place

UNIONS DROP LAWSUIT THAT STALLED COST REDUCTIONS AT GRAPH EXPO 2011

In May of 2010, the Illinois General Assembly passed legislation that resulted in greater work rule flexibility and lower costs at McCormick Place for vendors exhibiting at GRAPH EXPO 2010. Later that year, two unions, The Chicago Regional Council of Carpenters and the International Association of Teamsters, Local 727, filed a lawsuit challenging McCormick Place's authority to implement workplace reforms by claiming that this legislation was unconstitutional due to their federally-protected contracts and that there would be huge losses in work to their members.

In July 2011, the U.S. Court of Appeals denied a request to keep changes in place while waiting for the lawsuit ruling and then a U.S. District Judge issued a permanent injunction that reversed the legislation and many of the changes at McCormick Place for the coming months. This negatively impacted exhibitors at GRAPH EXPO 2011 with higher costs at show site than what they had experienced in 2010. Along with all the other customers in Chicago, The Graphic Arts Show Company continued to fight for a return to the legislation in order to reduce costs to exhibitors.

The unions have now dropped the lawsuits and agreed to abide by the terms of the legislation. As of November 1, 2011, the changes brought about in 2010 are back again. This will once again mean savings for exhibitors who saw their onsite show costs increase from 2010 to 2011. These changes are:

• **Expanded exhibitor rights.** Exhibitors will again be able to do their own booth and equipment set-up and dismantling using their own ladders and hand tools and straight time work. The straight time window will increase to 6:00 a.m.-10:00 p.m., Monday through Friday, which will allow for shift work on straight time. Carpenters’ straight time hours are from 8:00 a.m.-4:30 p.m. on Monday through Friday and extend until 8:30 p.m. on break of show. On Saturdays, a more flexible schedule reduces double-time. Additionally, provisions to roll back double-time pay applies to four weekday holidays straight time working.

• **Implementation of lower crew sizes.** Crew sizes are now mandated at two people unless larger crews are required for safety or efficiency reasons.

In addition to the above benefits that were temporarily frozen in the past months while the legislators and unions came to an agreement, other changes made in 2010 in Chicago have continued:

• McCormick Place no longer offers electrical or plumbing services. Show Management is free to choose from a list of approved contractors in an effort to provide the best pricing and customer service.

- **Automobile and Small Utility Vehicle Policy.** Exhibitors will be able to deliver, unload, and reload their exhibits and machinery themselves via small vehicles in designated areas, and using non-mechanized tools like hand trucks. (This process was actually continued in GRAPH EXPO 2011 but with the costs borne by McCormick Place.)

• **Longer hours for including Columbus Day.**
Market Intelligence News: UCC Filing Update

The chart compiled from UCC data provided herein by Equipment Data Associates (EDA), shows up-to-date UCC (see definition below chart) activity for all printing equipment. Although UCC filings are a combination of new equipment sales, used equipment sales and re-financings of existing placements, they are still a strong indicator of market activity. Based on strong August UCC filings for new equipment of 423 units, 2011 new equipment activity is now 15.2% ahead of 2010 levels. Used equipment filings for August were up 21% from July 2011 levels. This information is extracted directly from EDA’s comprehensive database of nearly 30,000 records for purchasers of printing equipment.

For each of the data points in the table, subscribers to EDA’s market intelligence services can see exactly who purchased the piece of equipment—and the manufacturer and model. NPES member companies that participate in the free NPES Market Data program are eligible for significant discounts on EDA’s services. By combining the critical purchaser information from EDA with the comprehensive market statistics, analysis, and forecasts provided by NPES’ free Market Data program, participating NPES member companies can get a complete picture of the current and anticipated future activity in the marketplace.

For more information, or to join the free NPES Market Data program, contact NPES Assistant Director for Market Data, Rekha Ratnam at phone: 703/264–7200 or e-mail rratnam@npes.org. For specific information about the market intelligence services offered by EDA, contact Mauricio Jurin at phone: 704/845–1099 or e-mail mjurin@edadata.com.

Printing Equipment UCC Filings: 2006–2011

A Uniform Commercial Code Form 1 (UCC–1) filing is a financing statement required by law to be filed with the state to show that one party (usually a lender) has a security interest in another party’s (usually a borrower’s) personal property, and most frequently relates to the commercial financing of capital equipment through a lending institution. UCC data is filed everyday throughout the U.S. Each UCC data filing statement has three components: the borrower, the lender, and what the borrower purchased, including make, model and serial number. Once the data is filed, EDA’s more than 50 employees manually review each filing to identify and correctly classify the transactions of printing equipment. What results is a robust database that offers subscribers continually updated information on exactly who is buying or leasing what pieces of equipment.
Meissner, recipient of the Individual Service Award, has extensive international experience with leading suppliers in the printing equipment industry. He is president and CEO of Goss International Corporation, where, as a member of the senior management team since 2002, he has been instrumental in establishing Goss as a premier brand in the print industry, expanding the company’s focus and resources through the acquisition of Heidelberg Web Systems, and extending its technology leadership position through unique innovations within its web press and print finishing product platforms.

A passionate supporter of the industry, Meissner has served on the NPES Board of Directors for the past seven years. His longtime and dedicated involvement in NPES also includes volunteer service on the Programs & Meetings and Market Data Committees. He is a regular participant at the Association’s Annual Conferences and events, and most recently the Vision 3 Summit. As newly elected Treasurer, he currently serves as a member of the Executive Committee of the NPES Board of Directors.

Manroland, the Corporate Service Award recipient, has been a top developer of computer integrated manufacturing (CIM) for well over a decade. Recognized for providing leading innovations in printing systems, from commercial through publications to packaging printing, manroland was most recently recognized with an InterTech Award for their Autoprint APL (automatic plate loading system).

In addition to being a consistent participant at industry tradeshows and events, such as GRAPH EXPO and PRINT, manroland has been an enthusiastic supporter of NPES through the active involvement of its leadership on various association committees and task forces. Most recently, manroland President Vince Lapinski’s service on the NPES Board of Directors is a reflection of the organization’s commitment to all aspects of our industry.
U.S. Postal Service on Verge of Collapse—Inaction Not an Option

MAJOR POSTAL REFORM LEGISLATION ADVANCING IN CONGRESS

Unless action is taken now, the United States Postal Service (USPS or Postal Service) will run out of operating capital and be unable to pay its workers and suppliers by mid-2012, if not sooner. In the face of such an unthinkable prospect as a Postal Service shut-down, both the House and Senate are advancing major postal reform bills that are ready for action by each bill’s respective chamber of Congress. The dilemma is that the bills are widely divergent in their approach to addressing the short-term financial crisis and long-term structural problems of the Postal Service, and each faces an uphill battle passing on its own side of Capitol Hill. NPES and its allies in The Coalition for a 21st Century Postal Service (21C) are working to advance each bill in a pragmatic effort to develop consensus legislation that is both bipartisan and bicameral.

Most recently, the Senate Homeland Security and Governmental Affairs Committee approved S. 1789, The 21st Century Postal Service Act of 2011, which contains many provisions advocated by NPES and 21C. This bipartisan bill, co-sponsored by Senators Lieberman (D-CT), Collins (R-ME), Carper (D-DE) and Brown (R-MA) would:

- restructure the problematic pre-funding of retiree health benefits, require eligible employees to enroll in Medicare and give the Postal Service and it unions until September 2012 to negotiate a separate USPS health plan;
- return the Federal Employee Retirement System (FERS) pension over-payments to be used for early retirement incentives as USPS restructures to fit the size of its current and foreseeable business by reducing its workforce by 100,000 employees, with an estimated annual savings of $8 billion;
- delay the elimination of Saturday mail delivery for at least two years, and thereafter allow it only if remedies are developed for those disproportionately affected and all other cost savings options have been exhausted;
- direct arbitrators to take into account the financial position of the Postal Service when deciding labor-management impasses;
- streamline delivery practices, develop service standards to guarantee a minimum level of access to retail services, and conduct a study and allow rigorous public comment before closing a processing facility; and,
- reform federal workers compensation by making changes in the Federal Employees Compensation Act (FECA).

Lacking from the legislation is any ‘hammer’ provision that would drive labor cost reductions if the buy-out incentives do not produce enough cost savings.

In contrast to S. 1789, in October the House Committee on Oversight and Government Reform approved legislation, H.R. 2309, The Postal Reform Act, co-sponsored by Committee Chairman Darrell Issa (R-49-CA) and Congressman Dennis Ross (R-12-FL), which would, among other things:

- put the Postal Service into a kind of receivership following a default on any of its payments;
- allow for elimination of Saturday delivery;
- create a base closing type commission (BRAC) to facilitate closing post offices;
- give a one year reprieve of the $5.5 billion retiree health care benefit; and,
- prospectively bar no-layoff clauses from Postal Service collective bargaining agreements.

In commending the House bill’s co-sponsors, 21C noted that the USPS’s unprecedented financial straits demand prompt, effective, and bold action from Congress, but also expressed concerns about certain key aspects of this legislation and their effects on the system, including: elements of the structure and powers of the receivership’s authority; the absence of financial relief concerning pension and health funds; and any rate increases in general, or for specific segments of the mail.

Finally, although there is not yet legislative language, President Obama’s proposal as reported is very concerning in that it calls for a one-time exigent postal rate increase, such as the one rejected by the Postal Regulatory Commission last year, which even the Postal Service itself has now abandoned, recognizing that such a move at this time would be counter-productive by driving more volume out of the system.

NPES and its 21C allies believe that moving forward at this juncture is critical to enacting meaningful postal reform legislation in time to forestall disastrous disruptions to service that would have grave effects not only on the mailing industry and the eight million private sector jobs it supports, but on the economy as a whole, which still depends to a tremendous extent on the postal system for commerce and communications.

For a complete summary of 21C postal reform positions see: npes.org/postalcollapse.aspx. For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org.
GAERF Wins Printing Industries’ 2011 web2award

‘BEST IN NEWS AND INFORMATION’ CATEGORY

The Graphic Arts Education and Research Foundation (GAERF) has been recognized among the 2011 web2awardees in the ‘Best in News and Information’ category for the website: www.graphic-COMMcentral.org, the new online resource for today’s graphic communications industry.

Launched in March 2011, and designed for industry employers, job seekers, educators and students, the multi-faceted website is a comprehensive portal to a vast network of information for, and about, the graphic communications industry.

In its third year, the web2awards were established by Printing Industries of America to recognize, honor, and elevate standards for websites that are print-centric. The mission of the web2awards judging body, which consists of educators, designers, web/e-commerce experts, marketers, and industry consultants, is to honor excellence in the various categories of print-related websites. Entries were judged by an expert panel in six areas: overall design, structure and navigation, content, technology, ease of use, and innovation.

“Launched in March 2011, and designed for industry employers, job seekers, educators and students, the multi-faceted website is a comprehensive portal to a vast network of information for, and about, the graphic communications industry.”