

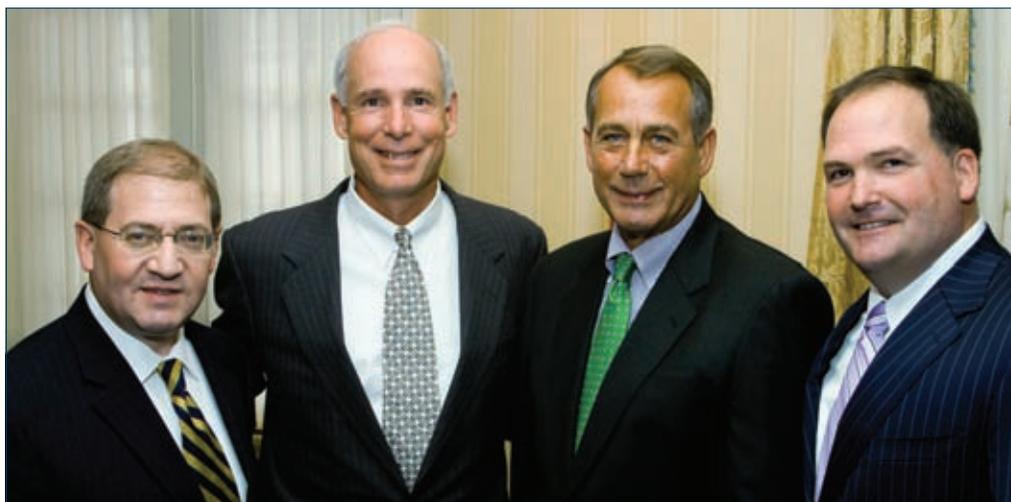
NPES Takes Postal Reform Message to Congress

INDUSTRY UNITES FOR CAPITOL HILL FLY-IN/*PRINT'S VOICE* 2012

Over a dozen NPES member company executives joined with members of Printing Industries of America to urge support for the *H.R. 2309, Postal Reform Act of 2012*. They collectively visited over 50 congressional offices June 5-7, meeting with both elected representatives and staff during the second annual Capitol Hill Fly-In/*Print's Voice* 2012, jointly sponsored by the two partner associations.

Passing H.R. 2309 in the U.S. House of Representatives is the next milestone in enacting urgently needed postal reform legislation before the end of 2012 and the 112th Congress. The U.S. Senate passed a counterpart measure back in April, and a House/Senate conference committee is seen as the necessary forum to achieve the reforms and compromises required to put the Postal Service on a sustainable course for the future. During a luncheon on June 6, Fly-In participants thanked Senator Thomas R. Carper, (D-DE), principal co-sponsor of *S.1789, The 21st Century Postal Service Act of 2012*, for his leadership in gaining Senate approval of the measure.

Prior to House lobbying visits, Fly-In participants met with both U.S. Postmaster General (PMG) Patrick R. Donahoe and Congressman Dennis Ross (R-12-FL), one of the principal sponsors of H.R. 2309, for a briefing on the U.S. Postal Service's 5-Year Business Plan to Profit-



(From left to right) Mark Nuzzaco, NPES Government Affairs Director; Ralph Nappi, NPES President; Speaker of the U.S. House of Representatives, the Honorable John A. Boehner (R-8-OH); and, Michael Ring, President, Xeikon America, NPES Government Affairs Committee Chairman.

ability, as well as the political dynamics of postal reform legislation in the House of Representatives. PMG Donahoe stressed that while the Postal Service can and must do much unilaterally to improve its fortunes, it is equally imperative that Congress acts to provide USPS management more flexibility to make the systemic changes necessary to achieve financial stability and a new business model that has long-term sustainability. Ross underscored the need for the more aggressive reforms contained in H.R. 2309, including a greater impetus for restructuring and streamlining USPS infrastructure and reducing unsustainably high labor costs.

Great job! Liked schedule
and diversity of speakers...
good to meet with industry peers.

- John Torrey, President & CEO
Ferrotec Equipment Solutions
North America, Inc.

At a reception and dinner the Speaker of the U.S. House of Representatives, the Honorable John A. Boehner (R-8-OH), addressed Fly-In participants, commending their participation in the process of government and reviewing economic challenges facing the nation. Dinner guests also included Congressman Pat Tiberi (R-12-OH), Chairman of the Ways and Means Select Revenue Measures Subcommittee, and Todd Rokita (R-4-IN), a member of the House Budget Committee.

Tiberi focused on the need for comprehensive tax reform that would reduce the burden of taxation on businesses, allowing them to create more jobs and making them more internationally competitive. He was also

PRESIDENT'S PERSPECTIVE



Ralph Nappi, NPES President

Soaring with Eagles!

While I have no idea who originally penned the saying, "It is hard to soar with the eagles when you are surrounded by turkeys," lately it seems to me that this adage has never been more germane to our industry than it is right now.

I don't think it is an accident that these 'eagles' represent successful companies in our industry.

Why? Because over the past few months attending industry events across the country, like the NPES/PIA Government Affairs Fly-In, our joint NAPL/NPES Executive Briefings and the PRIMIR Summer Meeting, my spirits were raised and so was my outlook for our industry. The reason? Because at these events I had the good fortune to be surrounded by 'eagles'!

Through five meetings in five cities, I felt that those printers and suppliers who attended these events were 'flying high' because they saw our industry's future as 'bright' and were working hard to make it that way for their companies.

These are the people you want to be around! The type of people who are making time, in tough times, to consider strategic and tactical approaches for success. They listen, learn and share. They debate and discuss ideas for OUR industry. Despite

the same distressed budgets, despite post-drupa follow-up, despite time constraints they still manage to MAKE time for learning, sharing and networking. They see it as an investment in adapting their company for the future, rather than a cost. In

most cases they walk away with immediate ideas and tactics to help them make that month's numbers. I don't think it is an accident that these 'eagles' represent successful companies in our industry. One could argue that one must be successful to be able to afford the time and cost of attending. Yet, others believe that making the time to attend makes them successful. Regardless of this 'chicken or egg' debate, the bottom line is clear, those who commit to events like these ARE 'eagles.'

In this issue you will see summaries and content of these meetings and photos of several of those 'eagles.' The good news is that there are many opportunities to engage like GRAPH EXPO, trade missions, the NPES Annual Conference and standards meetings, to name just a few. Please consider that these are truly an investment in your company, not an expense. ■

Looking for FREE Meeting Space at GRAPH EXPO?

The NPES/PRIMIR EXCHANGE is the ideal *free* and *quiet* meeting place, just steps away from the bustling GRAPH EXPO show floor.

This *exclusive* enclave inside McCormick Place is where NPES and PRIMIR members have an open invitation throughout the show to come and:

- Conduct business with key customers and prospects in semi-private meeting rooms
- Regroup with staff members to strategize the day's agenda
- Grab a quick morning cup of coffee or a short afternoon refreshment break, and
- Utilize the convenient PC Corner's Internet and printing capabilities.

Note! As the Chicago Marathon will take place the morning of Sunday, October 7, to assist with getting show visitors to the convention center, GRAPH EXPO trade show hours on Sunday will be 12 noon - 5 p.m. To provide for members' pre-show opening meeting needs, **the NPES/PRIMIR EXCHANGE will be open promptly at 9 a.m. on Sunday, October 7.**

Please allow extra time to travel from airports or downtown to McCormick Place on that day.

Looking for free meeting space at GRAPH EXPO? Look no further than the NPES/PRIMIR EXCHANGE!

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The NPES/ PRIMIR EXCHANGE Means Business!



LOCATION

MCCORMICK PLACE SOUTH
Room S101ab

HOURS OF OPERATION

Sunday, Oct. 7 - Tuesday, Oct. 9
9am - 5pm
Wednesday, Oct. 10
9am - 4pm



The discussion...a provocative exploration beyond the challenges to the new opportunities they create.

Innovation Is Everybody's Business

Mirroring the mantra of our long-term strategic plan set in motion by the NPES Board in 2010, which explored the future direction of our industry, and NPES itself, is the NPES 2012 Annual Conference, aptly themed *“Driving Growth Through Innovation.”* This timely and highly interactive event will be guided by a cadre of top business and industry experts who will deliver an up-to-the-minute overview of the marketplace trends, technology, global economic impacts, and more that are affecting our businesses now. The discussion will continue with a provocative exploration beyond the challenges to the new opportunities they create, setting the stage to examine the real-world strategies that will enable company leaders to boost short-term business growth and best reposition



Marco Boer

their organizations for the longer term. Featured presenter Marco Boer, Vice President, I.T. Strategies, the principal researcher for the 2011 PRIMIR study, *“Impact of Electronic Technologies on Print,”* will share his insights and perspective on the challenges

confronting our industry, specifically focused on how and why electronic technologies are “irrevocably impacting the world of print.” Here attendees will learn that as our industry is increasingly impacted by digitization, new opportunities do, and will continue to exist for those willing to find them and adapt the resources to nurture them.

Keynoter Robert B. Tucker, whose pioneering research into innovation has made him an expert on organizational success, has been described as America’s ‘corporate soothsayer.’ With over 25 years of research on top innovators across a wide spectrum of industries, and his dynamic blend of humor and facts, Tucker will reveal exactly what it takes to get—and stay—on top in today’s super-competitive marketplace.



Robert B. Tucker

Save the Dates! Watch for more information on the NPES 2012 Annual Conference coming November 10-12, 2012, to the Miramonte Resort in Indian Wells, California. ■

Nominations Now Open for NPES 2012 Gegenheimer Awards

Nominations are now open for the Harold W. Gegenheimer Awards for Industry Service, which will be presented at the Awards Dinner during the NPES 2012 Annual Conference, November 10-12, in Indian Wells, California. These prestigious awards, named in honor of the former Chairman of Baldwin Technology Company and former President of NPES, are presented annually to one NPES member company, and one individual employed by a member, in recognition of their leadership and commitment to building a strong future for the printing and publishing industry and its suppliers. Nominations for the Individual and Corporate Service Awards may be made by the delegate of any NPES member company. For complete award criteria, and to download a Nomination Form, visit: www.npes.org/Members/Gegenheimer-Awards.aspx. ■

SAVE THE DATES!

NPES 2012 Annual Conference • November 10-12, 2012

‘Driving Growth Through Innovation’

Miramonte Resort • Indian Wells, California



POSTAL REFORM continued from page 1

commended for his leadership in sponsoring H.R. 4691, which would extend 100% Bonus Depreciation until January 1, 2013. Rokita talked about the dangers of dramatically increasing federal budget deficits and the need to curtail government spending.

NPES member executives began the Fly-In with a luncheon and full afternoon of briefings by issue area experts on a range of NPES Government Affairs priorities. In addition to postal reform, briefing topics included:

- **Healthcare**—covered by Kevin Kuhlman, Manager, Legislative Affairs, National Federation of Independent Businesses and Roy Ramthun, HSA (Health Savings Accounts) Consulting Services, LLC

- **Taxes and the Economy**—discussed by Alex Brill, Research Fellow, American Enterprise Institute and Stephen J. Entin, President, Institute for Research on the Economics of Taxation, and

- **International Trade**—reported by Franklin J. Vargo, Vice President, International Economic Affairs, National Association of Manufacturers (NAM).

The Fly-In concluded with a gala dinner that featured comments by U.S. Senator Scott Brown (R-MA), and entertainment by longtime Washington favorites, the Capitol Steps.

Fly-In participants gave the program high marks, citing its educational value and the opportunity to advance industry priorities by meeting directly with government officials and their staffs. Both NPES and Printing Industries of America look forward to continuing the synergy of their Fly-In/*Print's Voice* partnership in 2013.

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703/264-7235 or e-mail: mnuzzaco@npes.org. ■



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Impressive speakers . . . combining the program with Printing Industries of America is a great idea. The best part is the chance to meet with members of Congress and their staffs.— *W. Bruce Goodwin, Director, Glunz & Jensen, Inc.*

1. David Murphy, Hewlett-Packard Company (l) and U.S. Senator Scott Brown (R-MA) (r).

2. (l to r) DJ Burgess, Burgess Industries, Inc.; U.S. Senator Amy Klobuchar (D-MN); Chase Burgess, Burgess Industries, Inc.

3. (l to r) Mark Nuzzaco, NPES; U.S. Senator Thomas Carper (D-DE); Mark Hischar, KBA-North America; John Torrey, Ferrostaal Equipment Solutions, North America, Inc.

4. Senator Thomas R. Carper, (D-DE) thanked participants for their support of S.1789, *The 21st Century Postal Service Act of 2012*.

5. NPES Board member Mark Hischar, KBA-North America (r), talks with printer representatives during Fly-In opening reception.

6. Congressman Todd Rokita (R-4-IN), member of the U.S. House Budget Committee, addresses Fly-In dinner guests about dangers of rapidly growing federal budget deficits.

7. Congressman Dennis Ross (R-12-FL) discusses prospects for House action on his postal reform bill *H.R. 2309, Postal Reform Act of 2012*.

8. U.S. Postmaster General Patrick R. Donahoe explains his 5-Year Business Plan for USPS Profitability.

9. Congressman Pat Tiberi (R-12-OH), Chairman of Ways and Means Select Revenue Measures Subcommittee outlines his legislation to extend 100% Bonus Depreciation.



PRIMIR 2012 Summer Meeting Previews Latest Research



PRIMIR 2012 Summer Meeting participants discover firsthand how firms are turning to non-print services to enhance their service offerings and revenue.

PPRIMIR's 2012 Summer Meeting, which took place June 20-22 in Rockville, Maryland revealed for participants findings from two research studies set to be published later this summer.

Dave Costa, President of State Street Consultants, revealed key findings from the just-completed study, *Evaluating and Understanding Non-Print Revenues in N.A. Printing Companies.* The study examined more than 26 non-print services that print firms offer to enhance their revenues and generate profits. The research indicates that as traditional ink-on-paper revenues remain flat or are declining, firms are ramping up their customer offerings of related services, such as mailing and fulfillment, design services, web services, database management, and marketing services.

State Street estimates that while print revenue will decline

-1.8% between 2011 and 2016, non-print revenue will increase 56.5% in that same time frame. The study further examines each offering based on different types of firms including, variously sized commercial printers, in-plants, digital imaging service providers and direct mail/transactional printers.

Complementing the research findings, attendees also heard

from a panel of printers about their non-print services offerings and then toured nearby EU Services, an award-winning marketing services provider that enhances its profit margins with numerous non-print offerings.

In the second study presentation, Kevin Karstedt and Jeff Wettersten of Karstedt Partners, LLC reported on the findings from the research they recently completed for PRIMIR on *'Packaging: Evaluation of Vertical Markets and Key Applications.'*

The study revealed statistics and analysis on the top-five vertical markets for package printing: food, beverage, personal care, household care, and healthcare. Wettersten and Karstedt shared the total volume for the various types of packaging within those sectors and reported on the key challenges and opportunities for industry participants as identified by both brand owners and printer/converter firms who were inter-

viewed. NPES members will receive an Executive Synopsis of both studies once published.

On the final day of the meeting, Dr. Joe Truncale, NAPL President and CEO, shared an insightful view on the *'State of the Industry.'* It's no secret that the industry recovery trajectory has been uncertain—an uptick in shipments followed swiftly by a decline the next period—and profits are even more difficult to pinpoint as rising costs in health-care and consumables impact the bottom line. Truncale discussed the challenges for both *leaders* and *laggards*, concluding that, "It isn't the strong who are getting stronger—it's the most flexible and adaptable, most knowledgeable and best informed who are getting stronger."

The meeting concluded with a *'Drupa Overview'* in which moderator NPES President Ralph Nappi was joined by PRIMIR member panelists



Drupa Overview panel: (from l to r) moderator Ralph Nappi, President NPES, Mark Hunt, Standard Finishing, Mark Sullivan, Presstek, and Andy Gordon.

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It isn't the strong who are getting stronger—it's the most flexible and adaptable, most knowledgeable and best informed who are getting stronger.

Mark Hunt, Standard Finishing; Mark Sullivan, Presstek; Eric Frank, KBA North America; and, Andy Gordon, who shared their insights and an overview of the drupa 2012 show in Düsseldorf.

Other business conducted during the meeting, included action by the PRIMIR Executive Committee to fund a research study entitled, *'Emerging Printing Technologies e3 Applications.'* Pivotal Resources in Lexington, KY will conduct the research designed to provide members with an understanding of printing technologies that can be employed to manufacture adjacent products such as RFID, security applications, displays, electronic circuits, biosensors and microprinting. ■



Several members were recognized for their contributions to the PRIMIR study "Impact of Electronic Technologies on Print." Study co-chair John Conley, Xerox (r), received a plaque in recognition of his contributions from PRIMIR Executive Committee Chairperson Eric Frank, KBA North America (l). Also recognized was co-chair Jennifer Young, Verso Paper, while Paul Jaynes, Eastman Kodak was acknowledged for his early contributions during the development of the study.

STANDARDS

NPES Report: Industry Standards Update

NPES has been at the forefront of industry standards development since the 1980's establishing industry-wide, national and international standards to help make products not only safe for users, including our members and their customers, but also faster, more efficient, more cost-effective, and as sustainable as possible. NPES provides leadership in developing national standards under the auspices of two committees accredited by the American National Standards Institute (ANSI):

- The **B65 Committee**—which develops safety standards for printing presses, bindery machines and other printing equipment, and
- The **Committee for Graphic Arts Technology Standards (CGATS)**—which develops standards relating to pallet loading of printed materials, metrology, terminology, plates, process control, electronic transmission of publication ads, digital data exchange, color data definition, design workflow for packaging, and

ink and color characterization for packaging.

Additionally, NPES administers the U.S. TAG (Technical Advisory Group) to ISO Technical Committee 130 (Graphic Technology). Within ISO/TC 130, NPES administers the following five working groups: WG2: Prepress Data Exchange; WG5: Safety and Ergonomics; JWG7: Colour Management; JWG9: ISO 12640-5 (Scene SCID); and, WG11: Environmental Impact of Printed Products.

NPES encourages members to keep up to date on applicable standards as they are developed, revised and reaffirmed. Current standards are available for purchase from NPES and member companies receive a 10% discount.

NPES standards work is open to members having an interest. For more information on the standards activities administered by NPES, visit the NPES Standards Workroom at: www.npes.org/Programs/StandardsWorkroom.aspx, or contact Debbie Orf, Assistant Director, Standards Programs, at phone: 703/264-7200 or e-mail: dorf@npes.org. ■

NEW STANDARDS

- ISO 12647-8:2012 *Graphic technology – Process control for the production of half-tone colour separations, proof and production prints – Part 8: Validation print processes working directly from digital data*
- ISO 7010:2011/Amendment 1:2012 *Graphical symbols – Safety colours and safety signs – Registered safety signs*
- ISO 7010:2011/Amendment 2:2012 *Graphical symbols – Safety colours and safety signs – Registered safety signs*

REVISED STANDARDS

- IEC 60947-3:2012 Ed. 3.1 *Low-voltage switchgear and control gear – Part 3: Switches, disconnectors, switch-disconnectors and fuse-combination units*
- IEC 61131-1:2003 Ed. 2.0 *Programmable controllers – Part 1: General information*
- IEC 61131-2:2007 Ed. 3.0 *Programmable controllers – Part 2: Equipment requirements and tests*
- IEC 61496-1:2012 Ed. 3.0 *Safety of machinery – Electro-sensitive protective equipment – Part 1: General requirements and tests*

REAFFIRMED STANDARDS

- CGATS.20 *Graphic technology — Variable printing data exchange using PPML and PDF (PPML/VDX)*

NPES Market Data Program: Helping Members Plan for the Future

Crucial to the success of any business operation, as important as the products and the customers, is accurate market data. Without it, for leaders responsible for guiding their companies forward, it's like 'flying blind' without a compass. That said, reliable market data is hard to come by and cost-prohibitive for individual companies to fund, but for members the NPES Market Data Program is the exception to the rule.

The NPES Market Data Program has been collecting dollar and unit shipments data on the printing industry since 1957. Responding to the business needs of NPES members, the NPES Market Data Program is: 1) free, 2) legally monitored, and 3) highly confidential. What is the value of this program for your business? Consider the following dilemmas and solutions for each that the program provides. Of course, nothing beats the value of talking to other members who are actually involved in the program and our program managers. For that we encourage you to contact NPES for complete details about the NPES Market Data Program and how it can help your business operation.

DILEMMA: You need data on printing equipment shipments and graphic arts supplies shipments in 2011.

SOLUTION: Collecting U.S. dollar and unit shipments data for 80 key industry product cat-

egories, the NPES Market Data Program has evolved to encompass several different elements with varying levels of accuracy and relevance: **'In 2011, printing equipment shipments were \$496 million and graphic arts supplies shipments were \$796 million.'**

DILEMMA: You would like to know that *'Sheetfed offset presses were up 41% in 2011.'*

SOLUTION: Imagesetters, metal platesetters, sheetfed offset presses, paper cutters...these are only a few of the many products that make up the traditional printing equipment portion of the NPES Market Data Program. **The data collected for these products encompasses nearly 80% of the dollar volume of printing equipment.**

DILEMMA: You need to verify that *'Metal printing plates were down 5% in 2011.'*

SOLUTION: Traditional Graphic Arts Supplies were added to the program in 1980. With products like graphic arts

film, offset color proofing, lithographic printing plates (metal and non-metal), and chemistries, nearly 90% of the dollar volume of supplies and consumables is collected.

DILEMMA: Where can you get reliable market data on production digital color presses and printing plates?

SOLUTION: Two new areas have recently been added to the NPES Market Data Program: **production digital color presses and printing plates.**

Since digital has become such a visible and important aspect of our industry, we were successful in adding this data into our arsenal of market data. Also, with the ever-grow-

ing need for companies to have global data, we added the collection of printing plates (conventional and digital). Both of these data-collection efforts mark the expansion of the NPES Market Data Program to provide global data in new and interesting markets.

DILEMMA: Where do I find dependable publications on

marketing and forecasting information for the printing and graphics communications industry?

SOLUTION: Using primary data from the printing equipment and graphic arts supplies area, NPES offers a variety of publications, such as marketing information and economic outlook reports that provide a complete statistical picture of the industry with the use of industry sources, expert analysis and forecasts. The reports from the program accurately reflect what is happening in the market and are used for in-house research on market segmentation and trends, allowing members to gauge their market share and gain a sense of which markets provide the most opportunities.

How can your company participate in the NPES Market Data Program?

All full NPES members have the opportunity to participate in the NPES Market Data Program. There is never a fee to participate, it's one of the many benefits of membership, and participating companies receive detailed quarterly reports plus a comprehensive year-end report on all 80 product categories.

For more information about the NPES Market Data Program, visit www.npes.org or contact Rekha Ratnam, Assistant Director of Market Data and Research, at phone: 703/264-7231 or e-mail: rratnam@npes.org. ■

Responding to the business needs of NPES members, the NPES Market Data Program is:
1) free,
2) legally monitored, and
3) highly confidential.



More than 70% of the world's purchasing power is located outside of the United States.

Exporting 101: How to Grow Your Company

Limiting your company to selling to about 5% of the world's population—the U.S.—doesn't seem like an ambitious plan for growth. So with over 95% of the world's consumers outside U.S. borders, it just makes sense for any growing business to think about getting its product to the global market.

Doing business internationally benefits the U.S. economy by increasing productivity, competitiveness and innovation and, despite global economic uncertainty, there are many opportunities. According to the U.S. Small Business Administration (SBA), small businesses have vast untapped potential and have generated the majority of net new jobs over the past decade. Helping these firms grow by selling internationally is important to our economy.

Less than 1% of America's 30 million companies export—a percentage that is significantly lower than all other developed countries. Additionally, small- and medium-sized companies account for 98% of U.S. exporters, but represent less than one-third of the known export value of U.S. goods exported. And of those U.S. companies that do export, 58% export to only one country. Many businesses could benefit from learning more about the international opportunities and resources available to help.

Globally, a new middle class is emerging in once-developing nations, which should increase the consumption of goods and services worldwide. More than one billion new consumers worldwide are forecast to enter the middle class during the next 15 years. According to a recent study by the Organisation for Economic Cooperation and Development (OECD), global middle-class consumption is expected to rise from \$21 trillion to \$35 trillion by 2020, with over 80% of the growth in consumption occurring outside of North America and Europe. Growth opportunities are particularly evident in

high-growth markets, such as Brazil, Russia, India and China, whose dynamic economies provide a wealth of prospects.

One way to explore international markets is with the assistance of NPES' international representatives either as a sole resource or in conjunction with the services offered by the U.S. Commercial Service. The U.S. Commercial Service is a unit under the International Trade Administration (ITA) that promotes and supports export, particularly for small- and medium-sized companies. The service

has 128 commercial offices located abroad in 75 countries and 109 offices in the United States. Services offered by the Commercial Service include:

- **Trade Counseling:** Expert guidance to help companies with market-entry strategies, laws, regulations and other documentation requirements, visas, financing and trade barriers.
- **Market Intelligence:** Assessment of companies seeking help with exports for their potential to compete in the global market place.
- **Business Matchmaking:** One-on-one appointments with prospective partners, agents, distributors and buyers.

- **Commercial Diplomacy:** Assistance in overcoming trade obstacles enabling companies to enter international markets successfully.

GRAPH EXPO 2012 has been awarded International Buyer Program (IBP) status, which is granted by the U.S. Department of Commerce. The IBP is a joint government-industry program that recruits thousands of international buyers, representatives and distributors to the U.S. for business-to-business matchmaking with U.S. firms exhibiting at major industry trade shows like GRAPH EXPO.

U.S. Commercial Service and NPES international representatives will be available for one-on-one meetings in the International Business Center, Room S105a, at GRAPH EXPO 2012 ready to help NPES members and others connect with international buyers, agents and distributors. Also present at the show to help members and attendees explore new opportunities will be representatives from the Small Business Administration and the Ex-Im Bank. ■

Why Your Business Should Consider Exporting:

Access. Today, improvements in trade finance, the Internet, and trade agreements have dramatically increased access to markets worldwide.

Demand. More than 70% of the world's purchasing power is located outside of the United States. Your competitors are increasing their global market share, and you can too.

Profitability. Exporting can be profitable for businesses of all sizes. On average, sales grow faster, more jobs are created, and employees earn more than in non-exporting firms.

Competitive Advantage. The U.S. is known throughout the world for high-quality, innovative goods and services, customer service, and sound business practices.

Risk Mitigation. Most companies that export have an easier time riding out fluctuations in the U.S. economy and are more likely to stay in business.

Source: U.S. Commercial Service
(<http://www.trade.gov/cs/factsheet.asp>)

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Definitely worth the one-day trip/investment.

— Greg Shapiro, President, H.O.T. Printing & Graphics

All of the speakers were engaging and did a very good job.

— Thomas McTernan, Regional VP, Central Region, Heidelberg USA



Carl Henry's lively and interactive session on "Emotional Intelligence" provided management-level attendees with the tools to best motivate and manage their teams.



Technical graphic communications expert John Jay Jacobs examined the latest technologies that are revolutionizing the printing industry.



Using examples from his book, social media 'guru' John Foley provided attendees with social media success strategies and practices to implement immediately.

Executive Briefings: Real Solutions for Real-World Challenges

NPES and NAPL, the National Association for Printing Leadership, partnered early this summer to conduct a series of compelling, half-day educational and business networking events that welcomed both printers and suppliers. By taking the program to three different regional business centers—East Rutherford, NJ (*metro NY*), Chicago, IL, Dayton, OH—our two organizations were able to provide busy executives in these regions the convenience of top-notch education and networking with industry peers without having to travel out of the way to do so.

The meetings were designed specifically for graphic communications executives and their leadership teams and focused on the latest in industry and business management knowledge including: skills in sales and human resource management; new and emerging technologies; effective online and social media marketing; and, the personal leadership skills required to run a business successfully.

Each of the three events featured four industry-respected speakers.

Sales educator and trainer Carl Henry, Principal, Carl Henry Associates, explored 'emotional intelligence' and its value in helping business leaders create and then support successful teams to build on their company's success.

Technical graphic communications expert, John Jay Jacobs, Visiting Lecturer, Department of Graphic Communications, Clemson University, imparted valuable insight into the new and emerging technologies that are revolutionizing the world of print and graphic communications.

Social media and online marketing 'guru,' John Foley, President & CEO, Grow Socially, addressed the 'why' and 'how' social media technology and techniques can help elevate your brand and boost your bottom line.

Finally, leadership expert, Joe Truncale, Ph.D., NAPL President & CEO, rounded out the program with an insightful session on 'The Leadership Edge—How Top Industry Executives Get There and Stay There!'

Feedback from participants reflected the value of the program to the industry. John Copeland, President & COO, Toyo Ink America, LLC, a Chicago attendee stated, "The program was excellent," and David Gaut, Document Sales Manager at

Xeikon, a New Jersey attendee shared, "Overall this was a great event and I look forward to participating again."

At the Dayton meeting, Carisa Holmes-Peters, Owner, Holmes Printing, echoing the sentiment of

many attendees, stated: "I would love more opportunities to attend events like this. It's not often we see events scheduled nearby. Taking a day to get away and work *on* your business rather than *in* it is very valuable."

On the caliber of the speakers, Jim Cunningham, President at Printing Industries of Ohio-N. Kentucky, affirmed the general consensus, "All of the speakers were excellent." Ulrik Nygaard, President & CEO, Baumfolder Corp., focused on the content of the sessions stating, "A very

It is good to hear what other leaders are thinking and experiencing.

— Alphonso Adams

Print Consultant Leader

Allstate Insurance Company

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EXECUTIVE OUTLOOK offers indispensable insight on how technology can propel marketing initiatives to gain a competitive advantage.

good mix of topics with excellent content.” Niels Frederiksen, President & CEO, Adphos North America, Inc., concurred commenting, “Great session! And regular events such as these enable smaller companies to participate.”

One consistent theme shared by participants was that they benefited from the motivational aspect of attending educational meetings with fellow industry executives. John Copeland explained, “It helps us to step out of our everyday routine to hear fresh ideas.” And as expressed by Carisa Holmes-Peters, “You must stay motivated to create your business plan, and these sessions provide the opportunity to refocus and allow you to network with others.” Rich McGee, Partner, McKella280, a New Jersey participant, mentioned that it was great to hear “real players talking about a real world” in an informal setting.

All in all, attendees expressed satisfaction with the meetings and departed inspired and revitalized. Mark your calendar now for our next event—the NPES Annual Conference, November 10-12, 2012, Indian Wells, CA. ■



Presenter Dr. Joe Truncala reveals to the intent audience of NPES and NAPL attendees “The Leadership Edge—How to Get There and Stay There!”

Author Jeff Hayzlett to Keynote EXECUTIVE OUTLOOK

The Graphic Arts Show Company (GASC) has revealed details of the 17th annual EXECUTIVE OUTLOOK pre-show trends conference, slated to take place on the eve of GRAPH EXPO at Chicago’s McCormick Place South.

After 16 years of a predominant technology focus, this year’s EXECUTIVE OUTLOOK program, scheduled for Saturday, October 6, 2012 from 12:00 Noon to 6:00 p.m., has been enhanced to provide a blended analysis of key marketing trends with new technology enhancements. Themed ‘Using Marketing and Technology to Innovate and Thrive,’ EXECUTIVE OUTLOOK promises to offer attendees indispensable insight on how technology can propel their marketing initiatives to gain a competitive advantage in today’s economy.

EXECUTIVE OUTLOOK will kick off with a keynote presentation, ‘Running the Gauntlet,’ by Jeff Hayzlett, best-selling author and President of the Hayzlett Group, who will share the essential business lessons to lead, drive change, and grow profits.

Following the keynote will be a series of timely sessions to address the unique marketing issues faced by today’s graphic communications professionals that will:

- Reveal the secrets for ‘Thriving in a Transcended Media Age’ with Dr. Samir Husni, Director of the Magazine Innovation Center, the University of Mississippi
- Present a lively panel discussion with ‘Messages from Top Marketeers’ who will share how you can be part of their team, moderated by Gina Testa, Vice President, Graphic Communications Industry Business, Xerox, plus
- Examine ‘Trends in Workflow and Production Management Software,’ with Jeff White, General Manager, Monarch EFI.

EXECUTIVE OUTLOOK will also offer a series of brief-but-detailed ‘vignettes’ that will shed

light on which technologies graphic communications professionals should be looking to invest in at GRAPH EXPO, with updates on:

- Printed Electronics
- Traditional Press Technology
- Variable Data

- Advances in Toner Technology, and
- Inkjet Presses and Imprinting.

In keeping with all of the marketing and technology updates of the day will be a special session on ‘Integrating Social Media into your Marketing Mix’ with John Foley, Chief Executive Officer, Grow Socially.

As the program draws to a close, participants will be among the first to hear the announcement of the 2012 MUST SEE ‘EMS ‘Best in Category’ technologies and products that attendees should make a point of seeking out on the GRAPH EXPO show floor, and also will recognize the first-ever “Legacy Award” winner.

EXECUTIVE OUTLOOK will conclude with the announcement of the *Positively Print* Award recipient, recognizing the graphic communications company that most successfully promotes in its communications the power of print in today’s media mix. For complete details about the Positively Print program, visit: www.positivelyprint.org.

For more information about the EXECUTIVE OUTLOOK conference, visit: www.graphexpo.com/SessionsEvents/EXECUTIVE-OUTLOOK.aspx. ■



Jeff Hayzlett

CALENDAR

September 2012

NPES Trade Mission to Colombia and Brazil
September 16-21

TC130 Working Groups and Plenary Meeting
September 30 – October 6 • Chicago, Illinois

October 2012

EXECUTIVE OUTLOOK
October 6 • Chicago, Illinois

GRAPH EXPO
October 7-10 • Chicago, Illinois

November 2012

ICC Meeting
November 8-10 • Los Angeles, California

NPES 2012 Annual Conference
November 10-12 • Indian Wells, California

ICC DevCon
November 12 • Los Angeles, California

December 2012

PRIMIR 2012 Winter Meeting
December 3-5 • New Orleans, Louisiana

February 2013

**NPES Booth at PRINTPACK 2013/
Trade Mission to India**
February 19-28 • New Delhi, India

March 2013

Vision 3 Summit
March 10-13 • Tucson, Arizona

September 2013

PRINT 13
September 8-12 • Chicago, Illinois

September 2014

GRAPH EXPO
September 28-October 1 • Chicago, Illinois

DID YOU KNOW?

75% of consumers visited a website to purchase a product or service after reading about it in a catalog.

- Appleton Coated ROI Study, 2010

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NPES' E-Tech Blog provides an opportunity for YOU to join in the conversation on where print is headed.

Have You Discovered the NPES Blog? Speak Out!

NPES' E-Tech Blog provides an opportunity for you to join in the conversation on where print is headed. The blog currently features a monthly series by Marco Boer, Vice President I.T. Strategies, and principal researcher on the recently released PRIMIR study, *"Impact of Electronic Technologies on Print."* The research examines 12 print applications—from e-technologies' rate of impact on print to the business model reasons behind the changes.

This is your chance to blog with Boer, other industry experts, and peers on just how e-technologies are affecting your business now and in the future. Visit www.npes.org/NewsEvents/Blogs.aspx to find out more—and speak out. ■



Marco Boer

Major Global Market Study Update Gets Underway



NPES members and staff met with a team from The Economist Intelligence Unit on July 27 to kick off work on a major revision and update to the *Worldwide Market for Print* study. The original study launched in 2006 established the global graphic communications market, and provided an overview of the markets for print, consumables, equipment and supplies for each country. It also provided a breakdown by market segment, major print process, application (print products), and a summary of overall global size and consumption statistics. The 2006 study also provided a qualitative overview of the market by regions, and how/why they differ from each other, and identified emerging markets and major trends in those regions through 2011. The new study is slated for completion by Spring 2013. ■

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