

news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

New Exhibitor-Friendly Changes for Chicago's McCormick Place

IMPLEMENTED IN TIME FOR GRAPH EXPO 2010

The Graphic Arts Show Company (GASC) has announced that historic new legislation passed in May by the Illinois General Assembly will result in greater work rule flexibility and lower costs at McCormick Place for vendors exhibiting at GRAPH EXPO, Oct. 3-6, 2010. Additional changes, including reductions in utilities, related services, and in food and beverage pricing, will also positively

affect attendees.

The legislation changes certain work rules at McCormick Place that will provide greater flexibility for exhibitors in their booth setup and take down procedures. As of August 1, McCormick Place has already implemented the first phase of these changes, which encompass the following new initiatives:

- **Expanded exhibitor rights.** Exhibitors will now be able to do their own booth and equipment setup and dismantling using their own ladders and hand tools (power tools are acceptable), regardless of booth size.

- **Standardized straight time, overtime and double time.** The straight time window for all skilled labor services—including those performed by Teamsters, riggers, carpenters, decorators and electricians—will increase to 6 a.m.-10 p.m., Monday through Friday. Straight time is for the first eight hours of the workday. Specific, standardized windows will be observed for overtime and doubletime.



- **New automobile and small utility vehicle policy.**

Exhibitors will be allowed to deliver, unload and reload certain materials and equipment themselves in designated areas, according to outlined rules.

- **Implementation of lower crew sizes.** The crew size has been set at two people, unless larger crews are determined to be necessary for efficiency or safety reasons.

- **Significant changes to McCormick Place's**

exhibitor and technical services. The "at-cost" rate will be charged for all labor provided by electricians, plumbers and telecommunications installers. Additionally, Exhibitor and Technical Services will no longer charge labor for installation or removal of electrical services smaller than 208 Volts, nor for tear-out of booth or meeting room work (excluding rigging or work classified as theatrical or stage

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chairman's perspective

D.J. Burgess

NPES Chairman

Burgess Industries, Inc.

One Person, One Idea—the Inspirational Seeds of Success!



"Boys, we'll call it *Wide, Wide, World of Sports* and have a sale every day!" As a child, those are the words I remember my father saying as he captivated and inspired my brother and

me, talking about the business we would start one day. He'd say, "all you need is *one* good idea and you can make a million dollars, and you boys are full of good ideas!"

While my memories are faint as to why a sporting goods store...Burgess Industries was born in 1977 from my father's passion, burning belief in himself and his one idea—a Rotary UV Imaging System for duplicating imaged sheets and/or strips of microfilm. The patented "M1" Rotary Fiche Duplicator was sold worldwide, mostly through Private Label, and later became the M361 Duplicator for 3M's leading market position in Microfilm products.

prototypes. And then, the biggest day of all... when his investor came to our house to watch the prototype perform on our kitchen table! It took two days for the overwhelming ammonia fumes to dissipate from the house! To this day, I still have a copy of that investor's check that allowed my father to transform his first "one good idea" into Burgess Industries.

Dad moved his desk and drafting board to a small office he rented from his older brother. A small black card table positioned against the back right corner wall was where my brother RJ (a Junior in high school) would do accounts receivables and payables. John Johnson, an engineering acquaintance who helped with assembly and testing of some of the prototypes, was hired to run production, and I (a Senior in High School), was named 'assembler,' working for John when my schedule allowed after school and on weekends.

Manufacturing was located seven miles north of my father's new office, a rented 20' x 20' space within the investor's manufacturing business. It was secured with 4' high plywood walls and chicken wire that attached the end of the walls to the ceiling. A 4' x 4' x 8" door constructed with a latch and padlock protected the area that was home to inventory, production, assembly, QC, and

sary this year, and although the products have changed and my father is retired, his courage and innovative spirit are very much alive in me and our employees. He is the One Person who, by example, taught me that "one idea can make a million dollars," and even more importantly, how self-confidence and sheer tenacity can inspire others. To this day, he is the mentor in my life who continues to fuel my drive to succeed!

Through his example I learned first-hand what can happen when you embrace self-trust and believe in YOU—and what can happen when *others* believe in you, too! People follow and believe in those who inspire them. Natural enthusiasm is contagious; it turns passion into inspiration and becomes something greater that people want to be a part of.

The great Henry Ford, American industrialist and Founder of Ford Motor Company once said, "Enthusiasm is the yeast that makes your hopes shine like stars. Enthusiasm is the sparkle in your eyes, the swing in your gait...the grip of your hand, the irresistible surge of will and energy to execute your ideas." Ford believed in people. He discovered early on that helping them believe in *themselves* unleashed trust and confidence that inspired revolutionary new ideas for his company.

Recent reports indicate the recovery *is* on the way, but may take longer than originally forecast. Now is the opportune time to reflect, imagine and recommit to your life goals and ambitions—and to focus on those around you to inspire in *them* new levels of self-worth and confidence.

My father, Dennis A. Burgess, is no different than other men and women who had the 'GUTS' to follow their instincts and dreams (or their *one* idea). Simply put, I believe *this* is what the American Dream is all about in its purest form...*freedom!* Freedom of thought and speech, freedom to learn, freedom of choice, freedom to make money, freedom to travel, freedom to believe, and most importantly—the freedom to dream! You have the freedom to become whomever *you* choose!

I dedicate this column to my father, and the many other amazing men and women who cared enough to show an interest in me and fueled the success of Burgess Industries and the companies we service and support.

What about you and your company? Are you that One Person, with that *one* idea that will change your life and the lives of others around you forever? I challenge you to ask yourself if you are following *your* dreams—and more importantly to be an inspiration to others. ●

“ People follow and believe in those who inspire them. Natural enthusiasm is contagious; it turns passion into inspiration and becomes something greater that people want to be a part of.”

My father worked hard, committed to his family and employer/job, and he was successful at both. I would visit him sometimes late at night, in his makeshift office in our garage. He eagerly answered my questions about the mound of engineering drawings and loved demonstrating the 'magic' of his working tools: a drafting board and pencil, eraser, slide rule, and other elements used to manipulate a straight line from a square into a circle.

My brother and I rode along with him to different businesses and watched him evaluate components, fabricate parts, and test different

packaging. A small office for John with a desk and a single stall bathroom was part of the deal. I would often catch John sleeping at his desk when I arrived after school and he would tell me, "engineers get their best ideas when they take "cat-naps!"

The first order for 10 units was completed and shipped, and the *Wide, Wide, World of Sports* was no longer a dream, but a reality—just with a different name. I was as excited and proud of my father then as I am today!

Burgess Industries celebrates its 33rd Anniver-

production). Additionally, new competitive rates have been put in place for electrical service.

• **New pricing plans for food service.** A 10% price reduction will be implemented for all catering and exhibitor catering menu items, with additional reductions going toward coffee, soda and bottled water. The previous policy of delivery charges on orders of less than \$250 will be replaced by no delivery fee for a minimum \$35 order. Pricing for purchases from all non-branded food outlets will be reduced by 20%. Finally, exhibitors will now be able to bring their own food and beverages into McCormick Place for personal consumption.

"For years, GASC has worked on behalf of our exhibitor companies and attendees to support efforts that would make exhibiting and attending GRAPH EXPO less costly and more hassle-free," explained Ralph Nappi, President of GASC. "Though Chicago, with its history as a printing town and its geographically central location, had always been an ideal city in which to hold GRAPH EXPO, the old rules at McCormick Place had consistently placed undue hardship on our exhibitors and attendees. The passing of this historic legislation—and the action taken by McCormick Place to enact many of the legislated changes ahead of GRAPH EXPO 2010—is a real win for the entire graphic communications industry."

The McCormick Place bill was passed with overwhelming support by both houses of the Illinois General Assembly and was subsequently signed into law by Illinois Governor Pat Quinn. The legislation will allow Chicago to compete more effectively for exhibition business against rival cities such as Las Vegas and Orlando.

For more information on how the new legislation will affect individual exhibitors, contact GASC Director of Operations Kelly Kilga via e-mail at: kkilga@gasc.org or phone: 703/264-7200. For additional information about GRAPH EXPO 2010 visit: www.graphexpo.com. ●

tax talk

Selling in 2010 Makes Good Tax Sense

There were 66 million babies born between 1945 and 1964. The era was known as the "Baby-Boom" and the "Boomers" are now reaching retirement age. In fact, the oldest are now turning 66 and the youngest are embarking on their 40s. As such, many of them have worked hard throughout their lives and built businesses from the ground up. A very considerable amount of wealth has been created and those owners are now looking to retire or move on from their businesses.

Currently, in 2010, we have favorable tax rates which allow you and your company to pay less taxes on the sale of the business as opposed to waiting until 2011. During the Bush administration, both capital gains and dividend tax rates were decreased to 15%. Those tax cuts are now set to expire December 31, 2010. The rates coming in 2011 will be 20% for capital gains and the ordinary tax rate for dividends can be as high as 39.6%.

Capital Gains

The capital gains rates are currently 0% and 15%. Historically, the capital gains rates have been as high as 20%. This means that capital gains will be taxed at 0% if the combined Adjusted Gross Income of the selling taxpayer (*including capital gains*) is at or below the two lowest tax brackets. The amount of capital gains earned by a taxpayer that are at or over the 25% bracket are currently taxed at 15%. These new rates produce much more favorable tax consequences than in past years.

For example, if a company is sold and capital gains are determined to be \$1,000,000, in this tax year, the seller of the company would pay \$150,000 in capital gains taxes as opposed to \$200,000 in a future year. The result is a tax savings of \$50,000 just given the fact that the sale happened this year as opposed to next year.

Unless Congress acts to the contrary, the

capital gains tax will go up in the next year. If you fail to take gains this year, they will be taxed more harshly next year.

Dividends

If you own stock in a C Corporation you most assuredly have had, at one time or another, dividends distributed to you. Currently, and for the good part of the past decade, dividends were taxed at 15%. No matter what income level you were at, dividends received a preferential rate making the C Corporation a good buy and a good business entity for tax purposes. The laws giving rise to the preferential treatment are now coming to an end as of December 31, 2010. On January 1, 2011, dividends will be taxed at the ordinary income tax rate of the taxpayer.

The significance here is that *this* year is a very opportune time to cash-in corporate retained earnings. This is sometimes done during business sales to cash-out the retained earnings, lessening the tax burden. If this is done in 2010, the tax rate will be 15%. Next year, dividends are taxed at a maximum rate of 39.6%, as the ordinary income tax rate regains its old position as well.

To illustrate the point, a taxpayer in 2010 who cashes out retained earnings of \$1,000,000 will pay \$150,000 in taxes; next year, the same taxpayer could pay up to \$396,000—well over double the 2010 tax consequence. This is a difference of \$246,000 for the same amount of dividends distributed to the same person.

With the imminent increase in the capital gains tax and the dividend tax rates, owners of closely-held businesses are well advised to sell their businesses this year rather than next in order to take advantage of the lower tax rates. ●

Dr. Bart A. Basi is an expert on closely-held companies, an attorney, a Certified Public Accountant and the Senior Advisor of the Center for Financial, Legal & Tax Planning, Inc. He is a member of the American Bar Association's Tax Committees on Closely-Held Businesses and Business Planning. For more information, contact Dr. Basi at phone: 618/997-3436 or visit: www.taxplanning.com.

Three Trade Show Tips to Generate Excitement and Close More Sales



Carl Henry

Finalizing orders in a trade show setting can be a lot of fun, but also a challenge. Of course, presenting in person to a qualified prospect tilts the odds heavily in your favor. Try these tips and tricks to hasten the sale along.

Tip #1—Give a Strong Live Booth Demonstration

Since you're likely to be working with buying teams, rather than a single decision maker, it makes sense to gather as many of those involved as possible for your presentation. Time is money, especially at a trade show, so you don't want to waste yours by repeating the same demo multiple times.

“After all remaining questions have been answered, all that's left to do is ask for the order.”

The momentum in a trade show environment is a double-edged sword. By exciting prospects and exposing them to new ideas outside their day-to-day work perspective, it can accelerate the sales process. On the flip side, it can also tempt salespeople to rush through their demonstrations, skipping over key features and benefits that the prospect wants to know. Don't be in such a rush that you forget to ask 'checking questions' along the way. It doesn't matter how *fast* or *good* your presentation is if the prospect isn't engaged in the process.

Don't just invite buyers, either. Let new prospects meet members of your financing team, customer support staff, or engineering department. Making these introductions only takes a moment, but can give the client a much broader perspective of your organization,

and leave them feeling a whole lot more secure about their show purchase, or future purchases.

Tip #2—Close and Negotiate as You Normally Would

If you have prepared yourself thoroughly, qualified your customer, leveraged your expertise, and presented a good demo, then the close will probably take care of itself... just as it would in any other sales situation.

After you complete your presentation ask, once more, if your prospect has any questions. After all remaining questions have been answered all that's left to do is *ask* for the order. Do it once, twice, or as *many* times as it takes to make a sale, or determine that your time would be better spent elsewhere.

If you discover your client has an objection that you can't overcome at the moment, then try to set an appointment for the near future; it makes no sense to waste your valuable trade show hours trying to talk an unconvinced prospect into buying. For the most part, though, you'll be able to deal with objections on the spot. In fact, you'll probably be a lot better positioned than you normally would, if only because you have access to working models, personnel from other departments, and other resources right at your fingertips.

Tip #3—Follow-up Promptly and Consistently

There are going to be some sales that you can't close at the trade show. The prospect might be unconvinced, a key decision maker could be missing, or you might run into some other unforeseen obstacle. The important thing is to *not* give up on the sale. Lots of new orders are going to be generated through a strong follow-up.

To make it happen, you'll need good notes. I recommend waiting no longer than your plane ride home to enter the information you collected on prospects and clients into your database or CRM

system. The overwhelming volume of people you've just seen will likely leave individuals fading quickly from your memory.

Using those notes, move quickly! Try to call trade show prospects within a couple days of the show. Let them see you're a professional who can follow up on your promises and that you're interested in earning their business. At the very worst, they'll be impressed with your persistence; at best, their circumstances (or impressions) will have changed enough to make the sale while your presentation is still fresh in their mind. Also, try to reach clients or prospects that couldn't make it to the trade show. They might be interested in what you presented, especially if it's new to the industry.

Key Bonus Tip

Take what you've learned from each show to prepare for the next. I like to say that trade show selling is a bit like holiday music—people only want to hear it for a few weeks at a time. It can take upwards of six months (devoting 30 to 60 minutes a day) to effectively prepare yourself to make sales at the booth—and just as long to follow-up with all of the prospects and customers you met while there. That means, given the massive opportunity that trade shows offer to create a landslide of sales in just a few days, you could *always* be in the process of following up on one, or preparing for the next—or both at the same time. The *key* is to do it. ●

Carl Henry, President of Henry Associates, is a sales and customer service educator and corporate consultant who developed The MODERN Sales System and the PEOPLE Customer Service System. A Certified Speaking Professional and member of the National Speakers Association, he was a presenter for the NPES 2006 Regional Meetings series, and has taught essential sales and customer service skills to NPES member companies and hundreds of other companies in a diverse range of industries. For more information contact Carl Henry at phone: 704/847-7390, e-mail: chenry@carlhenry.com, or visit: www.carlhenry.com.

NPES Urges Repeal of New Form 1099 Reporting Requirement

NPES President Ralph Nappi has appealed to President Obama and NPES' Virginia congressional representatives, both as a business constituent and as the leader of a national association, asking them to urge Congress to repeal the onerous new tax reporting provision included in the recently passed health care reform law that requires businesses to issue IRS 1099 Forms to all vendors that provide them with \$600 or more in goods or services in a year. Copies of these appeals can be viewed here: <http://www.npes.org/government/letters.html>.

Current law only requires businesses to send a Form 1099 to individuals who provide rent, interest, dividends, and non-employee services in excess of \$600 to a business. Payments to a corporation and payments for merchandise do not need to be reported. But under the new law beginning in 2012, every business will be mandated to issue a Form 1099 to any and all vendors to which the purchasing business has paid more than \$600 in a year for products or services. The Form 1099 must also be sent to the Internal Revenue Service.

In writing the President, Nappi stated that "whatever benefits this new requirement might arguably yield in improving tax compliance and closing the tax gap are clearly greatly outweighed by the costly and time consuming burden it places on nearly 40 million businesses and other entities (as estimated by the IRS Taxpayer Advocate who has also raised serious concerns about the new reporting provision) that will have to issue tens of millions of additional 1099 Forms."

Nappi also stressed that in addition to issuing and receiving millions of new 1099 Forms, obtaining tax identification numbers needed to complete the Forms and dealing with back up withholding requirements will impose a serious direct increase in the paperwork burden on millions of business entities, and "will be especially counterproductive to smaller business organizations like NPES and many of its members."

NPES also fervently opposes any effort to increase the penalties for inadvertent errors in, or late filings of 1099 Forms. Separately, and even more when taken together, these new filing requirements and possible increased penalties are totally unacceptable and should be avoided completely, not just mitigated administratively.

Nappi concluded his appeal to the President and NPES' Virginia congressional representatives by emphasizing that if allowed to go into effect these new requirements and penalties "will severely undercut American businesses at a time when many continue to struggle and when it is imperative that they be as productive and competitive as possible."

Those who object to this burdensome new prescription for more costly government paperwork can register their opposition at: www.stopform1099.org to send e-mails and make phone calls to their Senators and Representatives.

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

GAERF Announces Student Design Competition Winners

Design and Theme for GRAPH EXPO 2011



A talented graphic communications workforce is waiting in the wings, based on the high-caliber entries received from students vying for the top prize in this year's student design contest. Now the wait is over.

The Graphic Arts Education and Research Foundation (GAERF) announced that the winners of the GAERF 2010 Student Design Competition, from among 137 entries, six winners were chosen—three at the secondary level and three at the post-secondary level.

THE CHALLENGE

The contest challenged students to create marketing materials designed to promote GRAPH EXPO 2011—the largest and most innovative trade show and conference for the graphic communications industry in the Americas. The criteria included: creating a theme for GRAPH EXPO 2011; designing artwork to support the theme; and using the artwork to produce a finished marketing product.

THE WINNER

Collin Dean's theme, "Embrace Technology," as well as the artwork he designed, has been formally adopted by the Graphic Arts Show Company (GASC) to promote next year's show, which will take place in Chicago, September 11–14, 2011.

THE PRIZES

First place winners and their instructors will receive a two-day all-inclusive paid trip to attend GRAPH EXPO 2010 in Chicago, IL. In addition, they will be presented with a \$2,000 check during GRAPH EXPO 2010's Career Awareness Day, on October 6, 2010. The second place winners will be awarded \$1,500, and the third place winners will each receive \$1,000.

"GAERF is proud to continue its commitment to supporting education initiatives by encouraging creativity and self-expression in students through the art of design and production," said GAERF President Ralph Nappi. "This second annual competition received a significant number of entries, a 59% increase

compared to last year's contest. The Foundation initiative has served to recognize our best and brightest students, as well as the significant commitment of their instructors."

All student entries will be featured in a special display within GRAPH EXPO 2010's Education Main Street, and posted on both the GAERF website at: www.gaerf.org and the graphicCOMMcentral website at: www.graphiccommcentral.org. ●

GAERF 2010 Student Design Competition

And the Winners Are...

At the Secondary Level

1st Place: Collin Dean

Royal Oak High School
Royal Oak, MI

Instructor: Michael Stinnett

2nd Place: Brithney Miller

Upper Valley JVS
Piqua, OH

Instructor: Ralph Ash

3rd Place: Aubree Berg

Bay-Arenac ISD Career Center
Bay City, MI

Instructor: Cort Scheepeler

At the Post-Secondary Level

1st Place: Brandon Lutz

Cal Poly
San Luis Obispo, CA
Instructor: Lorraine Donegan

2nd Place: Drew McWhorter

Clemson University
Clemson, SC
Instructor: Carol Jones

3rd Place: Kathleen Lee

Cal Poly
San Luis Obispo, CA
Instructor: Lorraine Donegan

Postal Service Files for Exigent Rate Increase as House Subcommittee Approves Bill Returning \$55 Billion to USPS

The U.S. Postal Service has filed a request with the Postal Regulatory Commission (PRC) for an “exigent rate increase” averaging 5.6 percent, effective January 2011 if approved. This is the first application under the *Postal Accountability and Enhancement Act of 2006 (PAEA)* that authorizes the Postal Service to adjust rates in excess of inflation (as measured by the Consumer Price Index) for “market dominant products” when there are “extraordinary or exceptional circumstances,” provided the PRC determines such an adjustment is “reasonable, equitable and neces-

sary.” The Postal Service asserts that a CPI-limited increase would prevent it from making discernable progress towards closing the estimated \$7 billion shortfall in its FY2011 budget.

“Market dominant products” include those for which the Postal Service has a legal monopoly. Among other increases, First-Class Mail letters and postcards would rise 2 cents to 46 and 30 cents respectively.

The Postal Service cites the precipitous and unprecedented 20.1 percent drop in

mail volume and corresponding \$11.7 billion loss of revenue that has occurred since 2007 as the “extraordinary and exceptional circumstances” that support an exigent rate increase at this time. It attributes this mainly to the recent severe recession.

If approved, the increases are projected to yield \$2.3 billion more in revenue, leaving a \$4.7 billion deficit to be made up by other means in the Postal Service’s comprehensive action plan, which includes retaining and growing mail volume, streamlining operations, and changing labor contracts, regulations and



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. Used equipment filings increased slightly in June while new equipment filings continued to trend downwards. It’s too early to tell if the uptick in used filings signals that we have reached the bottom but June filings of 174 units were exactly at the six month average for 2010.

Although UCC filings are a combination of new equipment sales, used equipment sales and refinancings of existing placements, they are still a strong indicator of market activity.

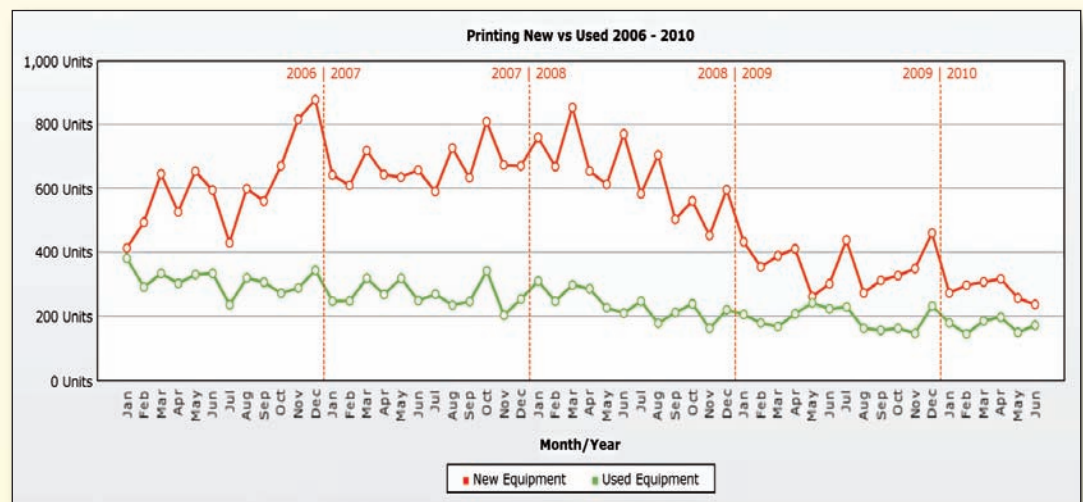
This information is extracted directly from EDA’s comprehensive database of nearly 30,000 records for purchasers of printing equipment.

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: 2006–2010



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.

the law where needed.

However, NPES and its 21st Century Coalition partners disagree that the Postal Service has met the law's requirement of "extraordinary and exceptional circumstances," and strongly oppose the exigent rate increases as being a very counterproductive catalyst that will ultimately drive more volume from the system and perpetuate the Postal Service's downward financial spiral. The 2006 PAEA requires the PRC to act by early October.

In a related development, the House Subcommittee on Federal Workforce, Postal Service, and the District of Columbia have approved a bill that would recover \$55 billion for the Postal Service that it was required to pay into the Civil Service Retirement System (CSRS) to cover retirement benefits for postal workers who were employed under both the old Post Office Department and the newer independent U.S. Postal Service.

Studies by the USPS Inspector General and an independent actuary retained by the PRC have confirmed that the Postal Service has overpaid the CSRS Pension Fund by at least \$50–55 billion over some 35-plus years. The difference between these calculations and those implemented by the Office of Personnel Management (OPM) is that the USPS IG and the actuary use modern calculation methods, whereas OPM has been using an antiquated calculus that fails to incorporate current actuarial best practices and accounting standards.

H.R. 5746, the *United States Postal Service's CSRS Obligation Modification Act of 2010*, introduced by Subcommittee Chairman Congressman Stephen Lynch (D-9-MA) would direct OPM to modernize its actuarial methodology to allocate CSRS retirement benefits between the Postal Service and the federal government in accordance with recommendations by independent auditor, The Segal Company, and transfer any surplus to the Postal Service Retiree Health Benefits Fund.

If enacted, H.R. 5746 would—at no expense to taxpayers—address a major cause of the Postal Service's financial plight by potentially relieving it of its present statutory requirement under the 2006 PAEA to pre-fund its retiree health benefits by some \$5.4 billion per year, a financial burden shouldered by virtually no other public or private sector entity.

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

NPES 2010 Annual Conference

Print Reinvented: The Future of Media Communications

The very nature of the graphic communications industry is in transition from a "print-centric" environment to a new mixed-media world. What does the future hold for YOUR company?



Join us at the **NPES 2010 Annual Conference** and find out! Together, with your peers and industry experts, we will explore **"The Future of Media Communications."**

Here you will gain an up-to-the-minute assessment and analysis of all the key factors—economic, technology and market place trends—that will impact your company's future.

During this fast paced executive-level forum, in mind-opening exchange with presenters and your peers, you'll discover the challenges—and new

opportunities—that lie just over the horizon in this 'new era' of print. Plus, you'll gain countless, invaluable networking opportunities during the educational sessions, and throughout the numerous networking breaks and casual activities.

This year's timely, content-rich program will deliver all of the information and direction you need NOW. Here you will:

- **Expand your knowledge** in thought-provoking interactive discussions with top industry executives
- **Gain keen new insight and perspectives** from industry expert presenters, and

• **Benefit from the invaluable world-class networking** and exchange that members have come to expect from NPES.

You will return home with all of the strategies and tactics to enhance your relations with customers and vendor partners—and be best positioned to confidently steer your company forward into "The Future of Media Communications." ●

MEET YOUR KEYNOTE PRESENTER

David Meerman Scott, marketing strategist and author of the hit new book *World Wide Rave* and number-one bestseller *The New Rules of Marketing and PR* will reveal how to leverage for new successthe potential that Web-based communication offers.



David Meerman Scott

SAVE THE DATE!

NPES 2010 Annual Conference

November 18-20, 2010

Royal Palms Resort, Phoenix, AZ

WATCH FOR MORE INFORMATION:

www.npes.org

NPES CALENDAR

October 2010

EXECUTIVE OUTLOOK Conference

October 2 • Chicago, Illinois

GRAPH EXPO

October 3-6 • Chicago, Illinois

TC 130 WGs and Plenary

October 10-16 • Sao Paulo, Brazil

CGATS/USTAG

October 28-29 • San Jose, California

November 2010

ICC Meeting

November 4-6 • San Antonio, Texas

ICC DevCon

November 8 • San Antonio, Texas

NPES 2010 Annual Conference

November 18-20 • Phoenix, Arizona

December 2010

PRIMIR Winter Meeting

Renaissance Boca Raton
December 6-8 • Boca Raton, Florida

February 2011

ICC Meeting

February 14-17 • Tokyo, Japan

March 2011

Vision 3 Summit

J.W. Marriott Desert Springs Resort
March 13-16 • Palm Desert, California

PRIMIR Spring Meeting

J.W. Marriott Desert Springs Resort
March 14-16 • Palm Desert, California

April 2011

TC130 Working Groups

April 11-15 • Berlin, Germany

June 2011

ICC Meeting

June 14-17 • Barcelona, Spain

September 2011

EXECUTIVE OUTLOOK Conference

September 10 • Chicago, Illinois

GRAPH EXPO

September 11-14 • Chicago, Illinois

International Graphic Arts Show

NPES Member Booth and Trade Mission
September 21-27 • Tokyo, Japan

October 2011

NPES 2011 Annual Conference

October 16-19 • Palm Beach, Florida

PRIMIR New Research Studies

FOCUS ON TRANSFORMATIVE WORKFLOW STRATEGIES AND ECONOMIC INDICATORS FOR THE PRINT INDUSTRY

At the July 2010 PRIMIR Summer Meeting in Atlanta, the PRIMIR Executive Committee funded two new research studies.

“Transformative Workflow Strategies for Print Applications” will explore the key characteristics of a *transformative workflow* within five major print segments (publication printing, promotional printing, commercial printing, financial/transactional printing and within an in-plant or CRD firm). The consultants will evaluate where in the workflow of a printing firm a *transformation* has occurred

and explore the drivers for the change as well as the process (and associated costs, hardware and software needs) for implementing the change. The study deliverable slated for early 2011 will include not only workflow diagrams, but also successful case studies.

Another study, **“Economic Indicators for the Printing Industry,”** will provide an academic analysis of the printing industry and the economic indicators that can be used to forecast various aspects of the industry. In addition to indicators relative to the

overall growth of the industry, the consulting team will be evaluating correlating indicators relative to growth in key vertical markets that are heavy users of print, as well as indicators relating to demand for specific print applications, equipment and supplies sales, and more. This study should be nearing completion at year-end 2010 for the benefit of both PRIMIR and NPES members.

For more details about these studies, and to learn how you can actively participate in a PRIMIR task force, contact PRIMIR Managing Director Jackie Bland at phone: 703/264-7211 or e-mail: jbland@primir.org. ●

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