



NPES news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

PRINT OUTLOOK® Opens Inaugural NPES Industry Summit

DELIVERS INSIGHTS INTO PRINT'S ROLE IN THE MODERN MEDIA MIX

This month, NPES will launch its new 2007 Industry Summit, a three and a half-day event that brings together the popular PRINT OUTLOOK® economic and marketing conference and the PRIMIRSM Spring Meeting, March 26-29, at the Fairmont Hotel in Chicago, IL. The combination of these events will equip attendees to move forward this year with the most recent industry data and research, and benefit from an unparalleled networking value.

Opening the program will be keynoter and industry "guru" **Dr. Joseph W. Webb**, with his perspective on print's role moving towards the end of the

decade. According to Webb, "The range of media choices for all communicators, large and small, continues to change dramatically. Consumers have growing expectations of "wherever, whenever" access to information via audio and video on computers, PDAs, cell phones



Dr. Joe Webb

and other devices. Although technology has created new opportunities for content deployment, many other media are gaining renewed recognition, such as public relations, promotions, displays, events, product placement, sponsorships and other tools."

Dr. Webb's review of the underlying demographic, economic and technological issues that have fueled this "constructive chaos" of new communications strategies will: 1) examine how they'll affect print now and in the future, and 2) preview numerous opportunities for printers to participate in this



NPES 2007 Industry Summit

PRINT OUTLOOK® • PRIMIRSM • NPES®

new marketplace. His forecast on the economy, print volume, publishing and content-creation revenues will also include his opinions on a variety of other industry issues.

The relationship between print and GDP has changed over the past 10 to 12 years, however, due to an increasing reliance on electronic communication, GDP remains a key driver of print volumes.



Dr. Michael K. Evans

NPES Consulting Economist **Dr. Michael K. Evans** will offer his much anticipated annual assessment of the prospects for the U.S. economy. According to Evans, "Real GDP

will remain sluggish throughout 2007, rising at an average rate of only 1-1/2%. The growth rate will then gradually increase to 2-1/2% by the end of 2008, but will remain below average throughout the forecast period." Participants will learn "what's next," with Evans's insights on what this slowing growth scenario portends for printers and NPES members.

For an outlook on our members' customers, the printers and converters, **Joseph Truncale**, CEO of the National Association for Print Leadership (NAPL) will reveal NAPL's forecast for the printing industry.

Dr. Ronnie Davis, PIA Chief Economist, will be on hand as well to offer his perspective on print markets in 2007 and beyond. According to Davis, "Print faces a growing,

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chairman's perspective

Thomas Saggiomo

NPES Chairman

President, Agfa Graphics NAFTA

Keep Your Organization Sharp

This is the time of the year when many organizations go through a process that requires each employee to sit



in a formal meeting with their supervisor to find out "how they're doing." It's performance appraisal time!

Usually, this is not an optional event. It is a condition of employment for all employees, both

management as well as individual contributors. Many times, managers consider the performance appraisal process an intrusion on their time. "There's work to be done and we have to take valuable time out of the day to

do these appraisals." While many may not say those words, they are thinking it.

Indeed, if done in a perfunctory manner, performance appraisals are a low value activity.

The truth is that too many managers find it difficult to conduct an open, honest appraisal. Fear of de-motivating, offending or even driving people away, get in the way of good open dialog about improving performance.

Another pitfall of the appraisal process is the inevitable tie to compensation. If managers attempt to second guess the annual salary increase structure, there could be a tendency to push scores up in order to offer a larger increase. Once again, this behavior gets in the way of offering good, constructive feedback for each employee's performance.

I suggest that a solid program of performance appraisals for all employees is one of the most important processes that a company can undertake. In general, every employee wants to know "How am I doing?" It's natural. It gets to the questions of job security, promotion and desire to improve, and offers both parties an opportunity to exchange meaningful feedback.

Some basic rules that help drive productive behavior:

- Make the annual performance appraisal process a formal one that includes specific documentation and timing.

- While feedback should be provided throughout the year, make certain that there are year-end and mid-year reviews. This will enable goal setting for the coming year and mid course corrections.

- While it is nearly impossible to completely separate performance and compensation, try to put some time between both processes. In every organization there are those who need development, and those who are superstars, with most falling somewhere in the middle. Make sure that each has been identified.

- During the performance appraisal there should be a time when the employee can give feedback about the company, their department, and yes, even their supervisor. This takes courage, on both sides of the table, but the information it can yield will be invaluable for building a solid working relationship.

Performance appraisals need to be part of every company's management process. Regardless of where you sit in your organization, individual contributor, supervisor, manager, director or senior executive, be sure to participate in the process to the fullest. The payback is big. ●

NPES Compensation Survey to Reveal Industry Benchmarks for Hiring

This month, NPES is conducting the 2007 Compensation Survey. Member companies have the exclusive opportunity to participate in, and benefit from, this unique survey that will reveal prevailing industry compensation and practices data for engineering/manufacturing, marketing/sales, and service personnel in the printing, publishing and converting industries.

This is the only compensation survey NPES will distribute this year. Reporting is fast, free and most importantly confidential. No individual company data will be published; all data will be reported in an aggregate format only.

To participate, complete and return the survey you receive in the mail. The survey will also be available on our website, www.npes.org, for your convenience. Survey results will be sent only to participating member companies – so don't let this opportunity pass you by! For complete information contact Aaron Allenza at phone: 703-264-7200, ext. 253, or e-mail: aallenga@npes.org. ●

Who Are We Missing?

Each month *NPES News* delivers a wealth of industry news and analysis, insider perspectives and trend updates, plus tips and techniques for improving your business. This information is perfect for your key staff – and they can receive it for FREE! Tell us who else in your company should receive *NPES News* by contacting Darcy Harris at phone: 703-264-7200, or e-mail: dharris@npes.org. ●

SAVE THE DATES!

NPES Annual Conference

November 3-5, 2007

Rancho Bernardo Inn • San Diego, CA

Mark your calendar now for the
NPES Annual Conference 2007 in San Diego, CA.

A dynamic and content-rich agenda is shaping up designed to engage members in direct exchange with industry thought-leaders and peers.

but slowing scenario as we go forward to 2008." His forecast will include an outlook on traditional lithographic printing, digital printing and ancillary services, plus an "over the horizon" environmental scan of current trends in print sales, printers' cost and profits, labor markets, global competition and related factors. He'll also detail opportunities and threats for 2007 and 2008.

No PRINT OUTLOOK would be complete without a thorough assessment of advertising markets, since advertising still drives significant print volumes.

Bruce Biegel, Managing Director of the Winterberry Group in New York City, who tracks advertising and direct marketing trends, will share his view on the gamut of options available to media buyers including: network TV, radio, cable TV, newspapers, magazines, direct mail, satellite TV and radio, the Internet, pod casting and more.

...many "hot market" niches exist – and they're ripe for printers to mine for profit."

Since it's always important to keep abreast of what your customer's customer thinks, the program will feature a provocative "demand specifiers" panel, hosted by *Graphic Arts Monthly's* Editor, **Bill Esler**. (Back in the old days, we used to call them "print buyers" or "media buyers.") Today, their mission is to increase demand for their product or brand by whatever methods make the best sense – and their current options are much broader than print or traditional media. Bill brings together four leading specifiers – Gary Nemcek, Four51 Co-founder and President of the Networks Group; Joe Duncan, Senior Vice President, Print Innovation and Technology, Leo Burnett; Doug Traxler, Executive Vice President, Sales and Marketing, Webb/Mason; and, Brian Norris, Senior Vice President of OfficeMax Print and Document Services – to candidly discuss how print fits into their promotional campaigns.

Despite the fact that total print volumes are barely growing, many "hot market" niches exist – and they're ripe for printers to mine for profit. **Vince Mallardi**

of the Print Buyers/Brokers Association will pinpoint product opportunities that continue to grow while the rest of print lags. According to Mallardi, "The continual polling of printing buyers – not economists – is the distinctive essence of hot markets, and currently nine categories are experiencing robust growth. Printing salespeople must be given this tool to be in the right places at the right time." Before making strategic and equipment decisions, hot markets provide growth rates by process (which are growing faster than digital), geography (where are the underserved places), use (how print is being reinvented) and procurement method (it isn't the buyer anymore!).

According to **M.J. Anderson** of Trekk Media who will keynote day two of PRINT OUTLOOK, "Today companies are



M.J. Anderson

faced with the challenges of competing in a global marketplace. The "speed of business" across the board leaves little time for getting it wrong." Companies not only have fierce global competition, they also have to face the reality of an informed and savvy consumer. A consumer who makes choices based on the merits of the "total brand experience." If you accept this premise, technology today allows us as marketers to reestablish this personal dialogue with a global consumer base. The real question is are companies today equipped to deal with a changing world where old media tactics are no longer sufficient to meet the marketplace's needs for intimate dialogue? Anderson will share his thoughts on how commercial print figures into that new media mix. What does the modern marketing communication plan look like, what tactics work today and what are the opportunities for providing additional services to companies that are now faced with the challenges of learning and mastering cross-media?

For all this, and more actionable trend-based information, plan to attend the NPES 2007 Industry Summit. For more information, or to register online, visit: www.npes.org/conferences. ●

GRAPH EXPO® on Track toward Exhibit Space Sellout

With seven months remaining before opening day, approximately 85 percent of the exhibit space at GRAPH EXPO has been sold, positioning this year's show to exceed the size of its 2006 predecessor.

This year's show will take place September 9-12 in the South Building of the McCormick Place Complex in Chicago, IL. Complete information is available at: www.graphexpo.com.



Currently, GRAPH EXPO is already tracking ahead in exhibit space sales over last year. This is a significant trend since the 2006 show was the largest GRAPH EXPO since 2000. Based on the increasing momentum, GRAPH EXPO is looking to be a sellout, filling the mammoth South Building of McCormick Place. While the total number of companies reserving space is slightly fewer compared to this same time last year, exhibitors have reserved more space. This growth in booth size clearly demonstrates that companies realize the value of GRAPH EXPO and are responding with a renewed confidence in the state of the graphic communications industry by taking increased space in GRAPH EXPO, the largest industry exhibition in the Americas this year.

Most of the large spaces on the show floor have been taken, although the remaining booths are flexible enough to accommodate new exhibitors seeking to commit to the show.

Among the highlights of the show's growth is the continued success of two very popular special features introduced at recent shows. The 2007 Mailing and Fulfillment Pavilion has attracted 38 exhibitors so far, who have booked more than 25,600 square feet of exhibit space, already surpassing the 25,000 sq. ft. sold by this time last year. In the Wide Format Pavilion, close to 14,000 square feet of display area has already been reserved by more than two dozen exhibitors, with other wide format equipment and supply manufacturers taking large spaces elsewhere on the show floor.

Space reservations and inquiries continue to come into GASC offices, and the show company says it expects the event to be near a sellout over the coming months. GASC's redesigned show website for 2007 will open in mid-March for registration. For complete information phone: 703/264-7200 or e-mail: info@gasc.org.

GASC is owned by the National Association for Printing Leadership (NAPL), NPES – The Association for Suppliers of Printing, Publishing and Converting Technologies (NPES), and the Printing Industries of America/Graphic Arts Technical Foundation (PIA/GATF). ●

One of the graphic arts industry's most experienced journalists, Bill Esler is editor in chief of *Graphic Arts Monthly* and editorial supervisor of the magazine's e-GAM electronic newsletter, as well as the *GRAPH EXPO Show Daily* newspaper. Esler will moderate a panel at the upcoming PRINT OUTLOOK® 2007 conference in Chicago, entitled, "Where does print fit in the mind of the demand specifier?"

What's a demand specifier, anyway?

"Demand specifiers" is a fancy term for print buyers. When it comes to print buyers, there are the great masses of individual designers and specifiers, and then there are the professional corporate buyers, but this group has been down-sized in numbers. As a result we are seeing a new breed of "print demand aggregators"—which is what I'm going to call them—professional organizations that build communities of print providers and buyers, and purchase print systematically. And, just as printers are automating their manufacturing, buyers of print are also automating their purchasing processes. There is also another type of "mega-print demand aggregator," and we are seeing



growing ranks of this new variety. We're going to have several of these types on our panel at PRINT OUTLOOK.

That sounds a lot like the familiar print broker. So everything old is new again?

Yes, but print brokers are individuals, whereas this is an aggregated organization, where there's an economy of scale and they can serve clients around the country in a uniform fashion. They're developing their own tools for print purchasing and integration, and setting uniform standards. They can give you a turnkey solution where print consumers put into their office network automated systems for purchasing print.

Some of them seem to be building a community of print, linking print purveyors and buyers into a single community. That seems to be their business model. But they don't exactly work on an auction model.

This is obviously something the printer needs to know about in order to access more clients, but why should vendors be interested?

I think there will probably be some performance models involved, and the ability to integrate with automated purchasing systems is going to be important. We'll also have a classic organization, Leo Burnett. They're certainly one of the largest agency buyers of print material, and they have probably automated their processes, too.

What do printers need from vendors today that's different from in the past?

What printers need now is advice from vendors. The complexity of making cost analyses and the business arguments for adoption of new technology can sometimes surpass the skill set of the

normal print operation. You know how to run a printing company. Now you have to know how to do projections and analyses with numerous variables and contingencies. We're talking about high technology adoption and sophisticated systems, so some printers need some help and coaching with the process of doing comparative analysis. When suppliers are able to provide that, it has huge impact.

Print itself is changing in two divergent directions. One is the commoditization of print, and really that just means squeezing waste out of the manufacturing process for high volume work. That's becoming more automated. And then there's another type of print, which is premium value-added print. Printers, depending on their niche, are gearing one way or the other.

But not both?

It's almost two different animals. Print with more value added takes the product to another level—adding dimensions that can't be achieved on the Internet. As we review the research, we're still seeing print as the strong driver of brand identity, the favored way to obtain coupons or peruse catalog offerings. The Internet seems to be finding its role as the call to action, and the way to take the order stimulated by print.

So printers are gearing themselves as either "digital smart factories," highly automated "lights-out" production operations and least cost producers; or very high end producers of luxurious print that outstrips anything available in electronic media.

What determines which way they go?

You select equipment based on the clients you have or the clients you're

One
on
One

Bill Esler

seeking. So they're going to choose where they think the sweet spot is for their profitability. A print factory is looking for the most automated systems in the most scientific way. The very high-end boutique printers are looking for a very different kind of ability to impart more value added.

This is another area where vendors can help. In the category we call the high value added printer, we often have extremely long presses, with modular componentry so that you can lay down all different rotations of inks and coatings, building layers in this series, with all kinds of permutations, so that you can get unique effects, including security applications and elements that guard intellectual property. It's what every printer has been asking for: customize a press just for me. These presses now have that modularity. For each client run, the printer can now retool and reorder the press and make it deliver a completely different product. This reconfiguration of the modular press is also tightly integrated with the chemistry, fluid deliveries, rollers and blankets—all specific to the task at hand for unique coating and ink effects.

In a sense the printer is saying, build me a press that no one else is going to have. They need guidance from suppliers in how to think about these tools. And the printer's customers, the designers and print buyers, need guidance from printers on how to design for these systems and take advantage of them. It's the same thing in digital printing, where you have really a new vernacular of print. Designers have to learn how to design for variable digital printing, and marketing people have to think about how to re-conceptualize their design efforts to take advantage of these tools.

There's a learning curve going on in digital print applications. We've finally proven we can do it, that machines are industrial strength, they're reliable, they can provide consistent color and can vary anything you want. Now we have to decide what is it we want to vary, and what's going to have impact in the marketing effort?

I'm also seeing printers willing to take a risk and adopt multiple print platforms within the same plant. They're getting

The printer's customers, the designers and print buyers, need guidance from printers on how to design for these systems and take advantage of them."

more venturesome. The prepress and enterprise management arena is where you're seeing the most critical integration.

Where does JDF fit into this?

JDF is almost like an invisible quantity. It's nice for printers to know it's there, but they don't have to have conscious awareness of it in their operations. It's more of an equipment manufacturers' issue. Being JDF enabled is important, but JDF is still in early stages of adoption.

How satisfied do you think the average printer is with the service and support he's getting from vendors?

I think it's a critical issue for them, and printers make a decision one way or another on a given equipment supplier based on service and support, by region. It would be hard to generalize on that, but that's probably the issue. We see renewed interest in making sure that service and support are nearby and available.

Are printers also moving into areas like mailing?

Definitely, we're seeing that trend and there's tremendous interest in it. Printers are seeing that this is a viable profit opportunity for them, but it is a very different operation with very different processes.

Especially in fulfillment activities, you'll have hundreds of job tickets open for months on end, as opposed to a print job that has a beginning, middle and end, in a definite time period, and then you bill for it. You have ongoing billing and a different management concept in approaching the fulfillment business.

Printers, to gain expertise are buying lettershops and basically buying knowledge if they don't already have it in house. Among the print factories at the high end, where they've been mailing for years,

mailing is really a materials handling issue, and an issue of integrating with the Post Office at a high level.

Do you hear from your readers of any big gaps or shortcomings in what's available to them?

Some things really emerged from the recent NPES Roadshows. What printers actually need is an opportunity to talk amongst themselves, to compare notes on technology, especially in the very exciting area of adoption of digital print technology, and the hottest area of wide format printing. Certainly they need to have conversations with each other so they can compare notes on their experiences.

What's it like these days, editing a print magazine to serve the print industry, when more and more people in the industry are making money from non-print activities?

We're *Graphic Arts Monthly*, so we're about the whole shebang, the creation and the execution of print. In the print industry, making money is making money, it doesn't matter if you're doing it by processing paper after it's printed, or processing images that never get printed, or handling assets for clients who discover after all three that they're overwhelmed with content and have no organizational capabilities for it. So, printers actually have great opportunities right now.

We've also expanded our reach to multiple platforms, editing our online *e-GAM* newsletter in a traditional reportorial way – we don't just simply take content and post it. We actually report stories and provide perspective, and integrate info that's coming in from different channels. And we have the collective memory of the GAM staff to provide some perspective on things that are moving along. We can recall who used to be whom, the previous ownerships of companies when acquisitions and divestitures take place, and so on.

People right now are overwhelmed with highly targeted e-newsletters in so many market spaces, they're starting to turn a blind eye to them, so they have to be from a respected source. Our research shows that about half the reason people will open an e-newsletter is based on the name of the sender, so a trusted name is very important. The other half is the subject line, combined with who the sender is. It's so they can tell us from the Viagra ads! ●

PROPERTY AND CASUALTY INSURANCE NEWS

NPES is pleased to announce a new member benefit program through a partnership with Sentry Insurance that provides members with access to a full range of property and casualty protection. Sentry Insurance was selected for this program because it is among the largest and strongest mutual insurance companies in America, having earned a rating of A+ by A.M. Best.

This new insurance program is tailored to meet the needs of NPES members by offering a full range of coverages including: building, personal property, crime, general liability and auto, and workers' compensation.

In addition to Sentry Insurance's dynamic array of products, excellent customer service is a hallmark of the organization. According to Roger Stuve, Controller of Best Graphics, Inc., "Best Graphics has been insured with Sentry Insurance for one year for general liability, workers comp, auto, property and umbrella insurance coverages. We have received good service from them in the past and I would recommend them to others."

Sentry Insurance customer Bob Allison, President, ILF Technologies, echoes his positive experience noting, "We have been very satisfied; they offered a better rate than we had before, with better coverage and the sales process was very good."

And, as Mary Diaz, HR Manager, D&K Group, Inc., reports, "Overall, my experience with Sentry has been very good. I have a great working relationship with my sales representative."

For complete information about this new member benefit program through Sentry Insurance, contact Bev Laska at phone: 1-800-624-8369, ext. 7272; e-mail: bev.laska@sentry.com; or visit: www.sentry.com. ●

NPES Regional Roadshows a Success

In January, more than 100 print industry executives from 69 member companies "got on the bus" bound for one of four NPES Regional Roadshows, held in Chicago, IL; Teaneck, NY; Hartford, CT; and, Dayton, OH. This series of one-day industry education and business networking events, which debuted this year, delivered a content-rich program in areas easily accessible to the largest geographic concentration of NPES members – and according to attendees, the concept was a resounding success!

Each session combined a blend of interactive industry-customer dialogue, a dynamic presentation on effective sales success strategies, and timely updates on invaluable market data with tremendous business networking opportunities.

"The roadshows were designed to engage new members and reach deeper and broader into our active member base," explained Ralph Nappi, President of NPES. "I am pleased to report that we were successful with both."

Headlining each event was the popular Printers Panel, a group of three to four local print company executives who shared their candid insights on the marketplace, and the key factors that drive their investment decisions.

Among the featured speakers was sales trainer Carl Henry, who revealed the "secret" to maximizing a sales team's performance. In his presentation, "Supercharging Your Sales Organization to Win and Keep Customers," Henry described the six steps of his effective MODERN sales system.

Rounding out the program were updates on the latest market data findings from NPES and PRIMIRSM, and a report from NPES executives on the association's new strategic planning initiatives.



How did attendees rate the event? "The forum was very informative and insightful – perfect for our salespeople," said **Len Cammalleri**, Sales Manager for MAN Roland, Inc., which sent staff to each of the four roadshows. "I look forward to future panels."

"Local meetings are a great idea," stated **Diana Cotton**, Marketing Analysis Manager at xpedx, who sent three representatives. "They let me involve more people from my staff who normally don't hear directly from printers."

Based on the overall positive feedback and constructive suggestions for additional enhancements – look for a future edition of the NPES Regional Roadshows coming to a location near you. ●

The "Secret" to a Competitive Sales Edge

For the members who participated in one of the four NPES Regional Roadshows in January, and ever wondered why top-producers always seem to have a competitive edge, popular industry sales trainer Carl Henry ended their suspense.



Carl Henry

According to Henry, the "secret" for increasing a salesperson's success is a sales system. He advised that sales systems work because they take the "mystery" out of selling and can effectively elevate an average salesperson to a top-performer. "Regardless of product or service," said Henry, "selling is a process with a distinct beginning, middle and end. And, by utilizing a sales system, your entire sales team can assist customers in making intelligent buying decisions, close more sales, and make more money."

Henry described the sequential key steps of his six-step MODERN sales system (1. Measure, 2. Organize, 3. Demonstrate, 4. Engage, 5. Review and 6. Negotiate), which clearly resonated with attendees, since by the conclusion of all four roadshows a total of 52 members had provided him with their business cards for follow-up after the meeting! ●

2007 NPES Government Affairs Winter Conference Report

Long-time NPES Government Affairs Committee members and first-time attendees participated in the 2007 NPES Government Affairs Winter Conference in Washington, D.C. on February 14-15. The program was free to all NPES members and included a seminar on GSA Schedules Program and Marketing to the Federal Government, and several networking events.

NPES members joined about 250 other guests at a breakfast sponsored by the National Association of Manufacturers (NAM) that featured **Vice President Dick Cheney**. The Vice President commended those in attendance for being the leaders of the vital manufacturing sector of the American free enterprise system. He emphasized that manufacturing drives the growth in the economy, gets more productive each year, accounts for the majority of U.S. exports, and by itself would be the eighth largest economy in the world.

The Vice President cited five years of uninterrupted economic growth that has yielded 16% growth in GDP and over seven million new jobs. This, he attributed in large part to the Bush Administration's pro-growth tax policies; of particular note were reductions of the tax rate on capital gains and capital cost recovery policies that enhanced incentives for businesses of all sizes to invest. He noted the resulting \$520 billion increase in federal tax receipts in the past two years as further evidence of the efficacy of these tax policies and good reason for them to be made permanent.

The balance of Cheney's remarks touched on a number of specific policy areas of interest to NPES members, including: support for a permanent R&D Tax Credit, energy and trade policies to make U.S. manufacturers more competitive in the global economy, a comprehensive health care agenda of Health Savings

Accounts, Association Health Plans and tax reforms designed to make health care more accessible and affordable to all Americans, and support for workers' rights to secret ballots in elections to form unions.

NPES members also attended an NAM sponsored breakfast that featured Senator Susan Collins (R-ME), and Representatives Melissa Bean (D-8-IL), and Stephanie Tubbs Jones (D-11-OH). Each spoke to the important roles played by women in industry and government as old stereotypes and career barriers have fallen.

Ms. Christy Jackiewicz, Program Analyst, General Services Administration, Office of Small Business Utilization, presented a seminar on **GSA Schedules Program and Marketing to the Federal Government**, which featured an overview of the GSA Schedule Program, steps to getting started, benefits of the program, and marketing strategies and techniques for doing business with the Federal Government. Seminar materials are available online at: www.npes.org.

Conference attendees were also briefed on a range of topics including: capital formation tax policy and the prospects for tax reform, international trade issues, the Bush Administration's Value-driven Health Care initiative, and the President's proposal to provide a new standard deduction for health insurance. NPES Government Affairs Director Mark Nuzzaco also provided information on recent improvements to the law governing Health Savings Accounts.

The briefings concluded with a report on the activities of the Mail Moves America coalition, which was organized to counter various state "Do Not Mail" initiatives. NPES is an active participant in the coalition.

For more information contact NPES Government Affairs Director Mark J. Nuzzaco at phone: 703-264-7235, fax: 703-620-0994, or e-mail: mnuzzaco@npes.org. ●

Welcome New Members

By year-end 2006, NPES had welcomed the largest "class" of new members since 2002. New members, like these, are key resources whose active participation will ensure that NPES continues to be a vibrant, relevant organization on the cutting edge of the latest market place trends and technologies. Welcome new members!

3M Company Paper and Printing

Saint Paul, MN
Ms. Barbara J. Ruuska, Senior Administrator

Absolute Graphic Technologies US

Chino, CA
Mr. Bill Bonallo, President

AdTech Graphic Service

LeRoy, NY
Mr. Joe Marrinan, President

Air Motion Systems

Hudson, WI
Mr. Stephen Metcalf, President

Apollo Systems, LLC

Boxborough, MA
Mr. Craig Griffin, President

Chromix, Inc.

Seattle, WA
Mr. Steve Upton, President

Color Sciences, LLC

Austin, TX
Mr. Brian Ferry, Direct Sales

Flexo Concepts, Inc.

North Plymouth, MA
Mr. Kevin McLaughlin, President

Hiflex Corporation

Warrenville, IL
Mr. Mark Anderson, Director of Professional Services

Intraprint Corporation

Dallas, TX
Mr. Olivier Heu, President

Lake Image Systems

Henrietta, NY
Mr. Pat Hoskins, Vice President

Morgana Systems

Marietta, GA
Mr. Alan J Oppenheim, Country Manager

Objective Advantage, Inc.

Houston, TX
Ms. Amber Poole, Marketing Manager

Oxytech Systems, Inc.

Waxhaw, NC
Mr. Jack Karas, Vice President

PCT Engineered Systems, LLC

Davenport, IA
Mr. Karl Swanson, Sales/Marketing Manager

Pitney Bowes

Danbury, CT
Ms. Leslie Abi-Karam, President of the DMT Division

Siemens Energy & Automation, Inc.

Norcross, GA
Mr. Marcus Schick, Sr. Consulting Engineer

Technifold USA

Montague, NJ
Ms. Gina Palko, Vice President

U.S. Machinery Associates, Inc.

Marietta, GA
Mr. John J. Cunningham, President

Vecoplan LLC

High Point, NC
Mr. Len Beusse, Chief Operating Officer

Zund America, Inc.

Franklin, WI
Mr. Oliver Zund, President

new members

NPES CALENDAR

March 2007

ICC Meetings

March 6-8 • Las Vegas, Nevada

NPES INDUSTRY SUMMIT

NPES Market Data Committee Meeting

NPES Executive Committee Meeting

NPES Board of Directors Meeting

PRINT OUTLOOK® 07

PRIMIRSM Spring Meeting

March 26-29 • Chicago, Illinois

April 2007

ISO TC 130 Working Groups 1-4

April 23-27 • Bangkok, Thailand

May 2007

NPES Business Development Booth

Expographica 2007

May 4-7 • Mexico City, Mexico

ISO TC 130 WG 5 (Safety and Ergonomics)

May 21-23 • San Antonio, Texas

June 2007

ICC Meetings

June 19-22 • Tokyo, Japan

CGATS SC3 (Metrology) and SC4 (Process Control)

June 25-27 • Parsippany, New Jersey

July 2007

NPES Business Development Booth

Print, Pack and Paper Shanghai 07

July 3-6 • Shanghai, China

September 2007

GRAPH EXPO®

September 9-12 • Chicago, Illinois

NPES Pavilion and Business Development Booth

IGAS 2007

September 21-27 • Tokyo, Japan

ISO TC 130 Working Groups 1-5 and Plenary

September 24-29 • Tokyo, Japan

October 2007

NPES Pavilion and Member Kiosks

PolygraphInter 2007

October 10-16 • Moscow, Russia

NPES Business Development Booth

IPEX South Asia 2007

October 24-27 • New Delhi, India

ICC Meetings

October 31-November 3 • Albuquerque, New Mexico

November 2007

NPES Annual Conference

November 3-5 • San Diego, California

ICC DevCon -07 Conference

November 5 • Albuquerque, New Mexico

ANSI CGATS.9 REVISED

A revision to ANSI/CGATS.9, *Graphic technology – Graphic arts transmission densitometry measurements – Terminology, equations, image elements and procedures*, has been approved by the American National Standards Institute (ANSI) and published by NPES The Association for Suppliers of Printing, Publishing and Converting Technologies. This 2007 edition updates the 2005 version of the standard by providing requirements on information to be included when communicating measurement data, and revision of the procedures for measurement to include instrument standardization. NPES serves as the Secretariat of the ANSI-accredited Committee for Graphic Arts Technologies Standards (CGATS). To purchase a copy of the revised standard contact the NPES Publications Department at phone: 703-264-7200, or download an order form from the NPES Standards Workroom at: www.npes.org/standards/orderform.html.

INTERNATIONAL SAFETY COMMITTEE MEETS IN TEXAS

An international committee developing safety standards for printing equipment will meet May 21-23 in San Antonio, TX. ISO TC 130 (Graphic Technology) Working Group 5 (Safety and Ergonomics) will begin work on two new parts of an existing ISO standard that currently addresses printing presses and bindery equipment. The two new parts will set out requirements for the design and construction of converting equipment and platen presses. Anyone interested in this work should contact NPES Director of Standards Programs, Mary Abbott at phone: 703-264-7229 or e-mail: mabbott@npes.org.

HURLEY'S TRADE-WISE DO TELL INTEL

U.S. exporters feel favorable trade winds as companies are lifted by a rising tide of sales, particularly to China. In the first 11 months of 2006, **all U.S. exports reached \$13.1 trillion, a jump of 13.1%**. Sales have been fueled by a falling dollar, renewed growth in once-stagnant economies in Japan, Europe and parts of Latin America, new trade agreements and increasing demand for U.S. products.

Recent monthly figures show **U.S. exports growing nearly three times as fast as imports**. Exports to China increased by 33%

in the first 11 months of 2006. Combined with Hong Kong, **China now stands as the United States' third-largest export market**, behind only Canada and Mexico.

Countries with trade agreements with the U.S. make up only 7% of the global economy outside the United States, yet they **absorb 42% of American exports**. The increase of U.S. exports to China is partly the result of China's entry to the World Trade Organization six years ago.

"We have been growing by exporting things to China," says Chip Emery, CEO of MTS, a tire testing machinery manufacturer headquartered in Minneapolis. "It would be wonderful if all I had to do to survive was to sell to Americans, but the earth is round. **We survive as a worldwide business.**"

Sources: Washington Post, National Association of Manufacturers, U.S. Department of Commerce. ●

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