



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

www.ipma.org

Thursday, April 16, 2009

It's IPMA Renewal Time! You can now [RENEW ON-LINE](#).

IPMA's membership year extends from April 1, 2009, through March 31, 2010. Notices were mailed in March. To avoid interruption of services, renewals must be received by April 30. If you have questions, contact cgoin@ipma or call 816.902.4762

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See How They're Mining for Gold in Central Michigan!

**Register for
Free WebEx
on
Centralized
Copier
Programs**



Learn about the savings generated by Centralized Copier Programs from successful in-plant managers during IPMA's next on-line WebEx meeting on Wednesday, May 6.

This 1-hour webinar will explore:

Mining the Gold in your department gives you greater value-added use of your budget dollars . . .

Short runs printed on demand reduce cost of inventory, obsolescence.

Our on-campus capabilities for quick turn-around personalized printing gives CMU the advanced technology for emerging marketing trends right here at home.

This re-circulates the campus dollar and gives the university a greater return on investment.



The internationally award-winning print team at Central Michigan University (CMU) in Mt. Pleasant recognizes the power of well-targeted and visually-compelling print materials and how they help to define the excellence that has become a trademark for the university. "We understand that the printing, copying and mailing service mix is expanding and that it is by no means simply ink-on-paper," explains Printing Services Director Rhonda Kohler, "Over the past few years we have integrated diverse hardware and software into an expanded digital workflow that extends beyond pre-press, print and finishing to meet our customers' needs."

Kohler and her team, with an amazing 375 years of combined industry experience, worked with "stakeholders" Kodak and Xerox to produce an information-loaded powerpoint, entitled "Mining for Gold in Central Michigan," The presentation demonstrates the "pots of gold" customers have in their own departments. The gold mining theme seemed like a natural considering CMU's school colors are maroon and gold and their mascot is known as chips.

The presentation explores

- advantages of data mining
- return on investment through personalized variable data printing
- the value of departmental mailing lists used to create timely, attention-getting mailing pieces that prove invaluable in the recruitment of faculty, students, athletes, and securing donations and endowments.

Pros and cons of launching a centralized copier program

· **Steps involved in managing the day-to-day**

· **Potential savings that can be generated**

· **And of course the opportunity to ask questions!**

Presenters include:

Michael Leighton,
Director of Printing Services, City of Los Angeles, CA

Rachelle Palmer,
Print Shop Manager, Richland School District, Richland, WA

Al Schmidutz,
CGCM, Manager of Printing Services, Steelcase, Grand Rapids, MI

Join your IPMA colleagues on-line

Wednesday, May 6
10 a.m. Pacific time
11 a.m. Mountain time
12 noon Central time
1 p.m. Eastern time

This WebEx is free to IPMA members, but you must pre-register at least 1 hour in advance to attend.

[View PowerPoint...](#)



Rhonda Kohler, Director of Printing Services, Central Michigan University

From on-line job submission, to FTP-site file uploads, to internet-delivered soft proofs, this very versatile, very valuable in-plant team is giving clients not only diversity with their designs, but one-on-one personal service through a staff that calls customers by their first names and shares their mission and budget concerns. Staffed by service excellence award winners and employees who have a "we're here to make you feel important" attitude, Kohler emphasizes, "Our commitment to customer needs and our adaptability to technological change and advancement, lets our customers know they have co-workers taking care of their printing who not only share their vision, we understand and acknowledge budget and time constraints."

[Read more...](#)

Sample Copier RFP Available



Tonya Demerson with the City of Denton, TX, has provided a sample copier RFP that IPMA member in-plants can use as a springboard in developing their own.

[View RFP...](#)

So much can be learned from your colleagues. For example:

Nearly a decade ago the City of Los Angeles made a bold, but incredibly smart move by placing all of its 1,100 copiers under the management of Publishing Services. The result has been a savings of \$7 million over the past 10 years.

See how you can duplicate similar savings for your organization.

Preregister by clicking on the link below. Once approved, you will receive a confirmation email with instructions for joining the meeting.

For assistance, contact cgoain@ipma.org

[To register...](#)

Join our mailing list!

Join

April 30 Is Vision Award Deadline

Just 2 weeks left to send in your video entry for IPMA's Vision Awards Competition. Submit a short, 5-minute video tour of your shop. Your in-plant could be a winner in one of 5 categories: most creative, funniest, best actor/actress, best self-promotion, best overall. Entries will be shown at IPMA 2009 and posted on the web site. [View Last Year's Entries](#)



Hurry Entry Deadline is April 30!

You can also submit pictures of your shop to be shown at conference and posted on the web site. Email pictures to ipmainfo@ipma.org

[To enter...](#)

If You Need New Ways to Save...



**IPMA's 2009 Conference
"Where Education &
Technology Meet"
June 7-10
WoodCliff Hotel & Spa
Rochester, NY**

Plan to attend the only conference designed by in-plant managers exclusively for in-plant managers.

Discover how to:
Save money
Offer new services
Cut costs
Dramatically improve efficiency!

[For more information...](#)

Deadlines for Chapter Officers

Submit your [Chapter Officer Form](#) by **April 30**.

As a service to Chapters, IPMA will file on a group basis the return of each chapter who willingly submits their financial data.
Deadline is May 15.

[2008- 09 Tax Return Financial Data](#)

Attention: Non-Active IPMA Chapters

If your chapter has not had activity during the year or has been inactive for sometime, chapter funds must be returned to headquarters.

[Access forms...](#)

Equipment for Sale

Check IPMA's equipment site for:

Multi 360 Press

22" Stahl Folder

Numbering/Score-Rollem

Large Format Display Maker 4200 Printer

27" Hot Laminator-USI ARL 27

Stosser Dual Punch 220MM 7 425MM

Conflex Sealer W/ Weldtron Heat Tunnel 250

Various Paper Stocks



[View equipment...](#)

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