



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

www.ipma.org

Thursday, August 20, 2009

Join Your Colleagues for a Free 1-Hour Webinar

The Power of Personalization Presented by IPMA and MindFire Inc. Wednesday, September 2

10 a.m. Pacific Time
11 a.m. Mountain Time
12 noon Central Standard Time
1 p.m. Eastern Time

Learn how in-plants are using cost-effective, personalized marketing solutions to generate sales and add strategic value their organizations.

Joseph Manos, EVP MindFireInc, will be joined by a special guest speaker to highlight some of the best practices associated with using personalized, integrated marketing to drive response rates and build marketing intelligence for corporate marketing departments.

[CLICK HERE TO REGISTER](#)

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Don't Miss These Special In-Plant Events at Print 09

PRINT[®]09 is...



September 11-16, 2009
McCormick Place | Chicago, IL USA

[Web-to-Print Solutions
for In-Plants](#)
Tuesday, Sept. 15
12 noon to 1:30 p.m.
Room 502A/B
McCormick Place

To help in-plants maintain their growing competitive edge, IPMA as an Association Sponsor and *In-Plant Graphics* magazine as the Media Sponsor, will host a special session during Print 09 exclusively for in-house printers.

This session will bring together four software companies with in-plant printers to showcase their Web-to-Print Solutions and offer insights into the key components of a successful system.



Stephen Murray is a realist. "We all hope the economy has bottomed out, but I don't know if we are there yet."

Those uncertainties have forced Murray, the director of Business and Auxiliary Services at the University of Alabama in Birmingham, to scale back his in-plant's 2009 business forecast.

"The economy has changed our business forever," he explains. "We hold no illusions that we will reach the revenues that we had in 2008." Last year was a record year for the highly-productive 37-member printing and mailing team for the state's largest employer. "Too many publications have been eliminated or moved solely to the web." Although their volume of projects has grown, they are finding the projects are now smaller in size and scope.

But even in today's uncertain economy, Murray has discovered there are still plenty of opportunities available.

[Read more ...](#)

[View More Clever UAB Ads](#)

A roundtable discussion will immediately follow with software provider sponsors: **Avanti, Canon Business Solutions, EFI, Printer Presence.**

To register for the **Web-to-Print Session** on IPMA's home page, [CLICK HERE](#)

[Breakfast Roundtable](#)
Monday, Sept. 14
8:30 a.m. to 10:00 a.m.

Ricoh will sponsor a **Digital Color Roundtable** and **Continental Breakfast** on Monday morning. IPMA and *In-Plant Graphics* will serve as co-hosts for the event. IPG Editor Bob Neubauer will discuss digital printing trends in the in-plant industry, and will moderate a discussion on a variety of topics such as:

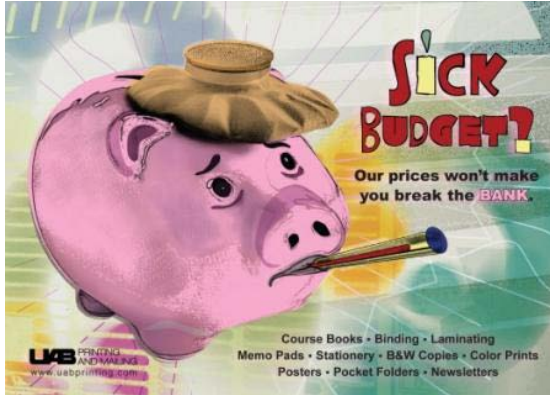
- * Barriers preventing in-plants from moving into digital color - and how to overcome them;

- * Affordability of digital color presses and tips on selecting the right one;

- * Web-to-print and VDP: how to use them and mistakes to avoid;

- * Problems in-plants have faced and how they overcame them;

- * How in-plant managers



The University of Alabama in Birmingham has created several attention grabbing promotions to encourage customers on campus to use their services.

To view their complete menu of services, visit [UAB's web page](#).

[View Ads ...](#)

Russians Tour University of Nevada, Las Vegas In-Plant



Pictured; Chris Valmore from UNLV, explains to Russian visitors how the iGen's variable data capabilities are used to produce customized publications.

University of Nevada, Las Vegas (UNLV) was honored this spring to host a delegation of Russian university rectors (presidents/chancellors) and their printing operations directors, who toured Reprographics/Design Services to learn more about the iGen and its variable data capabilities. "The Reprographics/Design Services staff also learned a lot about the highly sophisticated offset operations at the major universities in St. Petersburg," shares Donna McAleer, Interim Director at UNLV.

are weathering the recession and finding new work;

* Observations on equipment and software seen at the show.

This roundtable is for all in-plants - those with digital capabilities and those not yet ready for them. It will be a great opportunity for managers to meet one another and share stories over breakfast. **Please RSVP for this Breakfast Roundtable to jmarcial@napco.com**

[Free Expo Pass](#)

IPMA is also offering members a free Expo Pass. **To register for your Free Expo Pass, [CLICK HERE](#)**

Join our mailing list!

[Read more ...](#)

Participants Get Free Survey Results



Members can receive the results of IPMA's 2009 Operations Survey FREE, by simply completing the survey.

The survey, which will only take 5-10 minutes, must be completed during one sitting. After closing the survey, you will not be able to return and finish it out at another time.

*Results will also be available at a discounted price to nonparticipant IPMA members.

[Take the Survey ...](#)

IPMA Accepting Speaker Proposals

IPMA is currently accepting speaker submissions for its 2010 Conference, June 6-9 in Albuquerque, NM.



We are looking for qualified speakers to share your printing, mailing, prepress, document production, technology, management and business experiences and expertise.

If you are an in-plant manager, an industry expert, or a vendor who would like to present, we welcome your submission.

[For More Information and Forms ...](#)

Albuquerque, Site of IPMA 2010, Is Superb Vacation Destination!



Albuquerque is perfect for conferences or family get-aways -- ranked the second most affordable vacation destination in North America by AAA in 2008!

Whether you're strolling through the galleries in historic Old Town plaza, or exploring the eclectic shops and restaurants of the Nob Hill District, you'll be amazed to discover that enjoying all the wonders this great city has to offer doesn't require spending alot.

[Click Here](#) to view the fun in store for you in Albuquerque.

[Click Here](#) to check out the fabulous Hotel Albuquerque, IPMA's Conference Hotel.

If you can only attend one educational event in 2010, make it the only conference and vendor fair exclusively for In-Plant Printers and Mailers IPMA 2010. Reserve the dates -- June 6-9!



[More on IPMA 2010 ...](#)

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