



IN-PLANT PRINTING AND MAILING ASSOCIATION

# INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

[www.ipma.org](http://www.ipma.org)

Thursday, July 9, 2009

IPMA will host 2 Webinars in July.

- July 15 -- A Recap of the Highlights from IPMA's 2009 Conference. Hear about the information that attendees found most valuable.
- July 22 -- Explore the Opportunities Available with Print MIS (Management Information Solutions)-- presented by Avanti, EFI and EPMS.

To register\* for July 15 -- Highlights from IPMA's 2009 Conference, [CLICK HERE](#)

July 22 -- Opportunities with Print MIS, [CLICK HERE](#)

\*To register, you must be an IPMA in-plant member.

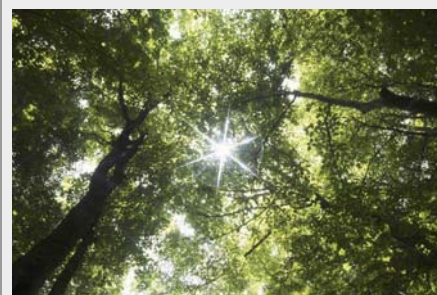
Please review the [IPMA Meeting Guidelines](#) before attending.

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**Cholmondeley & Field Named Outstanding Contributors**

## Discover the 3 P's to Green Up Your In-Plant



Tom Tozier at the University of Colorado (UC) in Boulder is a green advocate with a crystal clear message to all in-plants. Green-up!

"Organizations are becoming more and more environmentally aware and to be a part of those efforts will be good for any in-plant. In fact it may be one reason that an institution keeps an in-plant as opposed to outsourcing. In-Plants are sustainable."

Tozier, who serves as the Director of Imaging Services, has designed a 3-step sustainability philosophy that he calls 3 P's + 1.

Greg Cholmondeley and Kevin Field were recognized as Outstanding Contributors during IPMA's 2009 Awards Banquet.



Actively involved in the printing systems technology industry for more than 25 years, **Greg Cholmondeley** is the Manager of Segment Marketing Programs for Ricoh Americas Corporation's Production Printing Business Group.

"Greg is an in-plant advocate," explains IPMA President Debbie Pavletich. "He initiated on-line regional meetings as a way to extend the benefits of IPMA and enable members to network and share ideas when they otherwise would not have had an opportunity to travel and take time from their busy schedules."

"From a professional perspective, a strong in-plant market is critical to our success," shares Greg. "On a personal note, I find the professionalism and passion shared by every IPMA member I've met makes my job both exciting and satisfying. The in-plant market is unique in that people from a wide variety of industries and geographies can share ideas and best practices without having to worry much about competing. IPMA uses this rare quality, along with a lot of hard work, to build a professional community that is special, rewarding and just a really enjoyable group of people."



Since 2001 **Kevin Field**, CGCM, has served as Administrator for the Virginia Beach City/School Printing and Mail Services in Virginia Beach, Virginia.

"As an IPMA member for the past 23 years, Kevin enjoys being involved, networking and sharing his knowledge with other in-plant managers," explains IPMA President Debbie Pavletich. "He has tirelessly and enthusiastically served as conference committee chair for the past two years. His enthusiasm has contributed to the success of the IPMA National Conference."

"My years as a member of IPMA have been a real blessing for me," shares Kevin. "To have day-to-day access to such a valuable forum to communicate,

## 1. Purchase Green

Buy green whenever possible. "We have made recycled 30% PCW the standard stock used for all stationery items. We use only vegetable oil based printing ink on our presses and have eliminated all alcohol fountain solutions in the pressroom. Of course we recycle all of our printing plates & paper scrap. We offer a full line of 30% and 100% recycled papers for our customers and only purchase outsource services from companies with a Green and/or Sustainable business model." During the remodeling of their copy center (The Ink Spot), the entire space was repainted with an environmentally friendly paint.

Their green philosophy has extended to much larger acquisitions as well. "We purchased an environmentally friendly CTP system and stopped using film. We evaluated and purchased two Océ VarioPrint 2110 copiers based on their sustainability (or "greenness") in the area of construction and energy usage. This Océ model, in a 3rd party laboratory test, proved to use 47% less energy to operate than 3 of its leading competitors. Also the machines are built with more recyclable materials than most other copiers of this type and use an organic toner.

## 2. Promote

UC promotes its sustainable efforts through many avenues including an on-campus e-memo tool, collateral materials, campus signage, as well as rebranding themselves with a tagline --Your Sustainable

network, share ideas, experiences and knowledge with our members just adds to my own personal wealth of knowledge. Through the annual conference, website, listserv and now webinars, I have tapped into a wealth of information that directly addresses many of the issues faced by all in-plant managers. These resources and relationships keep me pushing for excellence in my own career and life. The bottom line, I get more from IPMA than what I give back to it."

[Read more ...](#)

## Higgins & Porter Receive Scholarships

This year's Brahney recipients, Colette Higgins and Clarence Porter, used their scholarships to attend IPMA's 2009 Conference.



**Colette Higgins**, has served as Print Shop Manager for Standley Systems in Oklahoma City, OK, just recently accepting a new position with DM Mailing Service, Inc. Having attended six IPMA conferences, she has found, "There are so many people who are willing to help me through the difficult processes of selecting equipment, products, software and implementation. It sometimes feels like I have my own personal network."



**Clarence Porter** is the Program Director at CareFirst BlueCross and BlueShield in Washington, D.C. Having attended 14 IPMA conferences over the years, Porter believes that he has gained so much from the face-to-face conversations with other IPMA associates. My organization and crew have also benefitted."

[Read more ...](#)

## Albuquerque Is Site of IPMA 2010!

Campus Printer.

### 3. Provide

In today's business environment, being Green has become almost an unspoken expectation. So much so, that *Advertising Age* magazine coined a phrase known as "Green Fatigue" -- a ho-hum reaction by consumers to hearing about green business strategies.

The need to "go green" has become a priority for all of us, but the challenge is how do we let our customers know the steps we have taken to become the sustainable provider they expect? Tozier says that instead of just telling people that an operation is green, consumers need to know HOW those efforts are relevant to them and HOW those efforts contribute to the big picture. This is what genuinely differentiates your operation to the customer.

"One way we did this was to use the Oce equipment as a model," explains Tozier. "I took the 47% less energy savings and converted into Kilowatt Hours (KW/h) based on normal operating usage. I then used a calculator that converts KW/h into CO2 emissions." Thus I was able to show the amount of CO2 emissions that we had reduced by installing this equipment (about 3.7 metric tons per year) which demonstrates our contribution to the reduction of the campus carbon footprint. In order to make all of this relevant to our customers I used comparisons that were understandable. [Click here](#) to view graph.

## June 6-9

### Here's What Attendees Said about IPMA 2009:



*"Excellent conference. Valuable information was received for my company's duplicating facility operation/process."*

*"It seems that each conference I attend gets better! The product information and networking cannot be duplicated anywhere."*

*"This was my first IPMA conference and I was very impressed by the quality of the sessions, the speakers, the tours and most importantly by the people who worked to put the conference together and the people who attended."*

*"This was my first IPMA conference and I enjoyed every moment, came back with some great ideas and talking points for our organization, and I look forward to seeing everyone again next year in Albuquerque."*

*"The conference was great! The location was so wonderful! I can't tell you how interesting it was to see the "big" copier companies up close and the evening outings were so much fun. It will be hard to top this in Albuquerque, but I'm sure you will, that's why I'll be there."*

**Don't miss the only educational conference exclusively for In-Plant Printers and Mailers. Reserve the dates now June 6-9 and plan to join us in Albuquerque!**

### Check Out This Customer Survey



Mark Tindell, the director of Mail and Print Services (MPS) at Columbia College in Columbia, MO, just completed surveying faculty and staff using a tool called Survey Monkey [www.surveymonkey.com](http://www.surveymonkey.com) "From my initial calculations," Tindell notes, "we had about a 23% response rate."

For those interested in conducting e-surveys, a similar survey tool is also available through [ConstantContact.com](http://ConstantContact.com)

To view the survey, [click here](#).

### The +1 P! - PARTNER

"If you are greening your business and becoming a sustainable service to your parent organization, it is essential that you find a way to participate and partner with other factions/departments of your organization.

Organizations such as city, county, state government, school districts, colleges and universities have implemented or begun to create sustainable practices. In these organizations there will be Sustainability Teams, Committees and Groups."

Tozier currently is a member of the university's Sustainability Action Team, a group of campus leaders who have been charged by the Chancellor's office to create, document and implement sustainable practices that will have a major impact on reducing their carbon footprint.

"The overriding message to all in-plants, Tozier emphasizes, "is to look for every opportunity to partner with existing green efforts and weave yourself into the fabric of your organization."

[View Better Ways to Promote Your Green Efforts ...](#)

**Join our mailing list!**

To view additional customer surveys, [click here](#).

## Equipment Available -- Some Free



JC Penney's in-plant in the Dallas/Fort Worth area is offering for FREE the following items: Kodak polychrome developer for up to 23" plates; a 44" x 28" light table; and a Burgess plate burner with 61" x 39" glass area.

Anyone interested would need to arrange and schedule their own pick-up and sign a release. If interested, contact James Gross, 972.431.2807 or [jgros3@jcpenny.com](mailto:jgros3@jcpenny.com)

Imaging Spectrum is offering an X-Rite Model 530 SpectroDensitometer, used for 2 demos only. List Price \$7,595; sale price \$4,750. Contact Chuck DePrez, Imaging Spectrum Inc. 1-800-342-9294 or [chuck@imagingspectrum.com](mailto:chuck@imagingspectrum.com)

**[For more equipment offerings ...](#)**

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