



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

www.ipma.org

Thursday, June 18, 2009

IPMA will be hosting 2 Webinars in July. Mark your calendar. Registration information will be sent to you in the next few weeks.

- July 15 -- A Recap of the Highlights from IPMA's 2009 Conference
- July 22 -- Explore the Opportunities Available with MIS

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Briggs & Stratton Earns Best of Show



L to R: Brian Patterson, Debbie Pavletich, Briggs & Stratton; Bob Neubauer,

Washington State University Captures Award for Managerial Excellence



Steve Rigby, Director of Printing, WSU

Washington State University in Pullman has earned IPMA's Management Award for its extraordinary performance in 2008. This annual award recognizes an outstanding corporate publishing and distribution operation that excels in efficient management practices

In-Plant Graphics

Briggs & Stratton Corporation earned the title of Best of Show for its Circle of Life Catalog in the 2009 In-Print competition, sponsored by IPMA and *In-Plant Graphics* magazine. The catalog was selected for top honors from the 34 Gold Award winners in this year's competition. "What an honor! I was so surprised," explains Graphic Services Manager Debbie Pavletich. There were outstanding pieces in this year's competition. I am very proud of our production team."



Circle of Life -- 2009 Best of Show Entry

The perfect bound catalog (116 pages + cover) was among 5,000 produced on a Ryobi 750 press. Produced for Sharp Literacy Inc., the winning entry took four days to print with three different pressmen working on it. "Each page has colored backgrounds which made it very difficult to print," explains Brian Patterson, Pressroom Manager. "The piece guided children to conduct heritage interviews with family and other cultures. The drawings and photos of the inspired artwork fill the pages and the result is a special book created by children for children."

"During Bob Neubauer's video (recapping the elimination process) my heart started to pound harder," shares Patterson. "I knew the book from Brigham Young was a good piece and would be difficult to beat. Wow we did it!"

University of Oklahoma Takes Home Two National Awards

to further the objectives of its parent company.

"WSU demonstrated great management skill in making significant advancements throughout 2008 in technology, processes, and green initiatives," explains IPMA Awards Chairperson Rob Lindgard. "The Management Award is not given to an individual, but rather presented to an entire team. At WSU each individual understands how his or her contributions serve to strengthen the whole university. Working together, this team has accomplished so much and could certainly serve as a model for other in-house operations."

By fully integrating the various units, this shop has created a highly dynamic environment, known for its productivity and efficiency and as a leader throughout the in-plant community. Some of the year's highlights include:

FSC Certification and Green Initiatives

In support of the state of Washington's commitment to the environment, University Publishing embarked on an effort to implement best



The University of Oklahoma in Norman holds the distinction of earning two national awards for its exemplary efforts in 2008.

(Pictured at left: John Sarantakos, Administrator of OSU's Printing and Mailing Operations.)

Mail Center of the Year

"While reducing their budget and assets, the University of Oklahoma was able to increase business, re-organize delivery routes and purchase value-added equipment to assist in their increased business," explains Kevin Field, who judged the competition. "They also have created outreach programs to improve not only mail, but printing and design for their customers."

"As a service unit, cutting administrative costs seems to be the first, second and third steps during budget cuts," explains Administrator John Sarantakos. "Finding ways to trim expenses, while continuing to provide fast and efficient service to customers is always challenging. By making sound decisions in 2008, we were able to meet the challenges head on."

To read more about Central Mail's accomplishments, [click here](#).

Promotional Excellence

"The weeks and months of planning, organizing, and maintaining a consistent visibility among various targeted audiences has earned the University of Oklahoma Printing Services this year's In-House Promotional Excellence Award," explains IPMA Awards Chairperson Rob Lingard. The award recognizes excellence in promotional efforts, developed by and used to promote an in-house corporate publishing facility.

"I could not be prouder of my marketing team," explains Administrator John Sarantakos. "They simply took the ball and ran with it. Each of their ideas was clearly thought thru and implemented. The results have been increased sales, happy customers and an elevation of our status and recognition on campus. Sherri Isbell and her group have done an outstanding job!"

To learn more about their promotional efforts, [click here](#).

Stanley Verser Attains Certification

environmental practices into the printing plant. University Publishing was the first university in-plant in the entire country to achieve FSC Chain-of- Custody certification. "Our commitment to the program and our ability to place the FSC and other green trademarks on our publications has been highly significant to our environmentally-minded clients," explains Steve Rigby, Director of Printing Services.

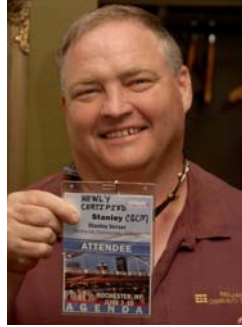
Since receiving FSC certification, WSU has assisted numerous university in-plants in their pursuit. University Publishing continues to actively publicize other sustainable measures as well such as soy-based inks, ozone-friendly press solvents, a robust recycling program, and decreased material usage.

Productivity/Cross Training

"We continue to place a strong emphasis on cross-training and working across department reporting lines," explains Rigby. Remaining nimble in their work assignments, they frequently transition into the areas of highest work volume to expedite projects in a

Stanley Verser, the Director of Printing and Mailing Services at Redlands Community College in El Reno, OK, gained CGCM certification during IPMA 2009.

"I really like taking the test on-line. We are all so use to using the computer rather than hand writing that I felt it made it easier." He strongly encourages others to pursue certification. "Achieving the CGCM credential gave me a real sense of accomplishment. I am glad I didn't put it off. "



[Read more ...](#)

timely and cost effective manner. Great emphasis has been placed on cross-training, especially in the areas of digital printing, web graphic design, addressing and mailing. "This initiative has increased our ability to move work through to completion in times of short staffing or peak workloads. Additionally, it has infused an environment of caring and support among groups, working together to find effective solutions."

[Read More ...](#)

Albuquerque Is Site of IPMA 2010!

June 6-9

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



Join our mailing list!

Equipment Available -- Some Free Items



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

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

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

