



# INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

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

Thursday, May 28 2009

Dear Carma,

IPMA will soon be conducting its annual Mail Survey, Operations Survey, and Pricing Survey.

If you have questions that you would like included in these surveys to help benchmark your operation, please send them to [ipma1@mindspring.com](mailto:ipma1@mindspring.com) by June 15.

The survey format is multiple choice so please provide a range of possible answers for each of your proposed questions.

IPMA is also seeking a few in-plant managers who would be willing to review the survey tool before it is distributed to ensure relevancy. If you would be willing to contribute a small amount of time to help in finalizing these surveys, please contact [ipma1@mindspring.com](mailto:ipma1@mindspring.com)

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## Southwest Florida Water Management District Leaps into Wide-Format

## Important IPMA Conference Reminders!



**IPMA 2009  
Where  
Information &  
Technology  
Meet  
June 7-10  
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"You have to be ready for change," emphasizes Earl Rich, Document Services Manager for the Southwest Florida Water Management District, headquartered in Brooksville, FL. "Listen to your customers. Find out what they need today and what they will need tomorrow."

That's exactly what Rich has done, jumping into the wide-format copy business about a year ago with the purchase of a new Canon iPF8100.

The District creates and works with a large number of maps that often need to be reproduced very quickly. Demand continued to grow. "It was difficult to find a vendor that could meet our delivery requirements," Rich says. The high cost of outsourcing wide-format work was a driving factor in their decision to pull some of those projects back in-house.

One of the most interesting wide-format projects has been the reproduction of a series of backlit transparencies, promoting various water saving tips. These banners were displayed at the St. Petersburg-Clearwater International Airport during the 2009 Super Bowl.

Soon they will be adding a large-format, 48-inch laminator to complement their wide-format printer. "This was a money saving investment with an ROI of only 4 months," Rich says. "When we sat down and looked at what we had spent last fiscal year on wide-format laminating, compared with the price of the equipment, supplies and labor, the decision to buy our own equipment was obviously the right thing to do."

[Read more...](#)

## **Customers Urged to Consider Options Before Mailing**

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**Here are a few reminders.**

### **Hotel Reservations**

All guests will be required to follow the standard credit procedures (cash, check or credit card upon check in). Check in is 3 pm. Because the hotel is sold out, early check in on Sunday will not be available.

### **Transportation to & from Airport**

Complimentary van transportation is available to and from the airport, bus and train stations between the hours of 6:00 am and 11:00 pm Monday thru Friday and 7:00 am and 11:00 pm Saturday and Sunday. Advance reservations are required. Call 1-585- 248-4806 to set up your transportation needs. For Groups of 10 or

**ARE YOU AWARE OF HOW MUCH YOU ARE SPENDING WHEN MAILING A LETTER?????**

Current Postal regulations require that mail be charged postage based upon length, width, weight and thickness. The thickness requirement is the most recent problem, and has caused an **increase** in the City's postage costs.

If a regular envelope is more than  $\frac{1}{4}$ " thick then it must be treated as a "flat" and requires additional postage.

Most often this  $\frac{1}{4}$ " thickness is being **exceeded** when several pages are m-folded and inserted into a normal envelope.

Up to 12 pages of regular copy paper could be easily folded in half and inserted into a **6x9 envelope and still be under the  $\frac{1}{4}$ " thickness requirement.**

Postage for 12 pages tri-folded into a "normal" envelope : \$1.22

Postage for 12 pages left flat in a 9x12 manila envelope: \$1.22

Postage for 12 pages folded in half in a 6x9 white envelope: \$.78

SAVINGS WHEN SWITCHING TO A 6X9 WHITE ENVELOPE FROM A 9X12 MANILA ENVELOPE: \$.44

6x9 white envelopes are \$.04 CHEAPER than 9x12 manila envelopes

**TOTAL POSSIBLE SAVINGS: \$.48 PER LETTER**

Walter Ryan and the in-plant team at the City of Bangor, Maine, have created a flier to build awareness on simple ways customers can save significantly on postage costs.

## View Surveys, Brochures, RFPs and More!

IPMA's member-exclusive web site offers a variety of free publications. This protected area requires that first-time visitors register for access.

If you have sample publications to share, send them to [ipma1@mindspring.com](mailto:ipma1@mindspring.com)

[View samples...](#)



## Equipment for Sale

more people, reservations must be made at least two weeks in advance.

### Parking

The hotel offers complimentary parking with valet service.

### Internet

The hotel has free wireless internet.

### Weather

Temperatures in early June typically average between a high of 75 and a low of 54.

### What to Pack

Pack a jacket for the cool evenings. Conference session dress is casual such as polo shirts, khaki pants, slacks or skirts. Attire for the Welcome to Summer Reception is summer leisure such as bermuda shorts, flip flops, etc. Be sure to pack pins and business cards to exchange. Dress for the outing to the George Eastman House is semi formal to black tie. The Awards Banquet is formal

Check IPMA's web site for used equipment . If you are an IPMA member, you can even post FREE!

[View equipment for sale...](#)



including dress shirts/ties, dresses or dress slacks.

**Vendor Fair**

This year's Vendor Fair has been expanded over two days. Twenty nine vendors will be exhibiting; some for two days; some for one day. Check your program to ensure visiting all of the exhibits.


**\* IPMA headquarters will be closed June 7-14 for IPMA's Conference. Staff will return on Monday, June 15.**

[For attendee links ...](#)

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