



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

www.ipma.org

Thursday, September 3, 2009

If you missed yesterday's webinar on the **Power of Personalization**, presented by IPMA and MindFire Inc., IPMA member in-plants can view and hear a recap of the session on IPMA's member-exclusive website.

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

You must login to gain access to the member-only site.

[Click Here to View the Power of Personalization](#)

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In-Plant Turns Tables by Competing with FMCs for External Customers

**Join Us for
Breakfast and
Lunch 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 S502A/B
Lunch Provided
Attendance Limited to
First 100 to Register

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



Charlotte "Charlie" Holden, Director Administrative Services

In 1998 Houston's ISD Printing Services Department (PS1) in Texas began offering its complete menu of services (design, printing, copying bindery, scanning, imaging, large format printing and DVD/CD replication) to outside entities. Today more than 25% of the in-plant's \$4.7 million annual revenue is generated from outside customers.

But that's only the beginning of an amazing success story.

"A few years ago PS1 began providing facility management services to outside school districts and governmental agencies," explains Charlotte Holden, director of Administrative Services. Managing copy centers and fleet copiers is becoming one of the fastest growing services offered by PS1 today. By mid-year 2010 Holden anticipates facility management services will become a \$1.2 million revenue generating business for the shop.

PS1 competes with traditional copier facility management companies for the accounts. The in-plant does not solicit facility management business, other than by request, from the school districts or governmental agencies, who already have a vendor-managed operation on-site.

Holden emphasizes, PS1 is gobbling up copier vendor-managed facility operations, not in-plants. She credits their deep knowledge of the school and government business, as well as their high level of expertise in printing and copying for winning outside contracts. PS1 not only receives the revenue, but also the overflow copying, printing and bindery work that cannot be

Solutions and offer insights into the key components of a successful system.

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

Attendance Limited to First 100 to Register!

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, September 14. 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, as well as 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:

produced at the centers.

[Read more ...](#)

Former IPMA President John Williams Passes Away



Former IPMA President and long-time member, John D. Williams, CGCM, CMM, CMDSM, passed away on August 15, 2009 in Sun City Center, Florida.

Mr. Williams served the association throughout the years in many capacities, holding the positions of IPMA President, Past President, Vice President, Certification Chairperson and various other Board, Regional, Chapter and committee positions. In 1994 he was awarded the honor of IPMA's Fellow Member.

[Read more ...](#)

Take IPMA's Quick 1-Question Poll

IPMA has just introduced a fast and easy polling service on its web site. In each issue we will poll the membership on a new question. This week's question is: **Are you attending Print 09?**



If you would like IPMA to poll the membership on a specific question, contact ipma1@mindspring.com

[Take the poll ...](#)

Would You Like to Present at IPMA's 2010 Conference?

how to use them and mistakes to avoid;
* Problems in-plants have faced and how they overcame them;
* How in-plant managers 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](#)**

Stop by these IPMA Vendor Member Booths

[Equipment Suppliers](#)

Canon USA, Inc.
Susan Tripi
Booth 2612

Kodak
Mark Egeling
Booth 6907



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

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

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

IPMA in-plant members, who are chosen to present, will receive a \$500 voucher towards IPMA's 2010 conference registration fee. No other compensation will be provided.

Please refer to the proposal form for guidelines and complete information.

[Click Here for Proposal Form ...](#)

Join IPMA in Albuquerque this June!



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

[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 IPMA 2010, the only conference and vendor fair exclusively for In-Plant Printers and Mailers. Reserve the dates -- June 6-9!

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

Mitsubishi Imaging Inc.

Frances Cicogna
Booth 7337

Oce

Eric de Goeijen
Booth 1863

Ricoh

Greg Cholmondeley
Booth 2074

Pressroom Solutions/Supplies

Coast to Coast Label

Dana Anastasia
Booth 5431

Prisco

Jay Friedman
Booth 4404

Software Suppliers

InterlinkOne

Jason Pinto
Booth 7240

NowDocs

Kim Ryan
Booth 1663

Rochester Software Associates, Inc.

Todd Bernhard
Booths 1100 (Xerox)
2074 (Ricoh) 2612 (Canon)

Join our mailing list!

IPMA Is Moving Its Headquarters



IPMA is moving to a new location, but our phone number **816.902.4762** and e-address **www.ipma.org** remains unchanged!

New Address is:

IPMA

105 S. Jefferson, Suite B-4

Kearney, MO 64060

Equipment for Sale



For Sale: Rosback Model 203 Autostitcher with 6-pocket feeder and 3-knife trimmer. Less than 5 years old, excellent condition. Extra Hohner stitchers, extra knives for trimmer, and many extra consumables; \$18,000

o.b.o.

Contact Justin Johnson, Regence Blue Cross Blue Shield @ 253-382-7802.

[More equipment ...](#)

email: ipma1@mindspring.com

phone: 816.902.4762

web: <http://www.ipma.org>