

# Scanner

Past PICA president dies at age 75

## Bill Treadaway leaves legacy of achievements

Past PICA president, Bill Treadaway, died on Wednesday, March 17. He was 75.

Mr. Treadaway served as president of PICA for almost 28 years, from December 1963 to his retirement on June 30, 1991.

He was instrumental in developing the Graphic Communications program at Clemson University and regional trade show The Charlotte Show, as well as numerous other achievements.

"The first time I met Bill Treadaway was on a field trip with beginning students to visit the printing industry in Charlotte," said Page Crouch, Alumni Professor Emeritus at Clemson University and president of Print Education & Training LLC in Seneca, SC. "George Morgan ... introduced me to Bill Treadaway who met us at a nice business club where PICA hosted our lunch. He made everyone feel very important, and that was just the beginning of a long and special relationship between Clemson and Mr. Treadaway and PICA, and personally between Bill and me."

Crouch added, "He involved Clemson in state-sponsored teacher workshops and provided the leadership to continue the Graphic Communications Education Program (GCEP) which resulted in the most comprehensive and widely adopted education program ever in the history of graphic arts education. It was popularly known as the PICA curriculum, mostly due to Bill's aggressive marketing."

"The name PICA was a good one in graphic arts schools at all levels. He provided leadership to the development of the Snyder Scholarship program, the Hudson Work Study Scholar program and much more," said Crouch. "He became personal friends with at least three Clemson University presidents and sealed relationships that helped nurture a degree program which today enrolls over 450 majors in graphic communications."

"Bill was the perfect fit for PICA's new Graphic Arts Show in Charlotte. He built on the success of the first show and made the 'Charlotte Show' into the best regional show in the country and made a lot of money for PICA



Mr. Bill Treadaway

and the Foundation along the way," said Tom Reese, Chairman and CEO of The Hickory Printing Group in Conover, NC. "Bill Treadaway put PICA on the National Printing Industry map and our reputation with industry people was right at the top thanks to Bill's work and Please see TREADAWAY page 7

## State Printing wins Best of Show

### Salem Printing wins Gutenberg; Sheriar Press wins Franklin, Best Printing - Division C, PICA President's Award

The Printing Industry of the Carolinas, Inc., recently announced the recipients of the PICA Awards, the most prestigious symbol of printing excellence in the Carolinas.

The xpedx Best of Show award went to Columbia, SC-based Moore Wallace State Printing, which also took home the Kale/Bindex award for Best Process Color Printing and the Enovation award for Best Printing - 51 or more employees. Moore Wallace State Printing received a total of 11 non-sponsored awards.

Winston-Salem, NC-based Salem Printing Company received the Gutenberg Society Award for Most Best of Category awards, as well as 31 total, non-sponsored awards.

Sheriar Press, Myrtle Beach, SC received the Franklin Society award for Second Most Best of Category awards as well as the Mac Papers award for Best Printing - 26 to 50 employees, and the PICA Presidents Award for Most Challenging and Rewarding Entry. They won a total of 34, non-sponsored awards.

The Printers' Service - PRISCO award for Best Printing - 10 to 25 employees went to Loftin & Company Printers, Charlotte, NC, which also received the Kodak Polychrome Graphics' award for Best Catalog. Loftin & Company Printers received a total of 25 non-sponsored awards.

Century Printing & Graphics, Garner, NC, received the Agfa award for Best Printing - up to nine employees. They won a total of nine non-sponsored awards.

AccuLink, Greenville, NC, received the Unisource award for Best Printers' Self Advertising. The same entry received a Best of Category award.

Belk Printing Technologies, Inc., Charlotte,

NC, received the Komori award for Best Brochure and a total of 19 non-sponsored awards.

Classic Graphics, Inc. Charlotte, NC, received the Heidelberg award for Best Annual Report and a total of 52 non-sponsored awards.

Creative Coatings of Carolina, Inc., also in Charlotte, received the Coyne Textile Services' award for Best Finishing as well as 13 non-sponsored awards.

Columbia, SC-based Crowson Stone Printing Company received a total of 12 non-sponsored awards as well as the Best Newsletter award, sponsored by Xerox.



State Printing took home the Best of Show award. Left to right, Skipper Marks, Tom Stanek, Steve Johnson, Kevin Whitt, Donna Rhodes, Don Montgomery.

Charlotte, NC-based Metrographics received seven non-sponsored awards and the Athens Please see PICA page 4

## Conference will provide tools for rapid profit acceleration

PICA is pleased to announce that Charleston, SC will host the Annual Summer Conference, July 22-25, 2004. The conference will be held again this year in conjunction with The Printing Industries of Georgia.

The program will be led by Kraig Kramers of CEO Tools out of Atlanta, GA. Kramers led the management team of Graphic Arts Center from a \$60 million / year printing company to a \$120 million industry leader in just four years, becoming the largest commercial printer west of the Mississippi River.

Kramers will give attendees a complete set of instant powertools for growing profit dollars. He will show participants how and when to use these powerful tools while dealing with the real world challenges of cash-flow, capitalization, people, and process. This presentation includes "Top Ten Tool Kits" for excelling with

customers, financing, setting strategy, achieving goals, and celebrating business successes.

The summer conference will be held at the Charleston Place Hotel, part of the Orient Express chain. Accommodations are available at the conference rate of \$209 plus tax, single or double. The cut-off date to secure accommodations at this special rate is June 22.

Attendees can make their room reservations by calling (800) 831-3490 or via email at [groupres@orientx.net](mailto:groupres@orientx.net). Please make sure to reference the PICA/PIAG Summer Conference to take advantage of the group rate. Individual deposits will be required, fully refundable if canceled 72 hours prior to arrival.

Call PICA to register at (704) 357-1150.

### InSide

- PICA Awards photos .....4
- Certification .....5
- Sales management .....6
- New FedEx program .....7

### Upcoming Events

#### April

##### 20-22: Densitometry Associate Workshop.

In morning, April 20: Greensboro; April 21: Charlotte; April 22: Columbia.

##### 20-22: Colorimetric Associate Workshop.

In afternoon, April 20: Greensboro; April 21: Charlotte; April 22: Columbia.

##### 27: PrintForce Career Awareness Experience for Students.

Winston-Salem, NC.

#### May

4-20: PICA trips to drupa.

#### June

15: Hotel Cutoff for Summer Conference. Call Charleston Place Hotel direct at (800) 831-3490 to reserve rooms.

#### July

22-25: PICA/PIAG Summer Conference. Charleston Place Hotel, Charleston, SC.



### PrintForce

From Printers. For Printers. Future.

- Awareness
- Training
- Education
- Educators

#### Initiative Spotlight

Printing companies can keep productivity steady, boost the morale of the employees, and improve quality by investing training dollars in their employees.

One of the goals of the PrintForce initiative is to research and implement innovative methods of training.

One of these is the PICA Desktop University which is still in its infancy. Participants utilize the Internet to access training modules at a time and place when it is convenient for them. Supervisors get reports on how their employees scored - and where they need to improve.

PrintForce is constantly looking into other training areas as well.

How can you help? By asking for more information on the PICA Desktop University, participating in training opportunities, and by pledging financial support to PrintForce.

PICA is a proud affiliate of



# Hot Type

Your resource for industry events

## April

### 18-21: Web Offset Association 52nd Annual Conference.

Chicago, IL. Information: www.gain.net or (800) 910-GATE

### 20: Exploring Graphic Communications Post #1111.

LabelTec - JR Cole Industries, Charlotte, NC.

### 20-22: Densitometry Associate Workshop.

In morning. April 20: Winston-Salem; April 21: Charlotte; April 22: Columbia.

### 20-22: Colorimetric Associate Workshop.

In afternoon. April 20: Winston-Salem; April 21: Charlotte; April 22: Columbia.

### 25-27: Label Printing Industries of America's Spring Technical Seminar.

Dallas, TX. Information: www.gain.net or (800) 742-2666.

### 27: PrintForce Career Awareness Experience for Students.

Winston-Salem, NC.

## May

### 4: Exploring Graphic Communications Post #1111 Year-End Celebration.

Central Piedmont Community College, Charlotte, NC.

### 4-20: PICA trips to drupa.

## June

### 8-12: GATF/PIA and NAPL Management & Leadership Institute.

Waukesha Community Technical College, Pewaukee, WI. Information: www.gain.net or (800) 742-2666.

### 11-13: Print Camp 2004 - Student Edition, Appalachian State University.

For middle and high school students. Boone, NC. Information: (828) 262-6353.

### 20-25: Chowan College Graphics Summer Camp.

For juniors and seniors in high school. Murfreesboro, NC. Information: (252) 398-1224.

### 22: Hotel Cutoff for Summer Conference.

Call Charleston Place Hotel direct at (800) 831-3490 to reserve rooms.

### 25-27: Print Camp 2004 - Teacher Edition, Appalachian State University.

Boone, NC. Information: (828) 262-6353.

## July

### 22-25: PICA Summer Conference.

Charleston Place Hotel, Charleston, SC.

## September

### 27-October 1: PICA/GASF 5-Day Sales Institute.

PICA building, Charlotte.



## OSHA, Graphics Arts Coalition renew alliance

### Focus continues on ergonomics outreach, training in printing operations

An alliance between the Occupational Safety and Health Administration (OSHA) and a printing industry coalition formed nearly two years ago was renewed in a signing ceremony recently.

OSHA Administrator John Henshaw signed a two-year renewal for the Graphic Arts Coalition (GAC) Alliance to provide even more opportunities for continued achievement in advancing workplace safety and health. GAC, formerly known as the Printing Industry Alliance, is comprised of the Graphic Arts Technical Foundation and Printing Industries of America; Specialty Graphic Imaging Association; Flexographic Technical Association; and Gravure Association of America.

"We're making good progress to further workplace safety and health in the printing industry thanks to nearly two years of hard work by the Coalition and OSHA," Henshaw said. "It's important now that we continue the positive strides we've made and we welcome the opportunity to keep this Alliance moving forward toward the ultimate goal of a completely injury- and illness-free industry."

"We are very pleased to be able to renew and expand our Alliance with OSHA," the GAC said in a joint statement. "The past year, our efforts focused on ergonomic issues and much has been accomplished. It is a testament to both the industry and OSHA that this new agreement seeks to expand the areas in which we will work cooperatively."

The renewal calls for a continuing safety and health focus in reducing and preventing exposure to ergonomic concerns found in printing operations, as well as promoting safe work practices throughout the entire industry. As a direct result of the Alliance, OSHA revised its Printing Industry Safety and Health Topics web page that provides numerous resources of information relevant to the industry. Both organizations have participated in various industry-related conferences, including the 2003 National Environmental, Health & Safety Conference for the Graphic Communications Industries in Louisville, KY, last March (Henshaw was the keynote speaker).

The Alliance has also allowed Coalition members to publish several articles in trade newsletters and magazines focusing on the goals of the agreement, and also participate in OSHA's first two annual Compliance Assistance Conferences.

The renewed Alliance outlines specific communications goals, including the development of a web-based training tool ("eTool") for the printing industry and continuing updates to the Printing Industry Safety and Health Topics webpage. Both organizations will also develop and maintain a speaker's kit on topics covered in the Alliance, as well as the overall safety and health profile of the printing industry.

## Paper performance/print requirements studied

A new study by GAMIS investigates print technologies and related paper characteristic needs. The study, Effect of New Printing Technologies on Performance Requirements of Paper Substrates, reports on paper characteristics needs as they relate to new print technologies or changes in current printing processes.

## INDUSTRY WATCH

The research, which looks out over the next five years, was performed by Business Development Advisory of Marietta, GA.

According to Frank Perkowski, who directed the research, "we can expect there will be no significant new process technologies commercialized within the conventional print processes (litho, flexo, gravure) in the next five years. Given the relative maturity of these processes within publication printing, the technical focus within each will tend to be on incremental process improvements that may have both print quality and/or cost impacts depending on the specific application.

Some of the most likely and significant developments will be in the areas of computer-to-plate (CTP), Cooperation for Integration of Prepress, Press, Post-Press (CIP3) and workflow improvements, computer integrated manufacturing (CIM), reduced makeready times and lower cylinder costs (gravure), and improved ink formulations and mechanical press improvements (flexo/all)."

The study also reflects that digital print processes will continue to attract the bulk of R&D and capital investment spending within the industry but the commercial execution of these investment programs will be slower than expected by some. Inkjet and electrophotographic devices will continue to improve and increasingly penetrate new markets. Process and technological developments will span the entire print supply chain but commercialization of these improvements will be limited by slow industry adoption rates, less-than-optimal joint development activity, limited capital availability, and significant industry consolidation activity.

In general, paper grades designed for conventional printing processes need to become more uniform and consistent. Specifically, improved paper runnability can best be achieved through higher surface strength (less lint), improved cross direction (CD) and machine direction (MD) tensile, and more consistent sheet profiles. Lower-cost papers (in terms of purchase price and total cost of use) will also become more necessary in certain segments such as newsprint and coated groundwood papers that compete directly with lower-cost electronic mediums.

Except for digital printing processes, the most critical paper requirements will be those that have the most impact on how the paper runs on press.

Overall, the widespread availability of photographic-quality, electronic images in Internet/intranet mediums will continue to "raise the bar" in terms of print quality expectations across all processes and applications. To maintain excitement in the market for printed materials, printers will increasingly seek to develop those capabilities that create high-impact printed images by demonstrating good tone/color reproduction, print contrast, snap, and consistent print quality.

## GAMIS color proofing study results released

A comprehensive report on color proofing trends, issues attitudes and technologies has been released by GAMIS.

Color Proofing 2003-2008 is based on research conducted by independent market research firm Nima Hunter Inc. that included a web-based survey of end-users from creative and production segments as well as a survey of acknowledged proofing experts from major color proofing hardware, software and consumables suppliers and consulting firms.

Some of the key findings and conclusions are:

\* 55% of end-users surveyed expect their use of digital imposition or layout proofs to increase significantly over the next five years. However, neither experts nor end-users surveyed think desktop output devices or PDF-based soft proofing solutions will decrease their demand for hard-copy color proofing.

\* No single digital proofing technology will dominate markets for color proofing; however 56% of all end-users surveyed expect their use of analog film-based contract proofs to be totally eliminated or dramatically reduced in all markets over the next five years.

\* Among the most significant of the new opportunities identified for digital proofing technologies is a new class of enterprise application called Product Lifecycle Management (PLM). PLM systems provide a data-driven approach to visualizing and managing all aspects of a product's lifecycle, from design and marketing through manufacture, deployment and maintenance—including its final disposal, recycling, or remanufacturing at the end of its useful life.

The research report includes extensive analysis of desktop color inkjet and laser proofing devices, large-format halftone verification proof inkjet systems, large-format continuous-tone halftone inkjet proofing systems, soft proofing systems, dedicated halftone proofing systems, computer-to-plate proofing systems, remote hard-copy proofing systems and web-based interactive proofing systems as well as systems for PLM.

The study's principal investigator, Donald Carli, said, "In the past, color proofing was a black art developed of, by and for graphic arts specialists. In the years ahead, users and vendors of color proofing systems have the opportunity to employ digital proofing technologies in new contexts. In addition to being the final step taken to check that all is in order with the production masters used for printing, proofing can become a pervasive set of processes that support systems thinking, lifecycle analysis and supply chain collaboration. In doing so, users and vendors of color proofing will be taking important steps to create a vital and sustainable future for communication in print."

## Ongoing series

# Seminars will "raise the red flag" for printers

By Jeff Stoudt

Everyday, managers and owners of printing companies are faced with hundreds of decisions and questions. This time is limited to mere minutes to focus on one situation before moving on to the next problem.

In today's business climate, the way we do business is changing, our technologies are changing, our customers are changing. It's a monumental task for us to keep up with the day-to-day challenges of business — let alone stay abreast of what's coming down the way.

At PICA, we have vast resources of business and technical information that regularly appear. Occasionally, a topic will come along that printers need to know about, or at least take a look at. When these topics do appear, we know you need to focus on them, if ever briefly. We will "raise the red flag" to get your attention about that particular topic.

You'll see as article in The Scanner, or maybe PICATalk — where we've raised the red flag. You'll even see an education program or seminar that might have the red flag — concentrating on a topic we think you should at least be aware of, and have answers for you.

One such program is centered around activity-based costing — it's not for everyone, but it does have some interesting concepts most printers should take a look at.

When you see the Red Flag, take a closer look at the article or program. You'll be glad you did.

Workshops proudly presented by



**PrintForce**  
Future Printers. Printers' Future

## BUSINESS DEVELOPMENT

### Systematic education and training often underutilized

#### Audit reveals lack of understanding, not bad performance

By Sid Chadwick

Changing market conditions usually create opportunities for the supplier willing to implement change to capture new opportunities for additional business.

If there's a day-to-day opportunity that's available to every organization, but is almost always underutilized, it's systematic education and training – in every department, but particularly customer contact positions. To support that statement, let's do an informal audit.

How many times in just the last month were:

1. Quotes late to customers? Quote requests incomplete for lack of needed information?

There's a day-to-day opportunity that's available to every organization – systematic education and training

2. Ship-to information incomplete? Ship-to information and "carrier-to-use" instructions not followed? Ship-to information late getting to your bindery?

3. Electronic files handed-off to your prepress department, without any supporting docu-

mentation or office-copy print-out of what was on the files?

4. Invoices late getting-out?

5. Invoices requested by customers (because they were late)?

6. Customer bills "re-invoiced" because of inadequate or wrong information?

7. Customer requests not responded to positively?

8. Customer calls not returned in less than one hour?

9. Outside suppliers not engaged for, "What should be different and better next time, that we can discuss with the buyer?"

10. Important supplier information not passed on to customer contact personnel?

11. Important samples of unique jobs not discussed and explained to key customer contact personnel?

12. Opportunities to differentiate our company not explained, or used with customer and prospects?

13. Our all-important mailing list for self-promotion – not updated?

Certainly, resources need to be in place to support performance, but too many times execution is less than what it should be, and examination of the facts reveals not a lack of good people, but rather a lack of understanding and clarity of what should be done.

Chadwick Consulting, located in Lewisville, NC, (336) 945-0645 works with graphic arts organizations and focuses on improving company strategy and business development.

## BOOK REVIEW

### Managing the Account Development Function: The Evolution from Sales Management to a New Perspective

**Author: Dick Gorelick, Graphic Arts Sales Foundation**  
**Item Number: 17363**  
**PICA Member Price: \$30**  
**Non-Member Price: \$60**

While the term "account development" isn't a new one, its meaning has changed. Long interpreted as a synonym for "sales improvement," the concept has evolved to encompass the special relationship that can be developed with a buying organization. It includes both prospective and existing accounts; it encompasses both quantity and quality. In the largely sales-driven graphic arts industry, a change in mindset proves to be the challenge in implementing this new and different approach.

To assist in adopting this new mindset in the workplace, Gorelick offers a detailed seven-point approach to growing an account development program. Exploring issues such as value shifts, effective competitive differentiation, information gathering, and a focus on the customer, Gorelick offers guidelines for cultivating change in account development.

### Win Top-of-Mind Positioning: Graphic Arts Sales & Marketing Excellence

**Author: T.J. Tedesco, Mike Stevens, and Henry Mortimer**  
**Item Number: 1300**  
**PICA Member Price: \$55**  
**Non-Member Price: \$75**

Your key to graphic arts sales and marketing excellence, this book has been designed to help you sell more printing by teaching you how to move the battlefield away from price and create irresistible customer relationships. Win Top-of-Mind Positioning shows why it is essential to be thought of first in this relationship-based business and how to create successful sales and marketing efforts.

### Color and Quality for the Graphic Arts and Sciences, Volume 1

**Author: Gary G. Field**  
**Item Number: 1735**  
**PICA Member Price: \$20**  
**Non-Member Price: \$25**

Firm knowledge of color and quality fundamentals is essential when it comes to color quality judgment and analysis skills. In order to eliminate some common misconceptions and to promote greater understanding, Gary G. Field explores the technical, practical, and perceptual facets of color quality through essays on topics such as color reproduction objectives, high-fidelity color, gray (color) balance, color saturation, high-resolution color, color image sharpness, and predicting color reproduction. Informal yet scientific in nature, these succinct essays stress principles and offer new insights into how the subjects apply to everyday graphic arts color reproduction issues.

### Computer Color Graphics: Understanding Today's Visual Communications

**Author: Harry Waldman**  
**Item Number: 1559**  
**PICA Member Price: \$40**  
**Non-Member Price: \$50**

If you or your business communicates in print, on the Web, or through presentations... if you're in sales, production, or marketing and your customers communicate through print or the Web, or if you just want to know the secrets of enhancing or manipulating your photos like a pro, Computer Color Graphics can help you become more savvy in the realm of page-layout, image-editing, illustration, and other graphics software functions.

Imagine understanding the basic elements comprising programs like QuarkXPress, Adobe Photoshop, Adobe Illustrator, and many others. In Computer Color Graphics, Harry Waldman explores the concepts and tools within today's amateur and professional programs. Illustrating his discussion with hundreds of color illustrations, he removes all the mystery by breaking down the basics: dots and pixels, vector and raster graphics,

CMYK and RGB, Web technology, and much more into non-technical, easy-to-follow language. While this is not a detailed course on using one specific program, by learning to use the same tools and techniques the pros use, you'll be building a foundation of knowledge that can be applied to all graphics software programs. You, too, can become a part of today's world of color communications. This book will show you how!

To order, call PICA at (704) 357-1150 or email [pica@picanet.org](mailto:pica@picanet.org).

## Library Parade

The following books are available in the PICA Library and can be loaned to members for two weeks.

#### Work Smarter, Not Harder: Ergonomics in the Printing Industry

Compiled by PIA

#### The PDF Print Production Guide

By Joseph Marin and Julie Shaffer

#### The GATF Guide to Direct-Image Presses

By Richard M. Adams II and Frank J. Romano

#### Stochastic & Hybrid Screening Printability Study

By Gregory M. Radencic

#### At the Finishing Line: A Primer for New Bindery Workers

By Frances M. Wieloch

The Library gives members an excellent way to peruse books before purchase. Call PICA at (704) 357-1150 for more information.

## CHAIRMAN'S LETTER



**Barry Long**  
 Chairman,  
 PICA Board of  
 Directors  
 Long Printing  
 Company  
 Raleigh, NC

### Outgoing chairman pleased about awards; looking forward to summer conference

As I approach the end of my term as chairman, I have only one thought about this — my last Chairman's Letter. Whew! Hot damn — I don't have to write another one!

I am thrilled to give up this part of the job to the incoming chairman. Through my years on the PICA Board I had heard other Chairmen talk about the difficulty they faced in writing the 'Chairman's Letter' — now I know what they meant! With all the benefits I find in being part of PICA, finding just one item to talk about is tough. I knew writing the letter was part of the package, I just didn't realize how hard it truly is to select one item to share with the rest of PICA. And as much as I have enjoyed being Chairman, and I'd do it all again if asked, but only if I didn't have to write the Chairman's Letter.

Now, on to more important matters. After

attending the PICA awards this year, I was amazed at the quality and the vast array of printing done in the Carolinas. I was also pleased to see the increased attendance and the increased number of entries. I had the opportunity to meet many new members and attendees to the Awards banquet as well as seeing many old friends. One of the biggest accomplishments I saw this year at the banquet was the entries placed by the students from area schools. From screen print to flexo and on to sheet fed, the quality and creativity was impressive. My hat's off to all of the students that participated. It gives me a great feeling to know that there is this much talent and interest in our industry in the Carolinas.

I am looking forward to the summer conference in Charleston this year. The conference is one of the best ways of learning about current events in our industry. Most importantly to me is the networking. Networking is probably the largest benefit that has helped me in my business. I look back at the times when I have had a question on how to handle a process or where to find a supplier for a particular product. It is always nice to know that I can call a peer in the industry or the PICA office to seek out help.

We as an industry have a lot to be proud of. We give quality products that rival and compete with anyone else in the country. As a whole, we produce something that

with every piece shows our pride in the products we produce. I am glad to be part of this industry and look forward to the upcoming challenges we face with the ever evolving processes and changes with the communications and graphics industry.

I would like to thank our membership for allowing me to serve you as Chairman and am pleased to know that our upcoming leadership has the ongoing commitment to keep our association the best in the country. Thank you again and I look forward to meeting and seeing all of you at the summer conference or an upcoming

Barry Long is president of Long Printing Company in Raleigh, NC and serves as chairman of the PICA Board of Directors. He can be reached at (919) 876-5664 or email [blong@longprinting.com](mailto:blong@longprinting.com).

## Workshop

Hands-on!

### Densitometry Spectrophotometry

- Understand densitometer functions
- How to use a densitometer
- Understanding s spectrophotometer
- How to use a spectrophotometer

2 programs: Densitometry in morning; Spectrophotometry in afternoon

April 20 - Winston-Salem

April 21 - Charlotte

April 22 - Columbia

Call PICA for more info & to register: (704) 357-1150.

# Awards Spread



PICA President's Award/Most Challenging Entry: Andy Lesnik, Sheriar Press; Richard Spencer, PICA.



MAN Roland/Best Presentation Kit: Terry Mills, MAN Roland; Adam Geerts, Wentworth Printing Corporation.

**Much thanks to PICA Foundation Trustee Karl Schnellinger for his photography expertise.**



Agfa/Best Printing-Division A: Charles Norton, Century Printing; Mark Woodall, Agfa.

## PICA announces award recipients

Continued from page 1

Paper award for Most Creative Use of Paper.

Subtle Impressions, Inc., Gastonia, NC, received the Pitman award for Best Flexographic Printing and a total of four non-sponsored awards.

The R.L. Bryan Company, Columbia, SC, received four non-sponsored awards as well as the NAPCO award for Best 1, 2, or 3 Color Printing.

Wentworth Printing Corporation, West Columbia, SC, received the MAN Roland award for Best Presentation Kit and eight total non-sponsored awards.

Other award recipients were: Westinghouse Savannah River Co. two awards, Aiken, SC; Village Graphics Printing and Office Supply, five awards, Alliance, NC; Keen Impressions, five awards, Arden, NC.

Blue Ridge Printing Company and Daniels Graphics, both of Asheville, NC received eight awards each. Minors Printing in Boone, NC, received seven awards. Carolina Letterpress, Inc., Cayce, SC, received two awards and Nelson Printing Corporation, Charleston, SC, received one award.

In Charlotte, NC, Action Graphics received six awards, Custom Bindery & Specialties, Inc., received three awards, Graphic Specialties received four awards, and Imperial Printing won 11 awards. Three awards were received by Overflow Printing, Inc., Paragon Press was awarded 16, Pictorial EDGE received four and ICI Printing received two awards.

Carolina Web, Conover, NC, received two awards; Signature Press, Inc., also of Conover, received five awards. In Durham, NC, Valassis Manufacturing Company received three awards; Duke Publications Group won six awards and Graphics Ink received five.



Twin Oaks Student Achievement Award: Left to right: Jeremy Branch, Mike Steczak, Jennifer Groves, Chawan College; Stan Morse, The Twin Oaks Team, Inc.; Rebecca Tobin Deas, Gary Hayes, Darlington High School.



Xerox/Best Newsletter: Bobby Pierce, Xerox; John deLoach III, Crowson-Stone Printing.



Heidelberg/Best Annual Report: Boyd Thomas, Heidelberg; David Pitts, Classic Graphics.



PRISCO/Best Printing-Division B: Patrick Cleghorn, PRISCO; Bill Loftin, Jr., Lofin & Company Printers.



Martin Printing Co., Inc., Easley, SC, received two awards, The Highland Press, Inc., Fayetteville, NC, received one award. Fort Dearborn in Fountain Inn, SC, received four awards, and Total Print Services, Inc., Gastonia, NC received two awards.

Greensboro, NC-area printing firms that received PICA Awards were Dove Communications, Inc., with six; Buchanan Printing & Graphics, Inc., with nine; and Printing Services of Greensboro, Inc. with four.

Greenville, SC company Printmasters Professional Printers, Inc., received four awards, and Harrisburg Printing, Inc., of Harrisburg, NC received two awards. Short's Printing Company, Henderson, NC, received one award and Harperprints, Inc., also of Henderson, received 12.

Hickory, NC company A-1 Printing, Inc. received three awards and Deluxe Printing Company, also of Hickory, received five awards. Live Wire Graphics, two awards and Kreber Enterprises, three awards, are both located in High Point, NC.

Forbes Printing, Lenoir, NC, three awards; Green Packaging, Lexington, NC seven awards; Cary Printing Company, Morrisville, NC, two awards. Myrtle Beach, SC's The Printing Port received five awards and Burroughs and Chapin Graphic Service received one award. Wallace Printing in Newton, NC won three awards.

Sun, Inc. in Orangeburg, SC received two awards. Raleigh, NC area firms which received PICA Awards are Commercial Printing Company, two; Bedford Printing Company, five; Long Printing Company, one; and Chamblee Graphics, five.

Rock Hill, SC's CL&D Graphics - Southeast Division received one award as did DocuSource of NC, LLC, based in RTP,



Kodak Polychrome Graphics/Best Catalog: Jack Archibald, KPG; Walter Hobbs, Lofin & Company Printers.



NAPCO/Best 1, 2, or 3 Color Printing: Jim Cortes, NAPCO; Rhett Kelly, The R.L. Bryan Company.



Pitman/Best Flexographic Printing: Pat Stout, Pitman; Don Corey, Subtle Impressions.



Athens Paper/Most Creative Use of Paper: Pete Rounds, Athens Paper; Phil Vanderbosch, Metrographics.



Komori/Best Brochure: Lee Ellen Turnbull, Belk Printing Technologies; Marc Kieffer, Komori; Ralph Belk, Jr., Belk Printing Technologies.



Mac Papers/Best Printing-Division C: Trish Sports, Sheriar Press; Dave Milleman, Mac Papers.



Enovation Graphic Systems/Best Printing-Division D: Steve Johnson, State Printing; Rich Herbert, Enovation Graphic Systems.



Unisource/Best Printer's Self-Advertising: Cory Powell, Unisource; Nell Speight, AccuLink.

Allgood Printing Company with nine.

The winners were announced at the 37th annual PICA Awards banquet, held at the Renaissance Hotel in Charlotte.

## Gutenberg, Franklin awards feature strong contenders

For the third year in a row, the PICA Awards has honored companies for the quantity of their quality work.

In 2001, when the Gutenberg and Franklin Society awards debuted, Classic Graphics received the Gutenberg and Paragon Press, both of Charlotte, received the Franklin.

Classic Graphics again received the Gutenberg award in 2002 but this time, Salem Printing of Winston-Salem and Sheriar Press of Myrtle Beach tied for the Franklin award.

Sheriar Press and Salem Printing were once again in the lineup for the 2003 awards. Salem received the Gutenberg award and Sheriar the Franklin.

What do these awards tell us? That these companies not only enter high-quality work, but they receive Best of Category distinction on a majority of the pieces they enter.

Congratulations to Salem and Sheriar!



Andy Lesnik, left, of Sheriar Press, Myrtle Beach, SC, accepts the Franklin Society award from PICA President Richard Spencer.



From left to right, Phillip Kelley, Janette Kelley, PICA President Richard Spencer, and Phil Kelley are all smiles over Salem Printing receiving the Gutenberg Society Award.

Certification helps with employee relations, customer care, and boosts quality

# SC printer has entire press crew certified

By Terrie Duncan

The United States' printing industry has little more than 1,200 of its sheetfed and web press operators certified. Printing companies which invest the resources to certify their employees will not only reap direct benefits of certification, but also can capitalize on their unique position in the industry. If enough companies would use skill standards for their production employees, however, it would improve the quality and image of the entire printing industry.

Skill standards are a listing of competencies written for the expert level of performance. These indicate what an operator should know and be able to do. Skill standards for the printing industry are managed and certified by the National Council for Skill Standards in Graphic Communications.

## PICA to sponsor GASF Five-Day Sales Institute in September

PICA will sponsor the "Graphic Arts Sales Foundation Five-Day Sales Institute" in September.

The 2004 GASF Sales Institute will focus on cutting-edge selling techniques as old traditional sales and management techniques just don't work in today's new marketplace.

In this innovative and intense program there will be "no secrets" or "quick fixes," only practical, actionable lifetime skills. The Sales Institute is taught by leading industry practitioners working with clients on a daily basis so real-world case histories are utilized illustrating the use of program principles in one's daily work.

Highlights of the Sales Institute: Effective steps to the development of "new business," essential to the survival of a company; methods of obtaining a greater share of existing customers' business; selling of distribution services (different from traditional selling); update on the industry (information no one else is tracking); and overcoming the "price" issue. In addition, attendees will discover the tools for selling at "the top" of an organization and answer the question, "Who is the ideal customer?"

As an added benefit, participants of the GASF/PICA Five-Day Sales Institute will earn 40 academic credits toward the designation Certified Graphic Arts Sales Representative (C.G.A.S.R.). The graphic arts industry's first professional certification program, designed exclusively for graphic arts sales professionals, was introduced by the Graphic Arts Sales Foundation.

Presented by Dick Gorelick, President, Graphic Arts Sales Foundation, the Five-Day Sales Institute is appropriate for CEOs, sales managers, and sales representatives and will be held at The PICA Education Center, 3601 Rose Lake Drive, Charlotte, NC on September 27 - October 1, 2004.

The cost includes five days of instruction plus all handouts and workbook and 40 credits toward the Certified Graphic Arts Sales Representative designation. It is: \$1,250 for PICA members and \$1,500 for non-members. For more information or to register, contact Judy M. Warren-Miller at (610) 431-9780. Early registration is recommended since attendance is capped in order to provide a customized program for attendees.

They were developed by a collaborative group of concerned leaders from industry management, associations, education and labor under a matching grant from the United States Department of Education, awarded to the Graphic Arts Technical Foundation.

What's the connection between skill standards and certification? Certification means that an individual has the "knowledge and skills essential for performance as defined by the skills standards," states the national Council's website. When the National Council certifies an operator, it provides recognized proof of professional achievement.

One company that has achieved pressroom-wide certification is State Printing, located in Columbia, SC, and Best of Show winner of the 2003 PICA Awards. This past fall, all 17 of their press operators and four supervisors emerged from three months of training as certified press operators. Don Montgomery, Plant Manager at State Printing, said they decided to go through the certification process "for the educational benefits that the training provided. We felt that the pressmen need to fully understand the science of print reproduction, how to maintain the exacting standards of our color reproduction system, ink, paper, press safety, preventative maintenance, and quality control."

There are five areas which have recognized skill standards: Electronic Imaging, Sheetfed Offset Press, Web Offset Press, Flexographic Press, Finishing and Distribution. The three multi-color press operation skill standards have examinations that allow successful participants to become certified. Prepress professionals can

become certified using the new National Council Digital Imaging Certification Examination.

### Benefits of certification

For the company, there are the obvious benefits of certification such as improved quality and increased productivity.

According to the National Council's website, productivity studies reveal that firms introducing training increase productivity 15-20%.

"First of all, we know our operators understand what printing is all about," said Montgomery. "They know what to do when

they run into a problem and they know how to talk with our customers when they come in for press OKs."

Also, employers can use skill standards to "identify specific skills required by a job to write job descriptions, to analyze individual performance, and to guide the development of in-house training," stated National Council's website.

Ed Kelley, Executive Director of the National Council for Skill Standards, said that companies benefit by "knowing the customer is being served well and that their people have proven their ability through certification at the expert level, through testing developed at the national level by industry experts."

For the individual seeking certification, they receive "the self-satisfaction of knowing they accomplished the task of being certified and that is something that no one can take away from them. Just having this knowledge puts them ahead of the press people that do not," said Montgomery.

Kelley concurs. "A large component of the certification is it belongs to the operator; they earned it, it is their CPA, RN, BA. They have the right for the next five years to use the initials NCCO after their name (National Council Certified Operator). It is a well-deserved badge of honor. Not everyone has it, and the ones that do have really earned it."

Successful candidates receive tangible awards like a certificate indicating National Council Certified Operator (NCCO), a personal letter of commendation from the National Council managing director, and an embroidered insignia patch in process colors, metallic gold borders, which is ideal for placement on a work uniform.

Certified electronic imaging professionals receive Master Digital Imaging Technician (MDIT) certification to be used after their names and a gold MDIT lapel pin along with a certificate.

The industry benefits significantly through increasing the caliber of press operators. The National Council's website states, "high performance companies in any industry train their workforce to be competitive. Skill standards are the basis for training. Skill standards and training are not options — they are requirements if your company stays competitive."

Customers benefit too, by having their jobs printed by certified press operators who can proactively manage their pressruns and be able to talk intelligently about the printing process during press checks. Higher quality press operators mean higher quality of printing.

"It is a definite benefit to the customer, knowing they are being served by certified expert level personnel," said Kelley. **Please see CERTIFICATION / PAGE 7**

High performance companies in any industry train their workforce to be competitive.

## Webinars offer travel-free training solutions

A webinar is a seminar you can attend right at your own office. Participants log on to a special Internet site AND call in to a special toll-free line. Attendees receive a real-time learning experience: they view the presentation and hear the instructor's comments just as if they were all in the same room. Instructors can even take your questions! You can either call in or send your question via e-mail during the session and the instructor will respond.

You now have the ability to train more than one person at a time at your own facility! No travel expenses. And less time away from production operations. Training has never been this affordable!

### The "webinar" format...

Using the latest web-based and telephone conference technology, you and your staff can gather around a computer and receive a briefing on the latest technological, industry information. All you need to participate is a computer with a standard web-browser, a telephone with a speakerphone, and the handouts that will be made available to registrants prior to the program. And the call is free!

All webinars will be held from 2:00 PM to 3:30 PM. (Eastern time). To register, contact PIA at (800) 742-2666.

Price: \$120 for members; \$150 for non-members.

### May

**6 - Sending Soft Proofs: Advice from the Field**

**13 - DRUPA - Update from the Show**

### June

**10 - Getting Started with Ergonomic Training in Your Plant**

**24 - Fool Proofing Client PDF Submissions**

### July

**13 - Color Management for the Pressroom Blended Learning: Introduction to Color Management in the Pressroom**

**15 - Color Management for the Pressroom Blended Learning: Press Optimization and Process Control**

**20 - Color Management for the Pressroom Blended Learning: Printing Variables, CTP Curves, and Profile Making Software**

**22 - Color Management for the Pressroom Blended Learning: The Profiling Process: Creation, Editing, and Application**

**26-27 - Color Management for the Pressroom Blended Learning - Lab Workshop**

Finding your door begins with understanding why people buy from you.

# Finding the door

By Bill Farquharson

Imagine standing outside of a building you desperately want to enter. Companies located in this building consume vast amounts of printing and you want your share. You walk up to what looks like the front but find no door. You walk to the back. No door there, either. You walk completely around the building and to your amazement there is no way in. Looking in through a window, you can see people working. There are cars in the parking lot. FedEx and UPS trucks pull up and make their deliveries. How did THEY get in, you wonder. You leave, frustrated.

Some time later, you return, proud of your persistency and determined to find a way into the building. However, the results are

## PICA partners with Print Tec to bring sales program to members

Do you need more sales?

Are your sales reps doing the job you'd like them to do?

The quickest way to increase sales is to increase sales activity. In response to this very important need, PICA has partnered with Print Tec Network in offering its premier sales prospecting program, Get Sales NOW!™

Get Sales Now! Is a highly effective 90-day program that is designed to improve the quality and quantity of prospecting calls, which will result in more appointments and increased sales volume — particularly new business volume.

Print Tec's president, Bill Farquharson, has been running the program for almost two years with PIA. He has trained hundreds of printing sales reps collectively resulting in millions of dollars in previous untapped sales revenue. Now, together with PICA, Print Tec is bringing this program to PICA members for their guaranteed benefit.

The program creates more appointments and increased sales volume by setting weekly sales activity goals for participants, and then works to hold them accountable to meeting those goals. In addition, there are two phone contacts per month designed to help the rep make a higher quality sales call. The first is a small-group conference call and the second a private coaching call with one of Print Tec's expert sales coaches. These private coaching calls are designed to organize, evaluate, train and motivate the reps. The net result is momentum, a better sales call, and a steady flow of new business appointments.

Because the participating sales reps work on real-life, real-time new customer contact, immediate results can be seen. With some seminars the results may or may not occur after the workshop is over; with Get Sales Now! the prospecting sales calls that must be made anyway are part of the program. Each prospect is put through a four-week process of selling activity designed to stimulate new business appointments — and new sales.

For more information on this program, call PICA at (704) 357-1150 or call Print Tec at (800) 587-7022.

the same. No entry can be found. Desperate, you pick up a small rock and ding a window a couple of floors up in an attempt to get some answers. A man opens the window, smiles, and says, "Can I help you?" "Yes," you reply, "can you tell me how I get in to this building?" "Sure," he says, "you just need to find the door." With that, he shuts the window and you are once again left standing on the outside, looking in.

Eventually, a car pulls up and a man gets out. He approaches the building and, reaching out with his hand, a door handle magically appears. As he disappears inside you watch in amazement as the door vanishes. Thirty minutes later the man reappears from inside the building and you rush over to him. "How did you get in?" you ask. "Well, I sell office supplies and have several clients inside. So, naturally I have a reason to be there," he replies. "So why is there no entrance for me?" you inquire. "It's very simple to enter the building once you find the door." You scream and return to your car to ponder the situation.

What in the name of Harry Potter is going on here? Where is this "door" people keep talking about and why is it invisible to you, yet others see it clearly? Perhaps your contact in the window can clarify. So, you grab another rock and once again take dead aim. Ding! The window opens and there he is once again looking down from his office. "Hello again," he says. "What can I do for you?" Before you can say a word, you notice he is wearing a baseball hat with the Carolina Panthers' logo on it. "Hey, how about them Cats?" you comment. "Are you a fan?" he asks. "Absolutely!" you reply. "Did you see the game?" As he replies and gushes his comments on the subject, an amazing thing happens. A door suddenly appears in front of you. When he is done, you ask, "Can I come in to talk further with you?" "That would be great," comes the reply and, just like that, you're in. You have found the door.

This story might sound more familiar to you if I identified its characters. The building is any given prospect. The man in the window is your initial contact. The rock you throw at the building is a cold call, be it by phone or in person. So what, then, is the door? The door is that thing which first connects you with the prospect. It's what gets you the appointment. In this case, it is the Carolina Panthers. You're a fan. He's a fan. It creates common ground and gives you something to build upon. As soon as a connection was made, the job of getting in front of the prospect became much easier. What was once an impossible task suddenly became shooting ducks in a barrel. Amazing.

It is important to understand that the door will be different with each different prospect. In other words, no two doors are alike. If you are calling on a prospect for the first time, you need to quickly ascertain the personality style of the person you are talking to, their mood at the moment, and adjust your approach instantly.

Ever hear of the Elevator Drill? This is an old concept that asks you to see yourself getting on an elevator with a key prospect for your services. The elevator ride will take no more than one minute, giving you that much time to spin some interest into the contact. Ready? The elevator is closing....Go!

So, what will you say? How will you find the door? How will you get the appointment? Make no mistake: Your ability to mas-

ter this skill will determine your success level in this industry. Period. You have one chance to make a first impression and one



chance to get the conversation going. The Elevator Drill is designed to force sales people to work on their opening speech. This is the hardest part of the sale, to be sure. To make matters worse, if you are speaking with the prospect via the telephone, you are denied the opportunity to use any visual clues that might assist you.

Finding your door begins with understanding why people buy from you. Your own style might be one of brevity or levity. Either way, go with your strengths. Are you a problem solver? Find out what the needs are. That's your door. Are you sticky (amiable and memorable)? Burst out over the phone and make a friend. That's your door. Did something happen in their industry or, better yet, company, that is noteworthy? Mention it. Get the client talking. That's your door.

When your prospect says hello, you need to be ready. For starters, speak clearly and address them by name. Be careful not to assume anything, however. If the client's name is Cynthia Farquharson, don't say, "Hi Cindy!" As my wife would say, "Only two people call me Cindy, and you are neither of them." If you can't pronounce the last name, ask for clarification before butchering it.

Of equal importance is your own name. Speak it clearly and slowly. The same is true for the name of your company. Next, if you

have a referral's name to drop, drop it here. "Bill asked that I call you." That might be your door. Then, get to the dance and state your benefit statement: "I am calling to set up a time to see you. I have a solution that could help your department better target prospects for the new product under your supervision. What I need from you is information. If I can get 20 minutes of your time to learn more about your challenges, I am certain I can be of help." This is a far cry from "I sell printing. Are you in charge of buying printing for your department?" Yawn.

Finding the door and getting the appointment will require a powerful benefit statement, a clear voice, and a fair amount of confidence in your voice.

To learn more about opening doors, join the hundreds satisfied Print Tec customers who are getting two to three appointments per week with NEW customers! A new session of Print Tec's Get Sales NOW! program, produced in partnership with PICA, starts each month. Visit [www.printtec.com](http://www.printtec.com) for details or call (800) 587-7022.

## Sales Tips

### The Killer Qualifying Question

I was on the phone the other day with a customer service rep from Verizon trying to decide whether to switch back to their local area coverage. The CSR was polite and knowledgeable as I discussed my business. We talked prices and services for a while and the call began to wind down. It was clear I wasn't coming back. So, I started to utter my "Thanks-for-your-time-but-I-am-happy-with-my-current-vendor" closing line. But as I did, the CSR asked one last question, a showstopper of vendor-changing proportions:

"Is your phone system doing everything you would want it to do?"

Wow. I was thunderstruck. A thinking CSR, what a concept! This was a question that could lead the customer (me) to explore the possibilities of what he'd like, not what he has. This was a question that might cause the CSR to solve a problem that had yet been unidentified. This was a question that made me rethink my relationship with my current vendor: why hadn't THEY asked me that?

This is a question-put in printing terms that we need to be asking our prospects!

Bill Farquharson

### Writing the Effective Prospecting Letter

Most of us do not write a decent prospecting letter. We overemphasize our equipment list, capabilities and client list that we forget about the three things recipients hate reading about the most: equipment lists, capabilities and client lists.

The best prospecting letters are short and focus on brevity. Here is a good outline to follow: Say what you are going to say in the first paragraph. Then, in the second paragraph, say it! And in the closing paragraph, say what you said.

Prospecting letters serve to introduce and act as the catalyst for a phone call follow up. That's it. Assume that no one will read it, no one will call you because of it, and no one will remember the letter you send. Then, try to write a letter that proves that last sentence wrong.

Join the hundreds satisfied Print Tec customers who are getting two to three appointments per week with NEW customers! A new session of Print Tec's Get Sales NOW! program, produced in partnership with PICA, starts each month. Visit [www.printtec.com](http://www.printtec.com) for details or call (800) 587-7022.

## Members reap benefits from new FedEx program

PICA members have a discounted source for their express and ground delivery services, thanks to a new program from GATF/PIA and Federal Express.

GATF/PIA recently partnered with FedEx to bring members a 15% discount on ground shipping and 26% on overnight shipping. The discounts are off published rates

and cannot be combined with other offers or discounts.

### FedEx program details

The program gives members two choices: FedEx Express and FedEx Ground. FedEx Express offers rapid, reliable, time-definite delivery of documents, packages, and freight shipments each business day, backed by

money-back guarantees.

Delivery is available in one to three business days throughout the United States and to more than 211 countries for packages up to 150 pounds each.

FedEx Ground is a competitively priced alternative for date-definite, business-to-business package delivery throughout North

America.

Delivery in one to five business days to every business address in the continental United States is covered in this program as well as all business addresses in Canada and Puerto Rico for packages up to 150 pounds each.

Other services include time-saving convenience with tools such as FedEx ShipManagerSM, online tracking, and 24-hour customer service — as well as more than 52,000 drop-off locations. Practical tools and tips to help grow member businesses is available through the Small Business Center at [www.fedex.com](http://www.fedex.com).

"Bringing members these FedEx discounts is just one more way GATF/PIA is working hard to offer our members additional benefits and savings," said Nancy Shafanski-Campobello, Director of Marketing for GATF/PIA.

## HR Tips from PIA

### Employers should be aware of how ADA applies to people with diabetes

Diabetes-based Americans with Disabilities Act (ADA) charges have increased 13% between 1998 and 2003.

Although employers may feel secure in their general knowledge of the ADA, they may be less clear on how to apply that information to certain illnesses and conditions.

To fill that void, the EEOC released a fact sheet focusing on how the ADA applies in employment situations involving people with diabetes. Access the fact sheet at [www.eeoc.gov/facts/diabetes.html](http://www.eeoc.gov/facts/diabetes.html).

### Be careful when printing political work

The fall elections are coming up and various candidates and organizations will be seeking bids on political printing — much of which will contain a union label.

Remember, only those printers who are unionized and have a label agreement from the union or Allied Trades Council may manipulate (prepress), print, and/or bind the union label.

Thus, if you're a non-union shop, don't

print the work. As an alternative you can farm the work out to a shop that can print the union label.

To find union print shops with union label authorization, call Jim Kyger at PIA, (800) 742-2666.

Do you have an HR-related question? PICA members may access the HR hotline as a free member service. Email [jkyger@printing.org](mailto:jkyger@printing.org) or call (800)742-2666 or [hotline@picanet.org](mailto:hotline@picanet.org).

## Treadaway

Continued from page 1

dedication. PICA was the envy of the other graphic arts associations."

"Bill Treadaway was The Charlotte Show," said Regis Delmontagne, president of the Graphic Arts Show Company. "He was so closely associated with it they were almost synonymous."

Gwen Doster, Vice President of Administration, is the only current member of the PICA staff to have worked personally with Mr. Treadaway. "Bill was a unique individual who put his heart and soul into what he believed in — especially the printing industry and PICA," said Doster.

"After Bill retired from PICA, I still got to see him once or twice a year at different graphic arts functions. After many invitations, one day in July 1999 I came out to Bill and Cynthia's home," remembered Karl Schnellinger. "It was in the afternoon and too late to go fishing (with Bill, so I learned later, you start fishing before dawn). Cynthia and Bill invited me to stay for dinner. I noticed that the table was set for four, yet there were only three of us. Little did I know that Cynthia had invited the lady next door to join us for dinner."

Schnellinger continued, "Well, the rest is history, Ginger Rogers and I got married a couple of years later — that is how I became Bill and Cynthia's neighbor. We became very good friends. I never learned how to fish well, but we always had a great time. Outside of fishing, we talked about the printing industry — Bill knew the printing industry. I will miss Bill a lot, but I do have so many good memories."

Schnellinger and Mr. Treadway first met in 1989 when Mr. Treadaway visited newcomer Schnellinger at Color Response in Charlotte. "In this brief meeting Bill made sure that I understood that PICA was here to help the members, and that PICA is only as strong as its members are. He took the time to urge me to be involved with the Association."

Mr. Treadaway is survived by his wife, Cynthia Treadaway, children, Teresa Stewart, Charles and Kathy Treadaway, and Howard and Natalie Treadaway, step children, Art and Karen Spear, Chip Spear, Bradford and Cyd Spear, Phil and Adir Spear, and Eric and Anna Marie Spear, as well as numerous grandchildren, great-grand children, nieces and nephews.

Memorials may be sent to the Rocky Mount United Methodist Church Building Fund, 1739 Perth Road, Mooresville, NC 28115; or to the PICA Foundation, PO Box 19889, Charlotte, NC 28219-0889.

## Certification

Continued from page 5

Testing can be with or without formal training, but the most success comes from testing after having been through formal, standardized training. "Of the numbers that test the normal percent that pass is around 60% without going through some type of review training," said Kelley, such as the web/sheetfed operators training course from the Graphic Arts Technical Foundation. "The pass rate with training course is 80%," with some companies going higher than that.

The training covered color reproduction,

### SkillsUSA Competition

### Enoree Career Center in SC; Richmond Senior H.S. in NC win state competitions

Kimberly Galt from Enoree Career Center in Greenville, SC came in first in South Carolinas' SkillsUSA graphic communications competition on February 28, 2004. Mary Ellen Hill is her instructor.

In second place was Greta Smith of Hamilton Career Center in Seneca, SC. Julie Zeigler is the instructor.

Daniel Westbrook of Swofford Career Center came in third. Tracy Thornton is his instructor.

The NC competition was held April 8, 2004 at Forsyth Technical Community College in Winston-Salem, NC.

Rocky Cole came in first place. She is from Richmond Senior High School in Rockingham, NC. Tim McCluskey is the instructor.

Trish Archibald came in second and Ramie Sanderlin came in third; both are from Manteo High School in Manteo, NC. Cynthia Walker is the instructor.

Galt and Cole will go on to represent their respective states in the national championship, to be held June 23-24 in Kansas City, Missouri.

analog and digital proofing, film angles and screen techniques, paper, ink, plates and fountain solutions, blankets and rollers, and troubleshooting. "At the end of the training cycle they were all tested on all the materials, and 100% passed," said Montgomery.

According to GATF/PIA's bookstore, the training curriculum has been field-tested in printing plants, in college classrooms, and in GATF's training center near Pittsburgh. "Its objectives are consistent with the standards outlined by the National Council for Skill Standards in Graphic Communications. Learners master the skills needed for each task by completing readings, exercises, and hands-on activities. Books and audiovisuals supplement the core curriculum and allow maximum flexibility."

Although State Printing does not have any other non-press personnel certified in the plant, they did take advantage of the opportunity to share the training. "We did have our prepress employees go through color reproduction training so they would understand how their work is used in the pressroom. We have also provided one-day color reproduction seminars for our sales staff, our customer service teams and some of our customers," said Montgomery.

For prepress personnel interested in certification, the GATF Digital Imaging Certification Review Program provides a quick online review to prepare for the new Digital Imaging Exam Series, which is comprised of four individual technician examinations: composition, job engineering, image capture, and digital output.

### Certification details

After a training period, the examinations can be proctored either at a printing plant's facility or at an off-site location, such as the PICA building in Charlotte. PICA can proctor the exams for members.

Upcoming exam dates are June 3, July 8, August 12, September 16, October 21, and December 2. Interested candidates for certification must apply for the exam two weeks before each exam date.

The entire certification process does involve the company investing valuable presstime, overhead and training dollars; the candidates must also invest their time and have a willingness to learn.



# Scanner

May-June 2004

Prsr1 Std  
US Postage  
PAID  
Charlotte, NC  
Permit No. 3307

## PICASTAFF

**Chairman of the Board**  
Barry Long

**Foundation President**  
Mike Little

**PICA President**  
Richard E. Spencer  
rspencer@picanet.org

**Vice President of Administration**  
Gwen Doster  
gdoster@picanet.org

**Vice President of Education/Member Services**  
Jeff Stoudt  
jstoudt@picanet.org

**Director of Member Services**  
Carrie Epps  
cjepps@picanet.org

**Director of Communications/PR**  
Terrie Duncan  
tduncan@picanet.org

**PrintForce Contacts**  
Jeff Stoudt  
Terrie Duncan

**Administrative Assistant**  
Mary Ann Johnson  
mjohnson@picanet.org

**PICA Ambassador Council**

Henry Jobe  
henryjobe@msn.com

Karl Schnellinger  
karlgs33@aol.com

### PICA Insurance GroupStaff

Confidential fax: 704.357.9390

**Managing Director**  
Ralph Doster  
rdoster@picanet.org

**Employee Benefits Specialist**  
Ashley Hinson  
ahinson@picanet.org

**Partnering With:**

**PALMETTO SAFETY SOLUTIONS**  
Mitch Allen

**LPL FINANCIAL**  
Harold Soutier, Sr., Harold Soutier, Jr.

## The Printing Industry of the Carolinas, Inc.

3601 Rose Lake Drive  
Charlotte, NC 28217  
PO Box 19889 28219-0889  
phone: 704.357.1150  
800.849.7422  
fax: 704.357.1154  
www.picanet.org

A quarterly publication of  
The Printing Industry of the  
Carolinas, Inc.

Our mission is to protect and promote the common interest of the printing industry; and to help our members prosper, both individually and collectively, through fellowship, education and cooperative action.



### Paper

Stock

### Paper donated by

B.W. Wilson Paper Company, Inc.

### Printing donated by

Riverside Printing

### 2003-2004 Platinum Sponsors

**If your company is interested in becoming a Platinum Sponsor for the 2004-2005 fiscal year, open only to PICA Associate members, call PICA today at (704) 357-1150.**



**PrintForce**  
Future Printers. Printers' Future.



PICA welcomes these new members:

### Charlotte-Mecklenburg Schools – Graphic Production

3905 Craig Avenue  
Charlotte, NC 28211-2503  
(980) 343-3880 phone  
(980) 343-3713 fax  
Contact: Alvin Griffin

### Hearn Graphic Finishing Co., Inc.

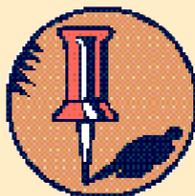
209 Regent Drive  
Winston-Salem, NC 27103-6718  
(336) 760-1467 phone  
(336) 760-3370 fax  
(866) 830-3643 toll-free  
Contact: John Mullis

### MBO America

Zebulon, NC 27597  
(919) 645-3747 phone  
Contact: Ken Fowler

### The News and Observer Publishing Company

215 South McDowell Street  
Raleigh, NC 27601  
(919) 829-4795 phone  
(919) 836-5625 fax  
Contact: Ron Spellerj2



## Tips & Tricks

As a member benefit, the following tips and tricks are provided to members exclusively through The PICA Scanner from GATF technical consultants.

### Adequate maintenance

Dillon Mooney, a GATF technical consultant for over 22 years, offers this tip about adequate maintenance. Ignoring the need for maintenance can cause inadequate productivity, troublesome operating costs, and inconsistent quality.

The primary elements of a production maintenance program include:

- Training the maintenance team
- Scheduling the maintenance
- Preparing and using a malfunction report
- Developing and using a maintenance checklist or work order

- Recording all maintenance in a maintenance log

Be sure to keep a malfunction report at each press or piece of equipment and make it accessible to everyone working on the equipment. As the press crew encounters problems, they should note them on the report. A team leader or a supervisor can then review the report to determine what will need to be done during the scheduled maintenance periods.

### “Stay open” ink

Bruce Tietz, a GATF technical consultant, offers a tip about keeping ink open on a small press. “Stay open” ink sprays should be used very minimally on presses to keep the

ink from setting or tacking up. Using too much spray can change the ink's ability to pick up water and dry properly later. Be sure to read and follow the directions on the can. A light mist sprayed over the press rollers while the press is turning is sufficient for most inks, and a light mist over the ink fountain is all that is generally needed to do the job correctly—this is a case in which more is not better.



## Ask Brad

Send your technical questions to [hotline@picanet.org](mailto:hotline@picanet.org).

**Q:** Our ink is hanging back in the ink fountain. What is the cause of this?

**A:** This is caused by ink that has too high of a yield value. It can be relatively easy to cure by adding a small amount of linseed, alkyd, or similar materials.

**Q:** We recently UV-coated and now notice small pinholes in the surface of the coating. What caused them?

**A:** This could be caused by solvent trying to escape through the UV coating before it is cured, due to the heat of curing. We have found in the laboratory that when the UV

coating is applied over spray powder, it has a tendency to back away from the powder particles.

**Q:** We are having a delamination problem on our web press when printing relative heavy coverage. What is happening?

**A:** The web has a tendency to wrap around any blanket that prints a solid. When a solid is backed by a solid on the same unit, the web tends to wrap on both blankets (S-wrap). This produces internal shear often strong enough to rupture the paper internal bond. You may want to reduce the ink tack on one side only of that unit,

reduce press speeds, or increase web tension to lessen this wrapping tendency.

## Remember your PIA member number!

**When contacting GATF for a technical question, be sure to refer to your company's full name and/or PIA number. Contact PICA for your member number or more information.**