



June 14, 2011

Dear Members of the Reprographic Community,

Recently you should have received a letter from David Brownell, President of the ERA, acknowledging that we are going through some very tough times as an industry. He mentioned that at times like these “we must stay strong and focus on strengthening relationships embracing new technology and identify new revenue streams as our business model continues to evolve and change”. One thing is for sure. Change will continue as the digital age brings new products, ideas, and innovations. But with change brings opportunities, and new opportunities bring a new excitement and commitment to success.

The Eastern Reprographics Association needs your help, and in return, we would like to be of help to you as we navigate through the current economic times. Our association belongs to you. It is one of the last associations dedicated to supporting the growth and prosperity of the reprographic community. Over the years our annual conventions have brought reprographers together to participate in excellent educational programs, have meaningful discussions with the many suppliers to our industry, and gain valuable knowledge by interacting with each other. The goal has always been to provide a forum for growth and opportunity.

However, now we find ourselves at a time that finds some questioning the value of having regional organizations dedicated to the reprographic industry. Those who have attended recent ERA conventions have commented on the value that came from doing so. The knowledge gained from the truly professional educational programs and the opportunity to meet with others who are also trying to find the best investment value to move their businesses forward.

This year’s ERA Convention is in Hilton Head, SC from November 3rd through the 5th at the Hilton Head Marriott Resort and Spa, a great hotel right on the ocean.

Make your plans now to attend. The itinerary will include important and relevant educational sessions, ample trade show times to give you opportunities to have discussions with the many vendors, and a trip to beautiful and historic Savannah.

Please visit the ERA website at www.eastrepro.com to review additional information as we get closer to our convention. Also, being a member of the ERA and supporting your organization will help us continue to plan and implement these conventions into the future. The membership form is on the website. Please show your support by filling out the form and sending in the modest membership fee.

As a final note, to those who belonged to the CRA, we invite you with open arms to attend our convention and become part of our organization.

Thank you,

A handwritten signature in black ink that reads 'Jim Goodman'. The signature is written in a cursive, flowing style.

Jim Goodman
Director of Membership
Eastern Reprographic Association