

## Welcome to the NEW ERA!

2010 saw the birth of the ERA. The official joining of the SRA and the ERRA took place at the 2009 convention business meeting in Newport, RI. This new alliance between regions allows us to form a stronger network of Reprographers along the entire Eastern seaboard. Given the changing dynamics of the reprographics industry and the shrinking of geographical borders that digital technology brings, it simply makes good sense to broaden our horizons.

The 2009 Convention in Newport, RI was a success in spite of the poor economy. Attendees participated in important and timely education sessions which prepared them and their business for business potentials in 2010. Thanks to Kevin O'Keefe, Shirley Crowder, and all of the committees for their work toward making the Rhode Island convention a success.



All of us are facing the challenge of remaining relevant to our customer base.

Thankfully, many areas of the country are seeing an increased economic development. We all hope that the economic down turn has reached the bottom and is on the upswing. Our customers have learned how to cut printing costs and we must make sure we are meeting their needs as technology changes if we want to stay in business. On Wednesday, May 5<sup>th</sup>, the ERA is sponsoring a webinar entitled "The Top Three Threats Facing Reprographers Today."



The plans for this year's convention are well on their way. We are going to meet in Norfolk, Virginia which offers so much down on the waterfront. Our educational sessions are directed right at your

business, and we also have a day planned in Colonial Williamsburg along with social networking opportunities. We are working hard to keep the costs down and make this an affordable convention for all.



Please mark your calendars now and plan to attend the 2010 convention November 3, 4 & 5 at the Marriott Waterside Hotel in downtown Norfolk, VA.



### Plan to attend the ERA Webinar on May 5, 2010

The reprographics industry is hurting, and it is not just the economy. Many reprographers are facing an increasingly competitive environment, steadily decreasing profit margins, a dwindling client pool, and a marginal (at best) outlook going forward.

What are your options? How are you responding? Do you have a plan?

Join us on May 5th for an education session "**The Top Three Threats Facing Reprographers Today**". This webinar will expose you to the real reasons behind the challenges you face as well as the strategies you must adopt if you want to remain relevant. This educational session is presented by the ERA in conjunction with ReproConnect.

More details will be posted on [www.eastrepro.com](http://www.eastrepro.com) as they become available. Look for Email reminders from the ERA with log on information.

# Introducing the ERA Board

## President

### Brian Beck

Capitol Blueprint Company & Supply  
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Brian graduated from Freed-Hardeman University in 1988 with a BA in accounting. After working in the insurance and construction equipment distribution industry, Brian joined Capitol Blueprint as General Manager in 1998. Being new to the reprographics industry, Brian gained much knowledge from attending the IRGA convention and some years later the SRA conventions. He joined the SRA Board of Directors in 2007.

## Vice President

### David C. Brownell

Crest Graphics  
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David is Business Development Manager for Crest Graphics and a certified BIM Consultant for RCMS Group, both divisions of the American Reprographics Company. David has been associated with the southern New England A/E/C community and reprographics for over 29 years. David is a business graduate of the University of Connecticut, holds an MBA from Suffield University and is a graduate of the American Reprographics Company Leadership Academy.

David has been a supporter of the Eastern Regional Reprographics Association (ERRA) since 1981 and a member of the International Reprographics Association (IRGA) since 1984. He has been a speaker on the usage of technology in reprographics and to the A/E/C industry for the IRGA, Construction Institute – University of Hartford, Associated General Contractors - Young Professionals Council and many others.

## Secretary

### Stephanie Justice

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Stephanie was raised in Pensacola, FL. After attending the University of West Florida, she started working in sales. In 2004 she moved into the reprographic industry. Working for her family business, Bay Area Blueprint, Stephanie has had the opportunity to start in outside sales, move to the sales manager, and is now currently the operations and sales manager for Bay Area. Stephanie is involved in many local organizations including AIA, ASA, AGC, and serving on the board with CSI and ERA. In her down time, Stephanie enjoys spending time with her husband and family.

## Treasurer

### Larry Condon

Charleston Blueprint Co  
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Larry Condon was born and raised in the blueprint business. Larry's father, Richard Condon, purchased Charleston Blueprint Company in 1960. Larry became a full-time "paid" employee in 1986, and became Manager in 1990, of course he was working in the business since before he could walk. Larry plays a significant role in the day to day operations of the company, as well as oversees the management of the operation. Larry has also attended Trident Technical College and has served eight year is the US Coast Guard.

In 2006, Larry was President of the Southeastern Reprographic Association and in 2008 became Treasurer.

Larry has a wonderful wife and best friend, Lynne. Also, his time is occupied by his three great boys, Andrew, Austen and Owen.

## Directors

### Jim Goodman

Dietzgen Division of Nashua  
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Jim Goodman has been in the reprographics industry for 31 years as a sales representative of various types of paper and film media. After spending 6 years in the Chicago area and 10 years in Dallas area, he is currently employed by Dietzgen as the Southeast Account Manager in Atlanta, where he has lived for the past 15 years. Jim has served 2 terms on the Board of the Southeastern Reprographic Association as a Supplier Director and is currently serving as Director of Membership for the ERA.

### Kathy Seeland

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Kathy has been employed by Ridgway's for 18 years. She has held various positions with the company including customer service, purchasing, and sales. She currently manages 12 employees running the Cherry Hill NJ location. She has over 23 years experience in the reprographics industry.

She has attended many of the IRGA functions and became a member of ERRA in 2005. She has served on the ERRA Board as a Director and Secretary. Kathy looks forward to the challenge of Education Director for the upcoming ERA convention.

Kathy is an affiliate member of the AIA West Jersey and has attended the following industry-related courses: Leadership Academy, Customer Focus Seminars, and FM school.

## Supplier Director

### **Theresa Williams**

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Phone 607-761-6625  
theresaw@azon.com



Theresa Williams has been in the Reprographics Industry since 1985. She has held many positions in her 25 years including customer service, product management, trade show director, corporate communications and sales. She is currently Northeast Sales Representative for National AZON. Theresa has been active the last four years with the ERA and currently the vendor director for the ERA. Her hobbies and interests are cooking, supporting the Humane Society, softball, spending time with family and friends and being outdoors!

## Executive Director

### **Shirley Zawoyski**

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As Executive Director for the ERA, Shirley brings 35 years of extensive experience in sales and management within the reprographics industry. The past 13 years, she has been working with regional reprographic associations in all aspects of association business. She coordinates board of director's efforts, insuring that assignments are completed in a timely manner and focuses on important elements that create as positive cash flow. Her expertise is evident by the successful execution of the annual conventions.

## *Hey look us over...*

**NEW name...**

**NEW logo...**

**NEW web site...**

**NEW ERA...**

Just like the TV show "Designed to Sell" the ERA's web site has been made over and updated with a new and improved look. The site has been cleaned, polished, and spruced up and is ready for everyone to take a walk through. The web site reflects the dynamic and innovative association that the ERA represents, and it also has tons of information.

You are invited to "look us over" and check it out for yourself go to <http://www.eastrepro.com/> and see if you agree. The web site will be updated frequently with convention news, webinar information as this information becomes available.

## 2010 ERA Tentative Convention Schedule

<b>November 3, 2010</b>		<b>Events</b>
<b>Wednesday</b>		
8:00AM		Golf Outing
12:00PM	5:00PM	Registration
5:30PM	6:30PM	Cocktail Reception
6:30PM	9:30PM	ERA Fun Night
<b>November 4, 2010</b>		
<b>Thursday</b>		
7:00AM	5:00PM	Registration
7:00AM		Continental Breakfast
8:00AM	11:00AM	Education Programs
11:15AM	12:15PM	Lunch
12:30PM	8:45PM	Williamsburg Tour & Dinner
<b>November 5, 2010</b>		
<b>Friday</b>		
7:00AM	12:00PM	Registration
7:00AM	11:00AM	Vendor Booth setup
7:00AM		Continental Breakfast
8:00AM	11:00AM	Education Programs
11:00AM	11:45AM	ERA Annual Business Meeting
12:00PM	1:30PM	Lunch in Exhibit Area
12:00PM	4:00PM	Exhibits Open
6:30PM		Cocktails, Dinner Cruise on the Spirit of Norfolk

***This is a tentative schedule and is subject to change.***

## Educational Seminars scheduled for 2010 Convention

Reprographers and Vendors are faced with the same challenges and obstacles that affect the A/E/C industry going forward! Together how do we offer tremendous value and relevance to our ever changing client base in 2010 and beyond?

Kathy Seeland and David Brownell are preparing educational programs that will discuss such topics and will include:

***BIM and the Reprographer;***  
*a BIM presentation and a BIM client panel*

***Color Graphics –Marketing and the Marketplace***

***Selling Color – Practical Means and the Road Map to Success.***

Please join us in Norfolk, VA on November 3<sup>rd</sup>, 4<sup>th</sup> and -5<sup>th</sup>, for these exciting programs.

## *Your invitation to be part of the ERA!*

The past few years have been tough for all of us. We have seen our core business decline due to the economy and the ongoing changes in technology. Staying optimistic has been difficult at best. However, many feel that 2010 will be a rebound year and begin the path back to “normal”. Taking advantage of every resource will be important in this recovery. The ERA invites you to join us in promoting new ideas, products, and technologies.

The strength of any organization is its members, and we want you to be a part of and support the ERA by sending in your membership dues of only \$125. Taking advantage of what we have to offer each other is an important and beneficial investment in your company and our industry.

*Please join us!* If you have any questions, call me at 404-406-9163 or email [jgoodman@nashua.com](mailto:jgoodman@nashua.com). \$125 is a small investment, and with your help, the ERA will continue to be a strong and supportive reprographic resource for its members.

Thank you,

***Jim Goodman***  
Membership Director

Make checks out to ERA and mail to  
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Membership applications and credit card payment forms are on [www.eastrepro.com](http://www.eastrepro.com)