

## The *NEW ERA* is going strong!

We are halfway through the first year of the Eastern Reprographics Association. The results of our merger are great. We are seeing an increase in membership and the attendance for the Webinar in May was strong. A special "Thank you" to ReproConnect for their help in making this webinar a success.

Many around the country are beginning to see an upswing in the economy and this is good news for our industry. As our marketplace continues to change, we must make sure we are equipped with the knowledge and tools to keep up with these changes. These tools are readily available to each of us through our participation in the ERA and IRGA organizations. I encourage each member and future members of the ERA to attend our 2010 convention in Norfolk, VA. Your ERA convention will be both informative and FUN... a visit to Colonial Williamsburg, an evening on the Spirit of Norfolk for dinner and a "Wii Bowling Tournament". A time to connect with others in our industry, providing additional networking that can provide invaluable resources. The educational sessions will help us understand the changes and opportunities facing our industry; and give us time to share ideas with others who have successfully managed these many opportunities. I am looking forward to seeing many new faces in Norfolk.

See you in November!

*Brian Beck*

2010 ERA President

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### **MICHAEL SHAW receives the 2010 Bokovsky Award at the IRGA Convention in Palm Springs, CA.**

Michael is President of Central Blue Print in Great Neck, New York. He joined the family business in 1984 with the primary responsibility to move the business from manual to automated operations. After his father retired in the early 1990s, Michael and his brother Peter each took over one of the two business locations.

Michael has been very dedicated to the industry. He has been involved with the Eastern Regional Reprographics Association for many years, and served through the chairs and as its president in 1999. He has held many responsibilities over the years, whether recruiting membership, serving the financials, organizing the convention or, most recently, helping to merge with the Southeastern Reprographics Association.

Michael served on the IRGA board of directors, as Program Chair, Convention Chair and ran through the officer positions including President in 2005-2006. Michael was part of a group of directors that made the important decision to move the association's headquarters to its current management company, SmithBucklin. He has spent countless hours working with the new staff and facilitating the transition of the organization. His impact over the past several years is immeasurable.

*The ERA Congratulates Michael on receiving the award and thanks him for his continued support of the regional associations and the reprographics industry.*

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## *Tour Colonial Williamsburg*

On Thursday, November 4, we will step back to the eve of the American Revolution and will have a guided tour of Colonial Williamsburg. Ample time is scheduled for the guided tour, also extra time to explore the area individually, plus time to do some shopping before we gather for dinner at the King's Arms Tavern before returning to the Marriott in Norfolk. [Read more...](#)



## *Enjoy a Dinner Cruise with the ERA Friday, November 5, 2010*

After the Exhibits on Friday afternoon, the convention activities continue with cocktails, dinner and charity auction on the Spirit of Norfolk. The Spirit of Norfolk is spaciouly designed with two climate-controlled interior decks, outdoor strolling decks at the bow and stern, and the largest outdoor patio deck in Norfolk. [Read more...](#)



## *Be Part of the Dream!*

The ERA Charity Auction will assist a local charity, Toby's Dream Foundation, enabling us to leave a positive mark on the community.

Toby's Dream Foundation ensures that children living with life-threatening illnesses in Greater Hampton Roads and the Eastern Shore of Virginia have the opportunity and resources to image and experience their most fantastic dream. *"Tomorrow begins with a Dream"*

[http://www.tobysdream.org/Tobys\\_Dream\\_Foundation/Home.html](http://www.tobysdream.org/Tobys_Dream_Foundation/Home.html)

For the latest ERA convention information go to [www.eastrepro.com](http://www.eastrepro.com)

## **A New Approach to Selling Large Format Color to AEC Firms**

Do you ever stop to think about the information your AEC customers communicate on the printed page? Who created the data, who uses it, and for what specific purpose? More often than not, we don't differentiate the AEC work that comes in the door. However, a closer look at the information flow will reveal some great opportunities for converting black-and-white print volumes to more lucrative color.

AEC firms so often shop for print services based on price alone that we sell reactively and are stuck focusing on the price per square foot. A more proactive sales approach can shift the focus away from the cost of clicks and zero in on printing workflow that can save your customers time and money.

Who are the largest consumers of construction prints? Contractors. If we hope to convince contractors to spend more money for color plan sets, we have to solve a problem that saves them more than the color price premium. How can we save them money? I'm glad you asked.

The construction industry is notoriously inefficient and there are numerous workflows that offer great potential for savings. Some firms expect Building Information Modeling to address these inefficiencies, but many simply can't afford to make the transition to BIM. However, some of these inefficiencies can be directly addressed by using color construction documents. Below are some examples.

**Estimation contingencies** – This is the percentage that contractors add to their bids to cover unforeseen costs. Subs typically add 6-8% while GCs typically add 10–20%, and this increases the total cost of the project. Overages are often the result of inaccurate estimating.

People interpret complex information more quickly and accurately when it is communicated in color. Therefore, color construction documents can help contractors estimate more quickly and accurately. This means they can reduce their contingency fees, which can help them win more work. Estimating faster also helps them bid more jobs, which can also result in additional work.

**Change orders** – These are changes to the scope of work which alter the original contract amount or completion date. Common causes are poor communication, errors and omissions, and poor estimating. Change orders typically add 5–7.5% to the total cost of the project. According to the National Institute of Standards and Technology (NIST), the average cost of managing change orders is \$0.32 per square foot of construction.

Color is shown to improve communication and reduce errors and omissions. This can both improve estimating and reduce change orders. This helps deliver the project on time and prevents costly mistakes and rework. In the end, this can save the project owner money and ensure that the GC is eligible for any early completion bonus.

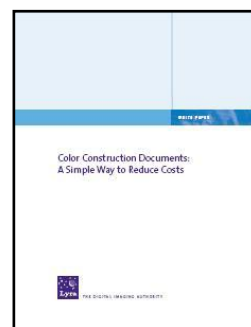
**Requests for Information (RFIs)** – An RFI is a method of gathering information to make a decision on what steps to take next. This drives up operating costs for all stakeholders responsible for managing this process. According to the NIST, the average cost of managing RFIs is \$0.28 per square foot of construction.

Color clarifies complex information, and this reduces the chance of misreading or misinterpreting construction documents. Small document problems can have a large domino effect, where an RFI can turn into a change order, result in a delay, and potentially a large cost overrun. Many GCs track the quantity and cost of RFIs, so they can easily justify the cost of color documents with a reduction in RFIs.

Color construction documents can also have a dramatic impact during the installation phase of a project. One electrical contractor claims that for every hour they spend in the office improving the documents and adding color, they can save up to five hours in the field. This is a great ROI, especially since the office billing rate is much lower than the field billing rate.

Océ commissioned a study by Lyra Research in the first half of 2010. The goal was to understand the primary causes of waste in the construction lifecycle, and to determine the impact that color construction documents can have on this waste. The result is a new white paper called *Color Construction Documents: a Simple Way to Reduce Costs*. Lyra also delivered a return-on-investment (ROI) calculator to help construction firms anticipate the potential savings of using color construction documents.

The Lyra white paper outlines specific benefits for the various parties to the construction process as well recommended best practices. For additional information and to download the white paper, visit: [www.oceusa.com/colorresearch/GC](http://www.oceusa.com/colorresearch/GC)



Share this information with your sales team and encourage them to update their color sales approach with AEC customers.

*Peter Lawrence,*

Vertical Marketing Manager, AEC & Reprographics  
Océ North America, Wide Format Printing Systems

Blog: *Changing the Color Paradigm*: [www.ColorForConstruction.com](http://www.ColorForConstruction.com)

# *Education Update for Norfolk, VA*

We are all working in exciting and challenging times. Your ERA education committee is planning great programs and panel discussions focused on the excitement and challenges that will forge our industry in 2010 and beyond.

**Bob Middlebrooks, Industry Product Manager for Autodesk** will reprise his IRgA Palm Springs presentation with added information on the *Future of the AEC Industry and Reprographics*. Bob will get you thinking *outside the box* with new revenue opportunities, client driven needs to our industry along with a virtual platform to success.

**Social Media** is a hot topic all around us but what does it mean to my business? How do I engage more clients or prospects? Facebook, Twitter & LinkedIn, which is right for us? How do I get started and why? We'll focus on these questions and more as we explore the world of social media and practical application to *our* business model.

**Steve Hanus, Senior Vice President, Print O Stat and David C. Brownell, Northeast Regional Program Manager, RCMS Group – ARC** will focus and team their presentation on *BIM (Building Information Modeling) – Practical Applications for the AECO community, Process and Software, what are clients looking for?* BIM is a growing force to be recognized as the future of the AECO industry as to how buildings and structures are being designed/constructed/managed today.

What does virtual construction mean to the reprographics industry? What software applications will be used and how can the reprographics industry service our clients going forward? Steve and David will answer those questions (or try to) and more in this exciting presentation.

Following the BIM presentation (as it is really a primer) will be a very exciting **client panel discussion on BIM**, how they see the future of their industry, have they adopted a BIM implementation plan for their firms? How does it tie to the reprographics industry? This will be a great opportunity to ask those very direct questions of our panelist so you will know how to engage and discuss these great topics with your clients.

**Color graphic output** for most of us has become a new revenue source at many different levels, but are we really reaching all of the market segments that we need to? **Richard Waters, ARC - Senior Vice President for Region 8, New York City and northern New Jersey** will present to us his thoughts and success stories as to how to uncover those markets, getting your sales staff educated and motivated and how to make a difference in your business today!

Before Richard came to NYC he spent many years in southern California, producing color products for Hollywood studios and many fortune 500 Los Angeles based companies. Richard is an extremely sales focused executive that will help you get started quickly in non-AEC color graphics. You will leave energized, informed and ready to motivate your sales staff by the time you leave Norfolk.

This will be a very exciting program series that should excite all of us. We may add or tweak the schedule so please check back from time to time. Please make it a point to join us in Norfolk from 11/3 to 11/5 and bring your staff members that would benefit the most!

**David C. Brownell**  
2010 ERA Vice President

# For your Health

The next time you're tempted to stifle a yawn, don't. According to Patt Lind-Kyle, author of *"Heal Your Mind, Rewire Your Brain"*, yawning isn't rude. It's actually one of your body's coolest tricks-and brings with it a host of benefits for your body, mind and even your relationships.

"The truth is, yawning has earned a bad rap," observes Lind-Kayle. "It's actually the body's way of rejuvenating the brain so that it can function more effectively."

With a yawn, what you're doing is stimulating a neural area of the brain that plays a major role in being more conscious and self-reflective, and that also aids in relaxation, alertness and maintaining a good memory.

## *Other yawn facts:*

Yawning helps the brain maintain balance. Research has found that yawning helps cool down an overactive brain as it attempts to regulate its temperature and metabolism.

Yawning can lift your mood. When you yawn, your dopamine levels rise. This activates oxytocin, or pleasure and relationship-bonding chemicals. The more these chemicals are activated, the more frequently you yawn. Yawning is also contagious, because it triggers the mirror neurons that literally prompt you to reflect another person's behavior or emotional state.

Yawning helps you "reset" yourself. When you yawn, you help regulate your body's circadian rhythms, or the roughly 24 hour cycle of human behavior and biological activity.

"When you're traveling by plane and changing time zones, remember to yawn to help reset your circadian rhythms. "Yawning will help to reduce the effects of jet lag".

Reprinted from an article in Costco Connection, June 2010

*The End!*