1981 ANNUAL TECHNICAL CONFERENCE
May 3-6, 1981
Rochester, New York

WELCOME!

PAPERS PROGRAM
TAGA Vice President, BRIAN CHAPMAN, has selected a program of authoritative papers on a variety of subjects, with strong emphasis on research and development and engineering in the graphic arts. We feel confident that the presentation of these papers will promote the principal goals of the TAGA organization -- stimulation, education, discussion, and fellowship.

LOCAL ARRANGEMENTS COMMITTEE
ANSON HOSLEY and WALTER BRUEHS, Co-chairmen, with the able assistance of CHUCK RINEHART, MILES SOUTHWORTH, DICK MAURER, DON RAY, FRANK CICHA, DAVID MCDOWELL, and H. BRENT ARCHER, have brought together all the elements of a successful and enjoyable meeting. The papers sessions, the unique panel discussion by industry leaders, the color and ink workshops, and several interesting social events have been cleverly blended to achieve a relaxed but highly informative program to be valued and enjoyed by all.

WORKSHOPS
CHUCK RINEHART’S Color Workshop group and BOB SAVAGEAU’S Ink Workshop group have scheduled early-morning sessions. Your participation is invited. Start the day right at 7:00 a.m. These meetings will whet your appetite for the general sessions starting at 9:00 a.m.

ACKNOWLEDGMENTS
Many people have contributed to the success of this tremendous undertaking. In addition to the MODERATORS and PAPERS PRESENTERS without whom we could not survive, we owe special appreciation to the following participants:

MR. GORDON O. F. JOHNSON and his guest panelists: DR. JOSEPH E. ROWE, MR. A. J. POWERS, JR., MR. H. TYLER MARCY, DR. GEORGE R. WHITE, MR. G. W. BASSETT, MR. T. CYRIL NOON. The discussion "Graphic Arts Research -- Where Is It Taking Us?" will add a new dimension to the established papers program which has distinguished TAGA’s annual event.

EASTMAN KODAK COMPANY, sponsor of the Sunday evening reception, business home of many TAGA members, and regular contributor of technical papers for TAGA programs.
ACKNOWLEDGMENTS
(continued)

E. I. DUPONT DE NEMOURS & CO.; 3M COMPANY; BALDWIN-GEGENHEIMER CORP.; and GRAPHIC SYSTEMS DIVISION, ROCKWELL INTERNATIONAL, sponsors of the Monday evening gala -- firms actively represented in the TAGA membership.

DR. BRADFORD WASHBURN, Chairman of the Board of the Boston Museum of Science, and guest speaker at the Honors Award Banquet.

Personnel at the STRASENBURGH PLANETARIUM, ROCHESTER INSTITUTE OF TECHNOLOGY, and the U of R LASER ENERGETICS LABORATORIES for sharing their knowledge with an appreciative audience.

Last, but certainly not least, our appreciation to ALL OF YOU who have demonstrated by your attendance your support of TAGA goals. We know that you will leave this conference richer for the experience.

Sincerely,

KURT PFAHL, President

1981 TAGA PROCEEDINGS

Immediately following the meeting, the 1981 TAGA Proceedings will be prepared for production, for release in October. Members in good standing receive copies in a direct shipment from the bindery. A small quantity over and above membership requirements will be available for sale to interested nonmembers.

ZENON ELYJIW RECEIVES ELMER G. VOIGT AWARD

Pittsburgh, Pa., April 1, 1981 -- Zenon Elyjiw, Senior Technologist at the Technical and Education Center of the Graphic Arts, Rochester Institute of Technology, has been awarded the Elmer G. Voigt Award in recognition of his outstanding contributions to graphic arts education. The Voigt Award is presented annually by the Education Council, an affiliate of the Graphic Arts Technical Foundation, to individuals who have done much to promote graphic arts education while in the service of a national organization. Congratulations, Zenon!

DRUPA '82

Message from Kurt Pfahl and from Siegbert Holderried, VDMA/FGD, Frankfurt:

Special programs shall be offered to TAGA members on the occasion of DRUPA, taking place from June 4 to 17, 1982 in Dusseldorf, West Germany. On request, these programs may comprise:

- Group flight
- Reception by the Drupa president
- Reception by the Lord Mayor
- One-day international TAGA meeting on R&D in communication technique at Exhibition Congress Center, Dusseldorf
- Assistance in hotel booking in Dusseldorf
- Programs for Spouses
- Special subsequent programs (sightseeing, etc.)

A complete offer of program shall be presented to the TAGA members at the TAGA meeting in May, 1981 in Rochester. The organization and service functions will be handled by VDMA. Possible dates: June 13-17, 1981.
THE HISTORY OF TAGA

Over the years some of the interesting facts about the history of TAGA and its routine operation have been omitted from our literature and we have concentrated our publication efforts on future programs and activities. It may be timely, therefore, to remind you of our day-to-day operations. This special supplement will serve a two-fold purpose:

1. Current members will appreciate a review of the history of their organization, its commitment to advancement in the graphic arts, and the goals which we have established over more than 33 years since its inception. Information on the operation of its headquarters is also included.

2. Interested nonmembers will have quick and easy access to vital information before deciding to participate. This newsletter, together with the TAGA brochure and application form, will provide valuable reference material.

THE BEGINNING...


A group of progressive men of the graphic arts industry met in Chicago in 1948 to organize an association "to advance the science and technology of the lithographic and related industries." They selected the name, Technical Association of the Lithographic Industry, and planned the first annual meeting in Chicago in 1949.

After the 1950 meeting the name was changed to Technical Association of the Graphic Arts. In recognition of the broader interests found among members, TAGA was incorporated in 1951 as a nonprofit organization "to advance the science and technology of the graphic arts and closely related industries."

Many members are concerned with research and development and engineering in photomechanics, platemaking, paper, ink, color reproduction, and other aspects of printing.

CORNERSTONE MEMBERS

It is gratifying to know that 27 of the original 74 members are still active in the association and retain full membership status. They are:

Alvary W. Beecroft
Grant C. Beutner
Michael H. Bruno
Anthony L. Ensink
Alfred F. Grupp
Bernard R. Halpern
Carl B. Harris
Paul J. Hartsuch
Harry H. Hull

George W. Jorgensen
Stanley E. Kallenbach
John L. Kronenberg
W. Howell Lee
Herbert R. Leedy
Robert J. Lefebvre
John McMaster
A. J. Powers, Jr.
Albert R. Materazzi

Frank M. Preucil
Robert E. Rossell
Ben Sites
Philip E. Tobias
Bruce E. Tory
William Walker
P. J. Whyzmuzis
Charles R. Williams
John A. C. Yule

We salute these members for their consistent support of the TAGA organization.
TAGA ANNUAL TECHNICAL CONFERENCE

PAPERS must be the result of original technical work which is being published for the first time. Only with special permission of the TAGA Board can this rule be broken. Commercial promotion papers will not be accepted. This does not mean that a commercial product cannot be referred to if it makes the paper more valuable. What we do not want is a promotion paper which is wrapped up under the guise of a technical paper.

Time of delivery is normally 20 minutes and under no circumstances should it be longer than 30 minutes. Everyone agrees that a time allowed for discussion is necessary and important. The length of the paper is not our first concern, but the paper should be a new technical contribution to the industry.

Quality is our goal.

NOTE: It's not too early to think about 1982 papers. The TAGA Papers Chairman for the 1982 meeting in Toronto is Walter A. Buehs (Eastman Kodak Company), Home: 1557 Greensboro Drive, Webster, NY 14580. If you have a paper, or know of someone who would be willing to participate, contact Walter...early!

SPEAKERS assume their own travel expenses and are subject to full registration fees for the conference. Their recognition comes in the form of having their works published in the Proceedings and in the satisfaction of knowing that they have contributed to the advancement of graphic arts technology.

In the interest of economy in the production of the annual Proceedings, speakers prepare final reproducible copy on special blue-line master sheets. This reduces the possibility of error and eliminates the need for time-consuming composition and proofreading.

PUBLICATIONS

TAGA PROCEEDINGS -- The papers of the Annual Technical Conference, a hard-bound edition of several hundred pages. TAGA has not missed an edition of the Proceedings in the 33 years of its existence! Some back issues are in stock for purchase by members or interested nonmembers and the sale of these back issues accounts for a considerable portion of TAGA income. Members in good standing for each calendar year receive the Proceedings for that year automatically, without charge.

INDEX TO TAGA PROCEEDINGS -- This hard-cover edition is prepared when the inventory situation requires it or the need for revision is apparent. The latest edition is "Index to TAGA Proceedings, 1949-1975."

DIRECTORY OF MEMBERS -- An up-to-date directory of members is included in the annual Proceedings.

TAGA NEWSLETTER -- This is a "sporadic," published only when important information is to be relayed to the members. It is not an idle collection of miscellaneous social notes. The editor would consider contributions of interest to the general membership (no classified ads, please).

ELECTION OF OFFICERS

CONSTITUTION - Article IV

Section 1: The officers of the association shall consist of: a President, a First Vice President, a Second Vice President, and a Secretary-Treasurer.

Section 2: The President and Vice Presidents shall be elected to serve for one year and the Secretary-Treasurer for two years.

Section 3: All officers shall be elected by letter ballot.

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Election of Officers, Constitution - Article IV (continued)

Section 4: Officers, Board Members and Committee Chairmen shall be active members of this association.

CONSTITUTION - Article V

Section 1: The Board of Directors shall consist of the officers, the immediate past president, and nine other members elected by ballot.
Section 2: Three active members of the association shall be elected annually to serve on the Board of Directors for a period of three years.

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All services of elected Officers and Directors are performed without salary or other compensation.

TACA PRESIDENTS

We take this opportunity to recognize recent presidents of TACA who have contributed unselfishly of their time and talents:

1980-81 Kurt Pfahl, Hallmark Cards, Inc., Kansas City, Missouri
1979-80 William Somerville, Herzig Somerville, Toronto, Canada
1978-79 Hugh J. Dunn, Inmont Corporation, Lodi, New Jersey
1977-78 Wiles F. Southworth, Rochester Inst. of Technology, Rochester, N. Y.
1976-77 Webster C. Roberts, Langston Co., Cherry Hill, New Jersey

NATIONAL SCHOLARSHIP TRUST FUND

Thank you, TACA members, for your financial support of the National Scholarship Trust Fund of TACA in cooperation with the Graphic Arts Technical Foundation. This fund was established to aid worthy graduate students in the graphic arts. We need not remind you that we are now in an economic and technological situation where financial assistance to promising students is of utmost importance. TACA participates on an annual basis. Over the past five years, you have contributed $9,500.00 from the TACA general funds. Recipients: Anthony Stanton, MS, Printing Technology; Scott Stamm, MS, Printing Technology; Elizabeth Meyers, PhD, Computer Printing; and Susan Mueller, MS, Printing Technology. TACA members are called upon to interview prospective recipients in their areas and they comply with enthusiasm. We appreciate it.

R. I. T./TACA

Thirteen years ago TACA entered into an agreement with Rochester Institute of Technology to occupy office space in the College of Graphic Arts and Photography, R. I. T. The R. I. T./TACA association has been a gratifying and cooperative experience and one which we hope will continue for many years to come. It is appropriate at this time to once again express our thanks to our friends at R. I. T.:

. To Richard E. Rose, President, R. I. T., for continuing the agreement first accepted by Mark Ellingson in 1968.
. To Lothar Engelmann, Dean, College of Graphic Arts and Photography, for his contributions to, and his support of the TACA organization.
. To Herbert E. Phillips, Director, Technical and Education Center of the Graphic Arts (formerly Graphic Arts Research Center) for offering the facilities of T&E, for advice concerning the administration of TACA, and for 12 years of service to TACA as Secretary-Treasurer.
. To R. I. T. personnel, too numerous to mention, who have welcomed the presence of TACA and who have been generous with their help and hospitality.
TAGA HEADQUARTERS  
TAGA office services are performed on a part-time basis by an executive assistant to the TAGA Board of Directors, Emily M. Radtke. Office hours are Monday, Tuesday, Thursday, and Friday mornings only. Mail is received at the following address:

TAGA  
P. O. Box 3064, Federal Station  
Rochester, NY 14614

This office is responsible for correspondence, accounting, reports, publications, and other office procedures as assigned by the TAGA Board of Directors.

FINANCES  
The three principal sources of TAGA income are: (1) membership dues, (2) return from Annual Technical Conference, and (3) standing orders for current editions and sales of back issues of TAGA Proceedings.

Every attempt is made to control administrative expenses and to channel as much revenue as possible into member programs and services. Quotations for production of the Proceedings are closely monitored, as are distribution charges and other office related expenses. Mailings are combined whenever possible; nonessentials are eliminated.

ANNUAL AUDIT  
The annual audit of TAGA records by a Certified Public Accountant takes place shortly after the end of the fiscal year, May 31. Member dues are payable before May 31; renewals received after that date are subject to a $10.00 reinstatement fee.

RECOMMENDATION FOR TAGA MEMBERSHIP  
TAGA is a nonprofit organization depending heavily on membership dues to cover the expenses of operation. It is an association of individuals; there are no company memberships. More members will enable us to extend our publication reach, provide better support for fellowship programs, and expand our technical conference audiences. More members with interests in graphic arts research will provide more sources of technical papers. Recommend a qualified friend or associate.

SURVEY OF MEMBER INTERESTS  
We are now conducting an important survey which will provide information on the occupations of TAGA members and their areas of interest in the graphic arts field. We have requested suggestions for future programs and comments on TAGA past performance. This information will be used as a guide in the selection of appropriate TAGA papers for maximum effectiveness and service to our members. We'll include a full analysis in future issues of the TAGA Newsletter. In the meantime, here are a few statements from early returns:

"The Proceedings are very valuable for our work at the Graphic Arts Research Lab of Sweden. The standard of papers is usually high."

"Good information -- just keep up the good work!"

"Have a TAGA meeting in California one year."

"Help speakers with use of AV materials, their preparation and use, to make presentation more enjoyable and effective for both the speaker and attendees. Enjoyed Williamsburg location with spouse, try similar places."

"Much material is irrelevant to my particular needs/interests... but clearly of value to others. Material which is relevant has been worthwhile."
"Some papers were more like 'sales pitches.' I'd like to see papers on basic applied science rather than a description of a piece of equipment."

(Correct, of course! This TAGA rule will be strictly enforced. Ed.)

"Fewer deep math papers presented (OK to include in Proceedings for later reading, however). How about branching out into such areas as office copiers and additional papers on pressureless printing. Proceedings are fine; good for future reference."

"Good technical presentations; nice friendly atmosphere."

"Last two meetings have shown improvements in attendance.
Special emphasis should be put on increasing the number and quality of technical papers."

"There seems to be little or no information about printing and finishing systems for cardboard and heavy packaging as a whole."

"I have kept copies of the printed Proceedings from 1954...I believe they form the best printing technology encyclopedia a printer could have."

"I feel that the program should stress the cutting edge technologies and their specific graphic arts applications."

"Excellent source of technical developments.
I treasure my collection of Proceedings."

"Too many speakers tend to read the whole of the prepared text of their speeches. Summaries and some humor (not jokes, please!) would help provide for improved discussion."

"It is great to get your up-to-date detailed Proceedings and to be informed, even if it is not always possible to attend TAGA meetings."

"Present method is good."

"Proceedings are considered a very important technical resource...a 'must'."

"TAGA Proceedings has supplied valuable information. I would like to see in the future more time on Inks."

"I would like to see more papers on printing (as opposed to prepress) and press design."

"Generally speaking, all meetings have been handled professionally and were well received. The only caution I raise: Some speakers are not well prepared and/or are hard to hear and understand."

Switzerland--"I attended the 1980 meeting, which I found very interesting with regard to topics and content. One should continue with theoretical and practice-oriented papers."

"The Proceedings are an absolute help in my work. My company is heavily involved in R&D and I find more useful data each year."

TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS
P. O. Box 3064, Federal Station -- Rochester, NY 14614