The annual election of Officers and Directors of TAGA is once again upon us. Ballots were recently mailed to the voting membership. Running for President is First Vice President Ian Muir of Hallmark Cards Canada; for First Vice President is Second Vice President Fred Dankert of Flint Ink Inc.; for Second Vice President are Directors Jack Graf of Providence Gravure, David McDowell of Eastman Kodak, and Derek Swarbrick of E. I. duPont de Nemours & Co., Inc. Running for his tenth term as Secretary-Treasurer is Herbert Phillips of the Rochester Institute of Technology's Technical and Education Center of the Graphic Arts. Candidates for three directorships are: James Barre of OptiCopy Inc., George Collins of the U.S. Government Printing Office, Richard Fisch of 3M Company, Donald Fredrickson of The Lehigh Press, and William Esler of Innes Publishing Company.

Participate in TAGA government by casting your vote for the candidates of your choice. All ballots must be postmarked on or before March 18, 1987, to be counted.
TAGA Annual Technical Conference: Student Chapter Meeting

TAGA Student members are invited to attend the second annual student chapter meeting which will be held on Monday night, March 50, from 7 p.m. to 9 p.m. during the TAGA Conference in San Diego. The meeting will include a reception with refreshments and will provide an opportunity for students and faculty representatives to discuss the activities taking place at each participating university and to discuss ways in which the student chapters can interact more closely with the TAGA organization.

News From TAGA Student Chapters

Clemson University

The Clemson University TAGA Chapter has started a quarterly newsletter and is planning its first technical journal. The journal will include papers dealing with technical experiments and research performed by students over the past year. Additionally, the group has sponsored many technical guest speakers and plans to have representatives present at the national conference in San Diego this spring.

Clemson's TAGA Student members also attended a number of field trips including trips to Cryovac Corporation, Union Camp Corporation, the Rexam Corporation, and Consolidated Engravers.

Murray State University

The newest TAGA Student Chapter was developed at Murray State University, in Murray, Kentucky. The group plans to promote its membership and develop activities consistent with TAGA Student Chapter objectives over the coming year. We look forward to Murray State University's participation in enhancing technology, research, and scholarship among its students.

Higher Federal Graphic Teaching and Research Institute (Vienna, Austria)

Our student chapter in Vienna is working on a number of projects including the design of test targets for non-impact printing and the testing of image quality of office copiers. Additionally, projects are underway dealing with color accuracy of scanners, book binding problems with hot melt technology, the technology of hand-made paper, de-inking problems, and quality figures for newspapers. The group reports that all of their papers are written in German and, therefore, may be of little value to other student groups. We encouraged the chapter to consider translating some of its better papers and sending them to TAGA to share with other TAGA Student Chapters.

The Vienna TAGA Student Chapter is attempting to acquire funding so some of its members can attend the San Diego conference.

Rochester Institute of Technology (RIT)

The RIT TAGA Student Chapter has been very active the past few months with technical workshops, field trips, hosting guest speakers, and production of publications.

The technical workshops on various pieces of equipment at the RIT School of Printing Management and Sciences have been organized by the chapter's three special interest groups on color, electronic prepress and publications. Recent field trips have included tours of Case-Hoyt Corp. and Lawyer's Co-op and travel to TAGA'86 in Valley Forge and Print Expo'86 in Philadelphia. Plans have been made for several chapter members to attend TAGA'87 in San Diego, as well.

The RIT chapter is in the process of printing its Annual Technical Journal which they plan to distribute at TAGA'87. The journal contains the five technical papers that were submitted to the TAGA'87 Papers Chairman Ian Muir for consideration of presentation at TAGA'87. Chapter members also sponsored a career day with the Hell Graphics Corp. at RIT. This is one way in which the chapter is helping students find jobs upon graduation.

Recent guest speakers at the Chapter's bi-monthly business meetings included Miles Southworth, Director of RIT's School of Printing Management and Sciences and past president of TAGA; Mike Bruno, Executive Director of TAGA, and TAGA member Warren Daum, President of the Gravure Education Foundation.

RIT Student Chapter members hope to see you at the Student Chapter Annual Meeting at TAGA'87!

California Polytechnic State University (Cal Poly)

Cal Poly is currently preparing its next TAGA Student Chapter journal which will be distributed at the San Diego conference. The chapter has been active over the past few months and has held two small conferences: one in which Professor Gary Field discussed a paper which he recently presented to (continued on next page)
the Royal Photographic Society at Cambridge University in England, and the other was titled International Night, during which students who travelled abroad to study graphic arts in Germany, England, and Israel discussed their experiences. We know that other TAGA Student Chapters have been meeting and participating in various projects and events associated with the techno- logical, research, and scholarly aspects of the graphic arts. We invite all chapters to submit reports on what they have been doing for publication in future issues of the TAGA newsletter.

JUDGING UNDERWAY

Student Contest: Newsletter Masthead Redesign

Several students have submitted artwork in competition for the new TAGA Newsletter masthead selection. These designs are now in the hands of the TAGA Board of Directors who are in the process of judging the submissions. The student with the winning design will receive a $150 award and his/her picture will be published in the next TAGA Newsletter — which will, of course, also display the winning design!

REPRESENTATIVES NAMED

TAGA Board Names ANSI IT8 Committee Reps

As a result of recent Board actions, David Q. McDowell of Eastman Kodak Company and Paul Guy of Schawk Inc. have been asked to represent TAGA on ANSI's IT8 Committee which is responsible for specifications for the exchange of digital data between electronic prepress systems and their respective components. Paul will represent TAGA in the area of user concerns, and David will represent TAGA from the systems and manufacturer's point of view.

ANNOUNCEMENT

Two Meetings Follow TACA'87

The Printing and Graphic Arts Committee of the Canadian Pulp and Paper Association will hold a meeting from 1:30 to 4:30 p.m. Wednesday, April 1, immediately following TACA'87 at the U.S. Grant Hotel in San Diego. For more information, contact James Taylor at (604) 254-5151. Security Documents in the 21st Century is a conference sponsored by the Bureau of Engraving and Printing and organized by the Oak Ridge National Laboratory. It will also begin on Wednesday, April 1 at the U.S. Grant in San Diego immediately following the TACA'87 and will run until Friday, April 3. For more information regarding the content of this program, contact Carroll Johnson, Oak Ridge National Laboratory at (615) 574-4975.
This year's Color Workshop has been scheduled for Tuesday morning, 7:00 a.m. to 8:30 a.m., March 31st in San Diego. The purpose of the Color Workshop is to provide an open forum so that conference participants are able to listen and to exchange views, opinions, and concerns with others about color and its associated reproduction process. An attendance of 100–120 people is expected. The round table format will be followed as before. A Continental breakfast will also be offered.

Thanks to Ian Muir, the 1987 Papers Chairman, most color and color measurement related papers have been scheduled for presentation on Monday. This way, conference participants will have a chance to warm up before the Color Workshop. In addition, a TEGA/ISCC forum has been scheduled on Monday night and all TEGA/ISCC delegates will meet to exchange notes. The results of this meeting will be summarized at the next morning’s color workshop.

Bob Chung (RIT) and George Leyda (3M), co-chairs of this workshop wish to remind everyone to continue to address the issue of color measurement, communication, and control. At the Valley Forge workshop, we identified five major color concerns:
1. The need to match colors between original and reproduction
2. More precise color communication between publishers, ad agencies, color separators, and printers
3. Permissible color difference between originals, proofs, and press sheets
4. Variabilities in proofing and presswork
5. Degree of proof or press conformance to standards

It is hoped that by listening to the papers and sharing our knowledge and experiences, we are able to gain further understanding on these vital issues. If you’d like to submit a topic for discussion, please call Bob Chung at (716) 475-2722. See you in San Diego!

Ink, Paper & Press Workshop

Ink, Paper, & Press Committee Chairman Les Watkins of Graphic Fine Color in Hyattsville, MD, has announced that this year’s workshop to be held from 5:00 to 6:30 p.m. on Monday, March 30, at TEGA87, will follow the same successful program as last year’s meeting. The workshop will promote audience participation and interaction through the use of the “Donahue format,” where the moderator will mill through the audience allowing participants to air their topic-related questions and comments. Watkins promises an extremely interesting meeting and expects a larger than ever turnout this year due to the fact that the workshop will not be run concurrently with other events. If you are planning to attend and have an idea for a workshop discussion topic, please contact Les Watkins at (301) 322-7575.

Electronic Prepress Workshop

The Electronic Prepress Workshop will be held at TEGA87 on Wednesday, April 1, from 7:00 to 8:30 a.m., prior to the technical session regarding Ink, Press, and Typesetting. Committee Chairman Brian Chapman of Eikonix Corp. has announced that the workshop discussion will revolve around three basic topics:
1. Text and graphics integration
2. Direct digital color proofing
3. Emerging trends in CEPS

An industry expert from each of the discussion areas above will moderate the session of his/her expertise, and plenty of time will be allotted for discussion of each topic. Chapman feels that this year’s workshop will be the most informative yet and urges you to make plans now to attend.
COMMITTEE NEWS

International Relationships Committee

Graphic Arts Plant Tour
Mr. Siegbert Holderried of the Verein Deutscher Druckingenieure E.V. (VDD) is organizing a group of international TAGA sister group members to tour west coast printing plants and color separation trade shops in conjunction with their attendance at TAGA'87 in San Diego. They will commence their tour on April 2, immediately following the TAGA meeting and will continue until April 9 when they will return to Europe. If anyone of our overseas members is interested in joining the tour group, please contact Mr. Siegbert Holderried, Postfach 71 01 09, 6000 Frankfurt am Main 71, West Germany, Telephone (0611) 6603-454, Telex: 411 321;

or Mr. Michael Fitzpatrick, American Tours International, 9800 Sepulveda Blvd., Los Angeles, CA 90045, who is making the travel arrangements for the group.

International TAGA Congress at GEC '87
GEC'87 which will be held May 2–9, 1987, in Milan, Italy, will be the site of an international TAGA congress planned for May 4, 1987, from 10 a.m.–6 p.m. The event will be sponsored by TAGA Italia and ATEGRAF. The theme of the meeting is "State of the Art of Graphic Communications in the Year '87." Ten speakers (American, Japanese, Italian and other Europeans) will be featured. TAGA Italia President Emilio Gerboni invites all TAGA members to attend at no charge for registration. All TAGA members are urged to attend and exchange technical information with international colleagues.

Fellowship Committee

As a result of recent board action, the TAGA fellowship awards have been increased from $2500 to $3000 due to the rising costs of tuition at universities offering technical programs. In recommendation of the fellowship increases, Chairman Gary Field of California Polytechnic State University stated that he believes that supporting the graduate education of technically inclined students is a particularly worthwhile use of TAGA funds, as these graduates will undoubtedly provide technical leadership to the graphic arts industry of the future. The TAGA board is pleased to continue its encouragement of technical education of the graphic arts and related industries. According to Field, candidates for 1987–88 fellowships are being interviewed at this time. Recipients will be announced in the next TAGA Newsletter.

Issues Committee

At the January 12, 1987, Meeting of the TAGA Board of Directors, a series of proposed amendments to the TAGA Constitution and Bylaws was set forth by the Issues Committee to be presented to the membership for approval via the 1987–88 TAGA Officer/Director election ballot.

The intent of the proposal is to change the size and organization of the Board of Directors to recognize the growth of TAGA, to place stronger emphasis on the key areas of Technical Papers and Membership/Publicity, and to provide more continuity and stability for the organization.

A special package outlining the proposal in detail was included in the 1987–88 election mailing to voting members. All voting members of TAGA are urged to mark their ballots in the appropriate area and return them to the TAGA Office in the envelope provided postmarked no later than March 18, 1987. Changes to the Constitution require a two-thirds approval of ballots received while changes to the Bylaws require a simple majority.

Voting members:
Make your vote count!
Print Quality Control

The following letter was received from TAGA member, Dr. Y. Gur of Diconix, a Kodak Company. We welcome your comments on this and any topic that may interest the membership.

Many times over the last five years, all of us heard the cry for a device or system to measure print quality. Some attempts were made to create an automatic system that will imitate the amazing abilities of a trained human to detect anomalies of printed images. What we learned from these attempts is that Mother Nature created quite a perfect vision system (eye) run by an intelligent, in general, and definitely cost efficient information control system (brain). All our crude attempts to imitate this act of creation in hardware/software of today were definitely expensive ($200K per system) and questionably successful.

Do we really need to find an absolute quality value of a given image or do we want to use such a value as a measure of the ability of our process (machine) to produce this image? I believe that the second is true. I believe that any printing or photoprocess serves only one purpose—creating the images on paper. Never mind what we are doing: printing characters by jets of ink or using a camera to get our Christmas pictures. The common denominator in these processes is the transfer of information on paper. But what if we did something wrong in this transfer, distorting initial information contents? The resulting image will be of a lesser quality. The quality of the imaging process can be estimated by its ability to transfer information without distortion.

With this in mind, my friends and I adopted some known methods from optics for estimation of a merit transfer function and adjusted them to a digital image-printer. We have built such a system for $10K. It works well for us at Diconix and the details I will present in our meeting at San Diego. The reason I am writing this letter is to use the same approach for images printed on a press, but I don't have one. I am looking for the souls willing to let me run some experiments and to participate in the discussion of the results. I am looking for someone curious enough and willing to risk nothing except time.

Who knows, this time we may succeed in controlling the press' overall quality!

Dr. Y. Gur
Diconix, A Kodak Company

Membership Drive 1987

Membership Committee Chairman Fred Dankert of Flint Ink and committee members Ray Prince of GATF and Don Voas of James River Corp. have initiated a mailing of membership invitations to about 3,000 potential TAGA members. The initial mailing has gone out to about one-third of these with the remainder to be mailed in the very near future. Other invitations were sent to all former TAGA members urging them to rejoin. The names of all new TAGA members appear on the next two pages of this newsletter.

Ray Prince has initiated the production of a brand new membership brochure to be used in these membership drive mailings. This impressive new brochure was designed by Michael Osborne Design Inc. and is being printed by Atomic Press in Seattle, Washington, for use in upcoming mailings, and will be displayed at TAGA87 in San Diego.

The committee also plans to begin an extensive TAGA publicity campaign in the near future in hopes of generating interest in TAGA membership among both individuals and graphic arts firms.

The Membership Committee asks for your help in recruiting new members. If you have a colleague whom you think would be interested in joining TAGA, please send his/her name and address to: Karen Lawrence, TAGA Office, RIT T&E Center, P.O. Box 9887, Rochester, NY 14623. We will then send TAGA literature and a membership invitation to the membership candidate.
MEMBERSHIP UPDATE

New Members:

TAGA welcomes the following new members:

ALAFRA, Eugene
Teaneck Graphics Corp.
197 Washington Ave.
Carlsbad, NJ 07072

BASINGER, Beth
Clemson Univ. Class of '88
Clemson University, Box 5828
Clemson, SC 29632

BOLT, Rebecca Ann
Clemson Class of '88
Rt. 1, Box 533-A
Westminster, SC 29693

BRYAN, Simons Ann
Clemson Univ. Class of '88
201-B Sloan St.
Clemson, SC 29631

CARNEY, Patrick J.
American Roller Co.
2223 Lakeside Dr.
Bannockburn, IL 60015

CHADHA, Dr. C. S.
Coates of India, Ltd.
Transport Depot Rd.,
Taranola,
Calcutta - 700088
India

CHEN, Kuan-Lin Johnny
Cent. MO State U. Class of '87
Warrensburg, MO 64093

CHIU, Mani
Cal Poly Class of '87
306 March Ave.
Healdsburg, CA 95448

COUGHLIN, Michael D.
Concord Litho Co. Inc.
92 Old Turnpike Rd.
Concord, NH 03301

DALSIN, Dr. Phil
NAPP Systems (USA) Inc.
360 S. Pacific St.
San Marcos, CA 92069

DISTASI, Frank
Allworth Ltd.
160 Bentley Street
Markham, Ontario L3R 3C2 Canada

DONOVAN, Richard
Bell Paper Box Inc.
609 W. Algonquin
Silo Falls, SD 57074

DOUGHTY, Steven Lee
Murray State Univ. Class '87
Box 5249 Hart
Murray, KY 42071

DVAR, Bryan E.
Clemson Univ. Class of '87
Rt. 3, Box 113
Central, SC 29630

EE, Winston
Art Printing Works S/B
37 Jalan Taman U Thant
Kuala Lumpur Malaysia 55000

EE, Bee Yan
RIT Class of '87
261B Perkins Rd.
Rochester, NY 14625

FIONLON, Richard F.
Frederic Printing
14701 E. 38th St.
Aurora, CO 80011

GASS, R. C.
CalInk Div. of Flint Ink Corp.
1404 Fourth St.
Berkeley, CA 94710

HORWOOD, Stephen E.
Murray State University
14 & Main Streets
Murray, KY 42071

HOUSE, Michael
Editor's Press, Inc.
6200 Editors Park Dr.
Hyattsville, MD 20782

HUGHES, John
Jomac Roller Company
8206 Yarborough Rd.
Baltimore, MD 21204

KHOUBY, James
RIT Class of '87
380 Countess Dr.
West Henrietta, NY 14586

KICKLIGHTER, Beth
Clemson Univ. Class of '88
Clemson University, Box 4643
Clemson, SC 29632

KRISHNAN, Ramasamy
San Chemical Corp.
651 Central Ave.
Carlsbad, NJ 07072

LEGRAND, W. Fain
Clemson Univ. Class of '87
Clemson University, Box 8682
Clemson, SC 29652

MATSUO, Masaki
Toyo Ink Milg., Co., Ltd.
5-20-6-303 Kitasuna
Koto-ku, Tokyo
Japan 156

MCCAFFERTY, Charles A.
Sears Division
2085 Islington Ave.
Wesont, Ontario M9P 3R1 Canada

MEADE, Clyde B.
U.S. Govt. Printing Office
8242 Carriage Pkwy.
Springfield, VA 22152

MEIXNER, Thomas
Lorenz-Mullergasse 2/4/13
Vienna
Austria

MICHEL, William F.
The Hennegan Co.
311 Genesee St.
Cincinnati, OH 45202

NAMAIHAMA, Yoichi
Univ. of California/Berkeley
599 Victoria St.
El Cerrito, CA 94530

NAVA, Louis A.
North American Printing Ink Co.
920 So. Kay St.
Addison, IL 60101

NEWBERRY, Dr. Vincent E.
ECC America Inc.
P.O. Box 471
Sandersville, GA 30162

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NEW MEMBERS continued

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<tr>
<th>Name</th>
<th>City, State/Country</th>
<th>Phone</th>
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<tbody>
<tr>
<td>NORWOOD, David</td>
<td>San Luis Obispo, CA</td>
<td>87022</td>
</tr>
<tr>
<td>PARK, Allison M.</td>
<td>Clemson, SC</td>
<td>87031</td>
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<tr>
<td>POUGH, Sharon</td>
<td>Clemson, SC</td>
<td>87027</td>
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<tr>
<td>RAFFEL, James</td>
<td>Milwaukee, WI</td>
<td>87042</td>
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<td>RENNES, James M.</td>
<td>Green Bay, WI</td>
<td>87053</td>
</tr>
<tr>
<td>RIEBER, Lloyd</td>
<td>Philadelphia, PA</td>
<td>87057</td>
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<tr>
<td>ROBBINS, Richard E.</td>
<td>Whitewater, WI</td>
<td>87039</td>
</tr>
<tr>
<td>ROMERO, Cynthia</td>
<td>Cal Poly, CA</td>
<td>87029</td>
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<tr>
<td>SADLER, Gloria E.</td>
<td>Clemson, SC</td>
<td>87024</td>
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<tr>
<td>SCOTT, John Mark</td>
<td>Clemson, SC</td>
<td>87034</td>
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<tr>
<td>STEFFE, Wolfgang</td>
<td>Vienna, Austria</td>
<td>87020</td>
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<tr>
<td>STUMMVOLL, Stefan</td>
<td>Wien, Austria</td>
<td>87019</td>
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<tr>
<td>SULLIVAN, Kathleen A.</td>
<td>Whitewater, WI</td>
<td>87047</td>
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<tr>
<td>TERRY, Christina N.</td>
<td>San Luis Obispo, CA</td>
<td>87048</td>
</tr>
<tr>
<td>TIEBER, Michael</td>
<td>West Hill, ON</td>
<td>87065</td>
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<tr>
<td>URBAN, Gregory</td>
<td>Hamilton, ON</td>
<td>87052</td>
</tr>
<tr>
<td>WATSON, Tracy L.</td>
<td>Washington, DC</td>
<td>87051</td>
</tr>
<tr>
<td>WILSON, Frank</td>
<td>Mississauga, ON</td>
<td>87057</td>
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<tr>
<td>YOST, Richard A.</td>
<td>Emporia, KS</td>
<td>87062</td>
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Corporate Members

Baldwin Technology Corp.
Crosfield Electronics
Dunn Technology Inc.
E.I. du Pont de Nemours
ENCO Printing Products
Elkonix Corp.
Hallmark Cards Canada
Hallmark Cards, Inc.
Harris Graphics Corp.
Hell Graphic Systems
Heidelberger Canada Ltd.
Heidelberger Eastern Inc.
Howson-Aigraphy Ltd.
Miller Printing Equipment
Photo-Mechanical Services Inc. (PMSI)
Rockwell International
Sicte America Corp.
Sun Chemical Corp.
Western Lithotech
Westvaco Corp.
Weyerhauser Corp.

**Ideas Wanted**

Tell us what you would like to see in your Newsletter. If you have a technical article, a commentary, or any other idea for a feature article for the TAGA Newsletter, please send your typewritten copy to Karen Lawrence at the TAGA Office.

_We want your input!_