TAGA newsletter
Technical Association of the Graphic Arts, Inc.

Editor: Karen E. Lawrence

No. 90, Winter 1988-89

TAGA '89 ORLANDO

Technical Association of the Graphic Arts
41st Annual Meeting
April 2–5, 1989
Orlando, Florida

Arrangements for the 41st Annual Technical Conference, Orlando, Florida, to be held from April 2–5, 1989, are completed. In addition to an excellent technical program assembled by Technical Papers Vice President Donald Voas of James River Corp., there will be a full schedule of workshops and opportunities for social interaction beginning with the Grand Welcoming Reception on Sunday at 6:00 p.m. and culminating at the TAGA Awards Banquet on Tuesday at 7:00 p.m.

As you make plans to attend, please consider the following arrangements which have been made to provide group savings:

<table>
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<tr>
<th>Hotel: Holiday Inn Crowne Plaza</th>
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<tr>
<td><strong>Group Rate:</strong> 572 per night (single or double)</td>
</tr>
<tr>
<td><strong>Cut-off Date for Group Rate:</strong> March 12, 1989</td>
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<tr>
<td><strong>For Reservations, Call:</strong> 1-800-231-7883</td>
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<table>
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<tr>
<th>Airline: United Airlines</th>
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<tr>
<td><strong>Group Rate:</strong> 40% off coach fares (or 5% off lowest applicable fare)</td>
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<tr>
<td><strong>For Reservations, Call:</strong> 1-800-521-4041 and mention Meeting ID #410JA. Your travel agent can book through this line, also.</td>
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<tr>
<th>Car Rental: Dollar Rent-A-Car</th>
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<tr>
<td>Offers special rates starting a $20 daily/$60 weekly rate with unlimited mileage.</td>
</tr>
<tr>
<td><strong>For Reservations, Call:</strong> 1-800-237-4584 and use Code #CVTGA to reserve your car in advance, or return the enclosed pre-registration form.</td>
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It is suggested that flight plans are arranged as soon as possible since the TAGA '89 conference dates fall during the Easter Holiday season. Early plans will maximize your travel options.

As in past years, the TAGA Annual Conference will bring together a diverse group of people from many countries with widely different technical backgrounds to share in the formal paper presentations as well as the more informal workshops. It is a time for discussion and interaction with peers and friends, old and new. Very often, it is from these discussions that new areas of investigation and research are defined. Join us for this forum for exchange of ideas and information.
**GUEST PROGRAM**

**Springtime In Orlando**

*Springtime* has been chosen as the theme for this year's Guest Program which has been planned by Board Member Ray Prince and his committee. Since Orlando in April is sure to interest many TAGA spouses, a full schedule of activities, including an Epcot Center visit, has been planned. Of special interest will be the lecture on Lithographic Art Prints and Posters, which will include a drawing for a small quantity of each. This full program is offered at our cost of $125.

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**SUNDAY**
- 5:00 p.m.: Cocktail Party
- 9:00 a.m.: Coffee, fruit, pastry
- 9:30 a.m.: Epcot Center (lunch on your own)
- 4:30 p.m.: Return to Hotel

**MONDAY**
- 9:00 a.m.: Coffee, fruit, pastry
- 9:30 a.m.: Leave for Winter Park Morse Gallery of Art (Tiffany Glass Collection)
- 11:15 a.m.: Exclusive shopping on Park Avenue
- Noon: Lunch at the Park Plaza Garden
- 1:30 p.m.: Return to the Hotel (Free Time)
- 6:30 p.m.: TAGA Awards Banquet

**WEDNESDAY**
- 9:00 a.m.: Coffee and Mimosa Sendoff
- 9:30 a.m.: Lecture on Lithographic Art Prints and Posters
- 10:15 a.m.: Packing to leave
- Noon: Program close

$125 U.S. Full Program / $75 U.S. Cocktail Party and Banquet only

**OF SPECIAL NOTE**

**Wednesday Afternoon Activities**

The Orlando area offers a wide variety of activities and attractions to satisfy the leisure interests of everyone. So varied are the choices that no tours or group functions are planned for Wednesday afternoon. Instead, information will be available at the hotel on the following local attractions: Walt Disney World, Magic Kingdom, EPCOT Center, Sea World, Universal Studios, NASA's Spaceport USA at Kennedy Space Center, Boardwalk and Baseball, Cypress Gardens, Silver Springs, and Wet 'N' Wild. Our local conference chairman, Bud Pedley, will be available throughout the conference to provide personalized information about the greater Orlando area.

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Election of Officers and Directors

Ballots have been mailed to all individual TAGA members for the 1989–90 election of TAGA Officers and Directors. This year’s slate includes the following candidates:

For President
David Q. McDowell—Eastman Kodak Company

For Executive Vice President
Dr. Thomas A. Fadner—Rockwell Graphic Systems Division
Raymond J. Prince—Graphic Arts Technical Foundation
Derek E. Swarbrick—E.I. duPont de Nemours & Co., Inc.

For Directors (four positions)
Donald Cardi—Nima Hunter Inc.
John S. Favat—MacLean Hunter Publishing Co.
R. Cameron Hitchcock—E.I. duPont de Nemours & Co., Inc.
Michael E. Houser—Treasure Chest Advertising
Anthony Johnson—Crosfield Electronics
Nancy Lauther—Hallmark Cards Canada
Robert P. Mason—Hunter Associates Laboratory, Inc.
John Sweeny—X-Rite Inc.

Please mark your ballot immediately and return it in the envelope provided no later than March 17, 1989, if you wish your vote to be counted!

TAGA Proceedings Now Available on Microfilm

As a direct result of the investigation of board member Dick Fisch, TAGA has entered into an agreement with the University of Microfilm International of Ann Arbor, Michigan, to have TAGA Proceedings and Index available in a variety of formats. UMI will also market TAGA publications in microform through catalogs and brochures which will help to broaden the scope of TAGA in the scientific and research community. They will make TAGA Proceedings easily available to scholars, researchers, business people, and students by distributing the information in the form of paper copies, microform (16 millimeter microfilm, 35-millimeter microfilm and 105 millimeter microfiche), and electronically. They also provide indexes and abstracts that are available on-line, in print and on compact disc. Rate inquiries and orders for these various formats of TAGA Proceedings and Index to TAGA Proceedings should be made directly to:

University of Microfilm International at 300 North Zeeb Road, Ann Arbor, MI 48106-1346; telephone toll free (800) 521-0600. Orders for TAGA Proceedings in their entirety in hard-cover book form should continue to be placed directly with the TAGA Office, P.O. Box 9887, Rochester, NY 14623; telephone (716) 272-0557; FAX (716) 475-2250.

HOW HOT IS IT?

"Hot Stuff" at Graph Expo '89

Hot Stuff is a TAGA program consisting of technical presentations and a light breakfast. It will be presented Wednesday morning, October 18, 1989 at the McCormick Center Hotel in Chicago, Illinois (formerly McCormick Inn). Please note that this date corresponds with the last day of Graph Expo '89. The program will feature one or two presentations of new or improved technology being shown. The presenter will be the inventor or a person who has been intimately involved with the development of the technology.

The program goals are (1) to provide an opportunity for TAGA members to meet and gain knowledge and (2) to provide publicity for TAGA and gain new members via direct involvement and visitation. The speakers will be chosen by TAGA Executive Director Michael Bruno and Papers Chairman Don Voas of James River Corp. and will not be announced prior to the meeting. Program ticket information will be announced in the near future. Circle the date and bring one or two friends. We will have plenty of membership applications available at the meeting sight.

Hot Stuff program brochures will be mailed to each TAGA member well in advance of the event. TAGA thanks Burch Inc, of Benton Harbor, Michigan and Classic Color of Dallas, Texas, for their generous donations of the printing and color separations respectively for this piece.

We are looking for corporate sponsors for this event at $200 each. If your company is interested in participating in corporate sponsorship of Hot Stuff, please contact Hot Stuff Chairman Raymond Prince of GATF, 4615 Forbes Ave., Pittsburgh, PA, 15213; telephone (412) 621-6941, or call the TAGA office at (716) 272-0557. See you on October 18th!
CHAPTER UPDATE

TAGA Student Chapters Expand

As part of a major expansion program, the Technical Association of the Graphic Arts (TAGA) has formally opened student chapter membership to junior colleges, and to colleges and universities in other nations. The intent of this expansion is to encourage all degree-granting graphic arts programs to have a formally organized student group that focuses on the scholarly aspects of science, research, and technology in the graphic arts. The decision to expand received unanimous support from chapter members at the 1988 student chapter annual meeting in Chicago. It is also hoped that the formation of TAGA student chapters at junior colleges will inspire more graduates of “two-year” programs to continue their education at “four-year” colleges and universities offering degrees in graphic communication, graphic arts, printing, and related areas.

The formation of TAGA student chapters began in 1984 and there are now 20 chapters with 18 in the United States and two in other nations.

How is a TAGA Student Chapter Formed?
Any college or university having a degree-granting program in graphic communication, graphic arts, printing, or related areas can form a student chapter by:
- Appointing a faculty advisor.
- Having all interested students complete and return a TAGA student membership form.
- Develop guidelines for chapter activities (some schools have formal chapters, while others have informal guidelines).
- Schedule regular meetings.
- Submit a quarterly report to TAGA's national office on the events and activities of the TAGA student chapter. The chapter's events will be published in the quarterly TAGA newsletter.

What Does a TAGA Student Chapter Do?
- Maintains a formal body of student TAGA members that meets regularly to discuss issues pertinent to graphic arts technology, science, and research.
- Writes and publishes papers reflecting research methods and styles usually expected of papers submitted for publication in scholarly journals.
- Holds annual on-campus student technical conferences at which student papers are presented in a manner simulating an annual TAGA conference.
- Participates in “practice publishing” opportunities through periodic publication of a student journal by the TAGA student chapter.
- Participates in an annual TAGA papers competition during which one student paper is selected for a cash award and for presentation at the annual TAGA conference.
- Hosts guest lecturers from industry to discuss issues relevant to scientific and technological developments in the graphic arts.
- Conducts field trips to TAGA member companies.
- Participates in dialogue among young scholars about technical issues impacting the graphic arts presently and about issues of future importance.

What Do TAGA Student Members Receive?
- Quarterly newsletters.
- A copy of TAGA's annual conference Proceedings.
- Back issues of TAGA annual conference Proceedings (one set per chapter subject to availability).
- Free attendance at the annual TAGA conference.

What Schools Currently Have TAGA Student Members?
- Appalachian State University
- Arizona State University
- Arkansas State University
- California Polytechnic State University
- California State University, Los Angeles
- Central Missouri State University
- Chulalongkorn University (Thailand)
- Clemson University
- Eastern Illinois University
- East Texas State University
- Ferris State University
- Higher Federal Graphic Teaching and Research Institute (Germany)
- La Roche College
- Louisiana Tech University
- New York University
- Northern Illinois University
- Rochester Institute of Technology
- University of the District of Columbia
- Western Michigan University
- Western Washington University

TAGA members and other members of the graphic arts profession are encouraged to notify colleges and universities having graphic arts programs in their geographic location of the opportunity to establish a TAGA student chapter.

For additional information about TAGA student chapters, contact TAGA, Rochester Institute of Technology, P.O. Box 9887, Rochester, New York 14623 or Harvey Levenson, Chair of TAGA Student Group Committee, Graphic Communication Department, California Polytechnic State University, San Luis Obispo, CA 93407.

Bangkok, Thailand is Site of Latest TAGA Student Chapter

The Department of Photographic Science and Printing Technology at Chulalongkorn University in Bangkok, Thailand has formed a Technical Association of the Graphic Arts (TAGA) student chapter with 54 student members and five faculty advisors. Since its formation, the chapter has completed studies covering synthesis of plasticizers for gravure inks, surface treatment of plastic film for package printing, analysis of color separations from color negative film, effect of fountain solution pH on printability, pigment driers, waterless offset plates, the efficiency of carbon black for black printing inks, and the use of color systems to evaluate printing.

Projects currently under study by the Chulalongkorn student chapter cover diverse topics such as: printability of synthetic paper, effects of printing ink rheology on dot gain, offset printing inks from citric acid varnish, effect of emulsification of printing ink on print quality, chemi-thermomechanical pulping, and font design for the Thai graphic arts industry.

The Chulalongkorn student chapter members are planning to prepare a journal of their work.

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New Members

AKATSUKA, Masakazu  
89050  
Okahomu State University  
85-10 S. University Place  
Stillwater, OK 74075  

ALMEIDA, Donald B.  
89052  
Providence Journal Company  
75 Fountain St.  
Providence, RI 02902  

ASANO, Takateru  
89075  
Fuj Chemicals Ind. Co., Ltd.  
1-3-12 Azabudai, Minato-ku  
Tokyo 106, Japan  

BADANI, Abbas  
89021  
Roch. Institute of Technology  
304-A Perkins Rd.  
Rochester, NY 14623  

BENZINER, William  
89031  
Roch. Institute of Technology  
242 Keasey Rd.  
Cabor, PA 16023  

BECHER, Thomas R.  
88198  
Eastman Kodak Company  
1447 St. Paul Street  
Rochester, NY 14650  

BILKER, Lawrence  
89067  
Lab Consulting Services  
P.O. Box 23669, River St.  
Rochester, NY 14627  

BOCHER, Jens  
89048  
IBM Corp.  
6061 Frying Pan Rd.  
Boulder, CO 80301  

BOVIN, Anders  
89078  
The Graphic Arts Research Lib  
Box 5607  
S-114 86 Stockholm  
Sweden  

BRADLEY, Peter A.  
89056  
King West Communications  
511 King St.  
Toronto, Ontario M5V 2Z4  
Canada  

BROWN, Robert  
89005  
Cookson Graphics  
385 Dwight St.  
Holyoke, MA 01041  

BROWNELL, Mariann  
89062  
Rochester Journal Letter  
242 Keasey Rd.  
Fountain Valley, CA 92708  

BRADLEY, Peter A.  
89056  
King West Communications  
511 King St.  
Toronto, Ontario M5V 2Z4  
Canada  

CASTELLI, Giampiero  
89074  
Bancolini S.R.L.  
via Mazzini 152  
40158 Bologna  
Italy  

CRAGLE, Jeffrey L.  
89029  
Roch. Institute of Technology  
510 Oak St., Box 1076  
Nescopeck, PA 18635  

CRISTELLI, Giampiero  
89074  
Bancolini S.R.L.  
via Mazzini 152  
40158 Bologna  
Italy  

CRAWFORD, James H.  
88195  
Hanes Graphics  
520 Hanes Mill Rd.  
Winston-Salem, NC 27105  

DAVIS, Charles J.  
89012  
Globe Communications  
5-01 N.W. Broken Sound Blvd  
Boca Raton, FL 33431  

DEHM, Blake E.  
89069  
Central Missouri State Univ.  
505 Commerce Rd.  
Burlington, IA 52601  

DONAHUE, Dorothy J.  
89002  
Hunter Assoc. Laboratory  
1491 Sunset Hills Rd.  
Reston, VA 22090  

DONAHUE, Joseph P.  
89068  
Polycom Corp.  
11279 Topaz Ave.  
Fountain Valley, CA 92708  

DOYLE, Peter  
89060  
Port City Press  
1523 Greenwood Rd.  
Baltimore, MD 21213  

DREW, Andre  
89057  
University of Detroit  
4001 McNichol St. E.—D-145  
Detroit, MI 48217  

DUNNINGTON, Richard H.  
89015  
R.J. Reynolds Tobacco USA  
220 East Polo Rd.  
Winston-Salem, NC 27102  

ENGEL, Thomas W.  
89027  
RIT class of '90  
53 Barbie Drive  
Rochester, NY 14626  

EVANS, Drew  
89038  
Arizona State University  
104 E. Spence #204  
Tempe, AZ 85281  

EVANS, Douglas  
89064  
Rochester Inst. of Technology  
53 Rosewood Dr.  
Dexter, NY 14684  

FARR, Matthew J.  
89037  
Rochester Inst. of Technology  
5015 Warren Dr.  
Clay, NY 13041  

FINCHUM, Richard S.  
89015  
Carey Color Inc.  
3514 Heather Ridge Dr.  
Indianapolis, IN 46214  

FISHER, Rosemary  
89036  
Deluxe Business Systems  
2899 N. Pascal  
St. Paul, MN 55104  

FORCHHAMMER, Morten  
89080  
RASTEC  
+ Oldenwajj  
DK-5901 Kristjgaard  
Denmark  

FREDDETTE, Robert A.  
89055  
Port City Press, Inc.  
1323 Greenwood Rd.  
Baltimore, MD 21208  

GALANTE, Raymond  
89017  
Boch. Institute of Technology  
270 Marlndale Rd.  
Tuckahoe, NY 10707  

GAYNOR, Joseph  
89062  
Innovative Tech. Associates  
3653 E. Harbor Blvd., #203E  
Ventura, CA 93001  

HAINS, Charles M.  
89001  
Terox  
240 N. Hialstead St.  
Paisdena, CA 91019  

HERMAN, John L.  
89007  
Harris Graphics Corp.  
4000 Webster St.  
Dayton, OH 45424  

HOGULDI, Kelly  
89035  
Deluxe Business Systems  
2199 N. Pascal  
St. Paul, MN 55164  

HOLLY, Krisztina  
89079  
Mass. Inst. of Technology  
662 Memorial Dr.  
Cambridge, MA 02139  

HUTCHINSON, Gary M.  
89004  
S.M.W. Advertising  
240 Elgamon Ave. East  
Ronto, Ontario M1P 1K8  
Canada  

IVERSON, Rich  
89006  
Colour Graphics  
5352 Republic Ave.  
Minneapolis, MN 55426  

JACKSON, Christopher  
89044  
Harper House  
1700 Cadiz  
Dallas, TX 75201  

JOKINEN, Jukka  
88906  
Amer Group Ltd. Wellin & Goos  
Aberciananie 5  
Espoo 02100  
Finland  

JONES, Robert L.  
89066  
Am. Board of Ophthalmology  
4521 Campus Dr., —111  
Irvine, CA 92715  

KEIF, Malcolm G.  
89012  
Calif. State Univ.—Long Beach  
16581 Regina Cr. —5  
I Huntington Beach, CA 92649  

KLEMAS, Andrew T.  
89073  
Univ. of California—San Diego  
1020 Madiera St. APT. —C  
Albuquerque, NM 87108
Two new corporate members have recently joined TAGA since the Fall Newsletter. TAGA welcomes GTE Government Systems from Waltham, Massachusetts and GTE’s representative, Isaac L. Johnson, Manager of Information Services. TAGA also welcomes the Bureau of Engraving and Printing and their representative, Henry D. Toney, Chief, Office of Applied Research and Technical Services. TAGA is very appreciative of this symbol of confidence in its goals which will enable it to render even better services to the industry and its members. TAGA corporate membership is an investment in the future of the graphic arts industry.

1989 Corporate Members

The following companies are supporting TAGA through Corporate Memberships:

- Acme Printing Ink Corp.
- Agfa-Gevaert, Inc.
- Baldwin Technology Corp.
- Chesley F. Carlson Co.
- Crosfield Electronics
- DS America
- Dunn Technology Inc.
- E.I. duPont de Nemours
- Eastman Kodak Company
- ENCO Printing Products
- Gretag Graphic Arts
- GTE Government Systems
- Hallmark Cards Canada
- Hallmark Cards Inc.
- Hell Graphic Systems
- Heidelberg Canada Ltd.
- Heidelberg Eastern Inc.
- Howson-Algraphy Ltd.
- Miller Printing Equipment
- Photo-Mechanical Services Inc. (PMSI)
- Polaroid Graphic Systems
- Raymond J. Prince
- Rockwell Graphic Systems
- Scitex America Corp.
- Sun Chemical Corp.
- 3M Company
- U.S. Government—Bureau of Engraving/Printing
- U.S. Dept. of Commerce—NOAA (Reproduction Branch)
- Western Lithotec
- Westvaco Corp.
- Weyerhaeuser Corp.
MEMBERSHIP APPLICATION

Knowledge someone who might be interested in joining T&GA?
Pass along this membership form to them.

Please fill in this Membership Application and return to: TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS, R.I.T., T&E Center, One Lomb Memorial Dr., P.O. Box 9887, Rochester, N.Y. 14623-0887, (716) 272-0557, FAX (716) 475-2250.

EXECUTIVE DIRECTOR, Michael H. Bruno  EXECUTIVE ASSISTANT, Karen E. Lawrence  MANAGING DIRECTOR, Leonard W. Leger

APPLICATION FOR MEMBERSHIP

NAME ____________________________________________

POSITION ____________________________

DUTIES ____________________________________________

COMPANY ____________________________________________

ADDRESS ____________________________________________

CITY ____________________________________________

STATE ___________ ZIP ___________

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CITY ____________________________________________

STATE ___________ ZIP ___________

Address to be used for TAGA mail: Business □ Home □

Business Phone ____________________________________________

Home Phone ____________________________________________

DUES
□ INDIVIDUAL MEMBERSHIP $55.00/year
□ SENIOR RETIRED MEMBERSHIP $35.00/year
□ STUDENT MEMBERSHIP $15.00/year

I hereby apply for membership, enclosing payment of dues for the first year, beginning January 1, 19_________.

I agree, if elected to membership, to promote the objects of the Association and to be governed by its Constitution and Bylaws in matters pertaining to the Association as long as I remain a member.

Date ____________ ____________ ____________ ____________

Signed ____________________________________________

□ Please send more information about TAGA.

Technical Association of the Graphic Arts

One Lomb Memorial Drive

P.O. Box 9887

Rochester, New York 14623

Please also complete the following:

Your Organization is A(n) □ Publisher □ Printer □ Hardware Manufacturer/Supplier
□ Consumable Manufacturer/Supplier □ Consulting Organization
□ Educational Institution
You are: □ Faculty □ Student
□ Other ____________________________________________

Your Primary Responsibility
□ Owner/Management □ Supervisor □ Operations Staff
□ Technical—Engineering □ Technical—R&D
□ Quality Control □ Business Staff □ Sales/Marketing
□ Retired □ Other ____________________________________________

Principal Printing Process(es) Used
(if more than one used, show rank: 1, 2, . . .)
□ Offset—Sheet-fed □ Offset—Web
□ Gravure □ Letterpress
□ Flexography □ Screen
□ Non-Impact

Your Area(s) of Interest (Check any that apply)

Primary Secondary
□ Design □ Art □
□ Typesetting □
□ Prepress □
□ Color □
□ Monochrome □
□ Platemaking □
□ Press □
□ Bindery □
□ Ink □
□ Paper □
□ Research □
□ Other ____________________________________________

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