The 42nd Annual Technical Conference of the Technical Association of the Graphic Arts (TAGA) was held at the Crown Center Hotel in Kansas City, April 1-4, 1990. It was attended by over 250 registrants plus 20 spouses. The format for the program on Sunday differed from previous years. In order to encourage Saturday flight departures with accompanying supersaver fare savings, two tutorial sessions were scheduled for Sunday morning and afternoon with the welcome reception on Sunday evening. There were three technical sessions on Monday with the color workshop, student reception and International reception in the evening. Tuesday started with the Ink, Paper and Press Workshop, three technical sessions with Reception and Awards Banquet in the evening. The last technical session was on Wednesday morning preceded by the Prepress Workshop and followed by two plant visits.

Donald R. Voas (James River Corp.), Technical Papers Vice President of TAGA and his papers committee should be complimented for the fine program. The Tutorials on Sunday were on Color Reproduction Simplified by Charles Rinehart (Kodak) in the morning, and Papermaking for Non-Papermakers by Dr. Patrice Mangin (Pulp and Paper Research Institute of Canada, PAPRICAN). Both were well attended and well-received. Local Chairman, John Lundy (Hallmark Cards) and his committee should be complimented for The Grand Welcome Reception, the food and entertainment.

The first technical session on Color Reproduction and Prepress Issues chaired by Dr. Richard Fisch (3M) had ten papers featuring color measurement and modelling, especially densitometry, colorimetry and color modelling. Of particular interest was Tony Johnson's (Crosfield) paper on Color Appearance Modelling which described some success with matching the color appearance of a CRT monitor and a press print. The second session on Paper Printability Advancements chaired by Dr. Patrice Mangin had five papers, one of which was the TAGA Student Award Paper on the Use of Water-Based Inks in the Flexible Packaging Industry by James C. Hook of Clemson University. The most interesting paper in this session was on Optical Density and Ink Film Thickness: A Comparison of Models by Dr. Bruce E. Blom (James River Corp.) and T.J. Conner (Institute of Paper Science and Technology) in which mathematical models were compared that attempt to describe the change in optical density as a function of ink coverage and relate it to basic ink and paper properties.

The third technical session on Printing Ink Discoveries, chaired by Dr. B.E. Blom had five papers, three of which were on water pick-up in inks, one was on the pseudoplasticity and thixotropy of inks, and the fifth on solvent evaporation from web offset inks during printing which showed that the 20% of solvent retained by the printed web does not evaporate at room temperature. The Color Workshop chaired by George Leyda (3M) covered many subjects with considerable time spent on densitometry and colorimetry with the obvious conclusion that at least the technical community in the industry has recognized that both instruments are needed to measure and control color in printing. Gray Component Replacement (GCR) was also discussed. Most surprising was the comment by Tony Johnson (Crosfield) that GCR is almost dead in Europe. A study of why this is so could be the subject for a session at the next TAGA Conference, if the answer is not found and disclosed earlier.

The Ink, Paper and Press Workshop chaired by Leslie Watkins (Graphic Fine Color Corp.) on Tuesday morning spent considerable time discussing plate blinding. R. W. Bassemir (Sun Chemical) reported on a survey of 19 Plate Blinding complaints conducted in the Sun laboratory. He reported that 90% of the plates involved were aqueous developed plates; also 48% had crystalline deposits on the plate surface; 15% had image wear or thinning of the printing area; and 7% had gun arabic on the image area. Other subjects covered were recycling, alkaline fountain solutions, and solid waste.

The fourth technical session on Press Operations Technology chaired by Donald Fredrickson (Editors Press) had five papers on a variety of subjects ranging from factors affecting tone reproduction in printing to keyless offset, dampening solutions, heatset dryer, and air entainment between a permeable web and a roller.

The fifth technical session on Evolving Technology of Printing Control and Specification, chaired by George J. Collins (Government Printing Office) had five papers ranging from legibility of lettering on maps to on-line monitoring of postage stamp color using a Hunterlab PICCS System,
TACA HONORS AWARDS 1990

At TACA '90 Kansas City, three prominent individuals in the graphic arts industry received the TACA Honors Award for 1990. The awards were presented at the Annual Awards Banquet on Tuesday, April 3, 1990 to the following individuals:

Robert H. Downie, President of R.H. Downie Development Co., for his over 40 years of dedicated service to the printing industry as chairman of the LTF (GATF) Research Committee and a member of the GATF Board of Directors; past president and present member of the Executive Committee of R&E Council; member of the Board of Trustees of RIT and the Board of the RIT Research Corp.; and inventor of graphic arts systems and materials.

Dr. Thomas A. Fadner, staff scientist at Rockwell International's Graphic Systems Division, for his almost 30 years of dedicated service to the printing and allied industries as Director of R&D for Paper Specialties at Oxford Paper Co., Manager of GATF's Chemistry Division, Associate Scientist in the printing research group at American Can Co., and Staff Scientist in the Graphic Systems Divisions of Rockwell International; for his 11 papers presented at TAPA conferences, and for his services as a TAPA Director and as TAPA Local Conference Chairman of the 1988 40th Anniversary Conference in Chicago.

Dr. Tapio Lehtonen, section leader and Deputy Director of the Graphic Arts Laboratory of the Technical Research Center of Finland (VTT), for his over 20 years of services to the printing industry as a researcher and teacher, and to VTT; for his many developments and inventions in printing processes, instrumentation and automation; and for the 14 papers he has presented at TAPA conferences since 1979.

We congratulate these outstanding recipients of the 1990 TAPA Honors Awards!

THE ENVELOPE PLEASE...AND THE WINNER IS...

This year, the TAPA Student Award went to Jim Hook of Clemson University. He presented his paper on "Water Base Inks in the Flexible Packaging Area" to over 220 delegates at the TAPA conference. Jim tested print durability on both coated and uncoated polyester with both the solvent base and water base ink using test samples printed in 4 colour flexo. Below is an interview with Jim by Nancy Lowther, Publicity Committee Chair.

How did your presentation topic originate and how did you feel while preparing it?

"You have to come up with the topic for a research project based on a trend or something new in the Graphics industry. As to preparing it, I like the

(continued on page 9)
Spring is the busiest time of year for TAGA, and this year is no exception. Annual Conference, elections, board meetings, new officers and board members, budgets, and annual reports. We often forget how much effort is required of our staff to keep up with all of the demands of these activities. Thank you Karen Lawrence and Len Leger.

A job well done and a heartfelt thank you to our two outgoing vice presidents, Chuck Rinehart as VP of Membership and Don Voas as VP of Technical Papers. The two of you have been the pioneers in our new organizational structure and have been the first to serve a two-year term. You both have also demonstrated what can be accomplished in these important roles with the continuity that the new terms of office allow. Thank you both. We also thank George Collins as he completes his term as a member of the Board. George, you have contributed unique talents, and we will miss your inputs.

Two of our outgoing board members are not leaving at all but taking on new responsibility. Please provide your support to Dick Fisch, our new VP of Technical Papers, and to Don Fredrickson, our new VP of Membership. Also, welcome new board members Cam Hitchcock, Jeannette Truscullito, Les Watkins, and Robert Chung.

As of April 30th, our membership is approaching 1,300 with 35 Corporate Sponsors. That represents a significant growth over the last few years. The important issue is not to grow simply for the sake of growing, but rather to become of a critical size to allow other things to happen. Elsewhere in this newsletter, Dick Fisch talks about some new publications that the board is considering and studying to allow us to further serve your information needs. These require certain minimum sizes to be viable. Pass along the Tag-A-TAGA Member brochure to another technical person who may be interested in our association.

Thanks to the combined efforts of the Local Committee led by John Lundy and the technical program under the direction of Don Voas, the 1990 Annual Conference in Kansas City was a resounding success. We had over 240 people participate in the technical program and 39 papers. Our introduction of tutorial sessions on Sunday seemed to be well received and will be continued next year at TAGA '91 Rochester to be held May 5-8, 1991 at the Rochester Marriott Thruway Hotel. Local Committee Chair Dick Bucknam of Eastman Kodak Company reports that plans for TAGA '91 are well underway. Your suggestions and comments are welcomed. Thanks to all our speakers and to all those who helped with arrangements for TAGA '90.

TAGA will conduct a workshop at the 1990 Lasers in Graphics Conference in Orlando in September. This will continue the theme of color in the graphic arts begun last year. It will focus on the technical issues that impact some of the IT8 standards activities in this area.

TAGA will also be sponsoring a workshop at the SPIE/SPSE 1991 Symposium on Electronic Imaging: Science and Technology to be held at the San Jose Convention Center, San Jose, California, February 24-March 1, 1991. The workshop will focus on the graphic arts aspects of electronic imaging. Each TAGA member will receive a mailing publicizing this program.

The Nominating Committee for the 1991 elections has been appointed. The Chair is Fred Dankert and his committee includes Tom Dunn, Ian Muir, John MacPhee, and Jim Cox. They will be presenting candidates for President, Executive Vice President, and four Board Members. Please give them your thoughtful input.

**IT8 STANDARDS UPDATE**

by David Q. McDowell, TAGA Representative to IT8

The IT8 standards activity is undergoing a transition process. The five initial standards have been completed and have received ANSI approval. They have also been accepted by ISO for “fast track” consideration as ISO standards under ISO/TC130. This is amazing progress and demonstrates what can be done in a very short time given dedicated volunteers, committed administrative support (thank you NPES and Kip Smythe) and clear goals.

These initial standards get the immediate initial problems solved and work. Now the committee is developing the longer term strategies that will carry the industry into the next decade. These issues are both harder and more important in the long term. We are seeing the graphic arts industry move from a closed, self-contained system into a new open interchange environment in which information is exchanged both around the globe and between systems that range from home desktop computers to the multi-million dollar CEPS. The standards challenge is to help allow these communications to be orderly and meaningful and to minimize the redundant equipment (called saving money) that the user must purchase.

An IT8 activity of particular interest is the color definition work being done in WG11. This work currently has two principal focuses. One is a color input target for both transparency and reflection materials which is based on the design concepts of the Kodak Q60 target. The other is an output CMYK % dot target that can be printed and measured to provide a consistent link between CMYK dot values and the color space of a particular printing process. These both lead to a better definition of the meaning of the "bag of pixels" that other portions of the IT8 activity are learning to exchange more efficiently. Clearly as the industry moves into more open systems, the definition of data being exchanged and the definition and calibration of individual steps in the process become more important.

For more information about the activities of IT8 contact Kip Smythe at the National Printing Equipment and Supply Association, 1899 Preston White Drive, Reston, VA 22091 (703) 264-7200.

TAGA Newsletter • Spring 1990
CALL FOR PAPERS: TAGA '91 ROCHESTER

by Dick Fisch, 3M Company, Papers Committee Chair

Fellow Members:

First, I would like to thank you for your confidence in me and electing me to be your TAGA Technical Papers Vice President.

The job of Technical Papers Vice President has grown. It not only includes the paper to be given at an annual meeting but is beginning to expand into new publication areas. In an endeavor to provide more member services, TAGA is looking into more technical communications. I'd like to acquaint you with some of these:

**Index to TAGA Proceedings 1949-1990**

Although a keyword and author supplementary index concerning papers previously published in earlier proceedings is included in every bound proceedings, no information is available on the paper itself. The Index to the Proceedings contains an abstract for every TAGA paper given. All our back issues are not available as hard copy. A new member, therefore, can have difficulty finding detailed information that may be available in back issues. We have been publishing a hard cover book containing abstracts of all the papers presented at all the TAGA meetings. The last time we issued the index as a separate publication was five years ago. We are contemplating a new edition of this book.

**TAGA/ISCC Color in the Graphic Arts Symposium Proceedings**

Based on our last board meeting in Kansas City, we are committed to producing the Proceedings of the Inter-Society Color Council/TAGA Symposium to be held in Williamsburg, VA in 1992. You will be hearing more about this exciting meeting in a future newsletter.

**TAGA Graphic Arts Research and Technical Briefs**

We are also investigating the possibility of providing a Graphic Arts Abstract service to members. The TAGA BRIEFS as contemplated would be a number 10 envelope size booklet containing abstracts packaged in compact usable form. The briefs would be abstracts of TAGA papers, unpublished research reports, graduate school theses, papers presented at other society meetings (copyright permitting), Xerox patent releases and foreign journal and proceedings. Typically, it would consist of 16 pages and 48 abstracts. Orders could be placed through the TAGA Office for full abstracts or papers.

**TAGA Technical Journal**

A particularly exciting project is the TAGA Journal. The TAGA Journal will be the only English language publication devoted to publishing new research papers on graphic arts subjects. This journal will be a technical one whose content will be refereed by industry experts for completeness and content. The TAGA Journal as initially envisaged would appear once a year. Its publication dates would allow it to reach you almost six months after the TAGA Annual Meeting and serve to keep you up to date between meetings. Of course, since it is a TAGA service, its cost will be included in your present TAGA membership. An editorial team is being assembled. If you are interested in joining, please contact me.

**TAGA Annual Meeting**

Of course, we are involved in the collection and preparation of technical papers for our next TAGA Annual Conference 1991 in Rochester, NY, to be held May 5-8, 1991.

TAGA '90 is a pleasant memory. Don Voas produced an excellent program. It will be hard to top it, but let's try!

This year I envisage a conference breakdown with sessions that follow the work flow of a print job. That is, a series of line presentations whose sessions follow the steps involved in moving an image from original photography onto the final ink on paper operation. Such a work flow would consider the raw material characteristics of the individual steps, as well as the process involved in the steps. The photosensitive materials used in each of these steps can be considered the raw materials and their use or operation the process.

Based on areas of expertise, I have the following people to act as Session Chairs to TAGA '91 Rochester:

**Session I: Image Input and Storage**
Chair - Chuck Rinehart, Eastman Kodak

**Session II: Verification Session**
Chair - Carol Seibold, 3M Company

**Session III: Printing Materials**
- Paper and Its Printability; Chair - Patrice Mangin PAPRICAN
- Ink Session; Chair - Jeannette Truncellito, Sun Chemical Corp.
- Press and Addenda; Chair - Tom Fadner, Rockwell Graphic Systems Division

**Session IV: Electronics and Desktop Publishing**
Chair - Patrice Dunn, DTI

**Session V: Printing Operations**
Chair - Ray Prince, GATF

**Session VI: Statical Quality Control Printability**
Chair - Robert Chung, RIT

**Session VII: Standards, Environment, and Government**
Chair - George Collins, U.S. Government Printing Office

Other topics can and will be added depending on your abstracts and interest levels. I urge all of you to get an abstract back to me as soon as possible. Every year, we turn away papers because of a lack of space. Don't be left out. Act Now!

I will be using the newsletter to communicate further information on these topics at a later date.

Remember, that the TAGA Board and I are here to serve you. Please communicate with us on any of these topics and participate in TAGA activities. You make TAGA the premier graphic arts organization.

Thank you.
ELECTION RESULTS 1990-91

The following officers and directors were elected to the TAGA Board of Directors for 1990-91:
- Vice President Technical Papers - Richard S. Fisch, 3M Company
- Vice President Membership - Donald M. Fredrickson, Editor's Press
- Secretary-Treasurer - Herbert E. Phillips, RIT
- Directors - Robert Chung, RIT; Jeannette Truncellito, Sun Chemical Corp.; H. Cameron Hitchcock, DuPont;
- Leslie A. Watkins, Graphic Fine Color

They join existing Officers President, David Q. McDowell, Eastman Kodak Company and Executive Vice President, Raymond J. Prince, GATF; and existing Board Members Simo Karttunen, VTT Finland; Patrice Mangin, PAPRICAN; Alice L. Mentzer, 3M Company; Anthony Johnson, Crosfield Electronics, England; Robert Mason, Hunter Laboratories; John Favat, Favat & Associates; and Nancy Lowther, Hallmark Cards Canada; Immediate Past President, Fred Dankert, IMCON; and Executive Director, Mike Bruno, Industry Consultant.

TECHNOLOGY PATRONS RECOGNIZED

Three worthy TAGA Corporate Sponsors were presented with a beautiful walnut and gold plaque displaying a certificate commemorating their status as TAGA Technology Patrons. The criteria for Technology Patron status is a donation to TAGA of $5,000 or more in goods and/or services in any calendar year. The recipients were MacLean Hunter Publishing Co., Dunn Technology, Inc., and Raymond J. Prince. Receiving the award on behalf of MacLean Hunter was James Fulcher; for Dunn Technology, Patrice Dunn; and for Raymond J. Prince, himself. The Technology Patrons were recognized at the Awards Banquet at TAGA '90 Kansas City on April 3, 1990.

HOT STUFF '90 AT GRAPH EXPO EAST

The TAGA Hot Stuff Program is scheduled for Monday morning, September 24, 1990, during Graph Expo East in New York City. We are in contact with the show management and are trying to arrange for a room at the Jacob Javits Convention Center where the show will be held. Dick Fisch, our Vice President of Technical Papers and Mike Bruno, TAGA Executive Director, will be selecting one or two new technologies to present to you. Please circle the date of September 24, 1990. We plan to begin the program with a continental breakfast at 8:00 a.m.

EDUCATION COMMITTEE REPORT

Education Committee Chair Alice Mentzer reports that the Education Committee members met with Jack Simich of National Scholarship Trust Fund at GATF in Pittsburgh, PA, during the week of April 23, 1990, to discuss candidates for the TAGA Fellowships and the Michael H. Bruno/TAGA Scholarship for academic year 1990-91. Mentzer reports that selection of recipients is in the final phase and will be reported in the Summer TAGA Newsletter and the 1990 TAGA Proceedings.
TUTORIALS: NEW CONFERENCE FEATURE

This year the TAGA Conference featured a new addition. The board of directors recognized that many conference attendees arrive on Saturday to take advantage of reduced airline fares. This provided an opportunity for more extended, informal discussion sessions on Sunday before the formal program began. As an added bonus for those who arrived early, two 2-hour tutorial sessions in topics of specific interest in the graphic arts were offered. TAGA '90 attendees felt that these sessions provided an excellent introduction to a specific topic for newcomers to the subject matter as well as an opportunity for review for those already familiar with the subject matter.

This year both of the tutorial sessions were led by current members of the board of directors. The tutorial topics were:
- Color Reproduction Simplified led by Chuck Rinehart, GISD, Eastman Kodak Company and TAGA Vice President, Membership and Publicity (pictured left) and Papermaking for Non-Papermakers conducted by Dr. Patrice Mangin, Pulp and Paper Research Institute of Canada and TAGA Director (pictured right).

Since the general consensus of TAGA '90 attendees was that the tutorials were a great success, plans for TAGA '91 also will include tutorials on Sunday.

Save the date: May 5-8, 1991.

GALA MEETING REPORT

by Alice Mentzer
TAGA Board Representative on the Graphic Arts Literacy Alliance

The first board of directors meeting of the Graphic Arts Literacy Alliance (GALA) was a tribute to what the vision and inspiration of one person could do.

The board of directors of GALA met during the Gravure Association of America (GAA) annual convention at The Waldorf-Astoria in New York City on April 18, 1990. GALA's chair and founder, Dr. Harvey R. Levenson, led the group through the historic journey that resulted in the April 18 meeting. Dr. Levenson, head of the Graphic Communication Department at California Polytechnic State University and chair of TAGA's Student Chapters Committee, announced the birth of GALA at Graphic Expo in Chicago in October, 1989. Since then he has promoted the importance of getting the printing and publishing industries directly involved in efforts to eradicate illiteracy through the promotion of print media. Dr. Levenson has noted that no other industries stand more to lose from a growing rate of illiteracy than the printing and publishing industries.

Since the October, 1989 formation of GALA, he has conducted presentations on the subject at the Association of Graphic Arts Trainers (AGAT) conference in Toronto, at the Gutenberg Festival in Long Beach (CA), at the Los Angeles Litho Club, and in May of this year he will conduct a seminar for the Association of College and University Printers (ACUP) in Lubbock, Texas, and he will address the Graphic Arts Technical Foundation (GATF) board of directors in Pittsburgh. GATF serves as the secretariat for this national project.

The movement that Dr. Levenson has initiated in the graphic arts industry is timely. Industry pressures behind the movement include the predicted deficit of qualified human resources for our industry, coupled with the general global increase in illiteracy. There is not going to be quite enough people for our industry, and it is critical to raise the literacy level of potential employees and of those we have. Many of these people will need improved literacy levels to work with not only tomorrow's technically and electronically sophisticated systems, but also with those in use today. These are issues that should be of concern to all TAGA members.

The GALA board of directors was eager to be part of the movement to promote literacy in the graphic arts.

"How can we help" was the informal theme of the meeting. Three committees were formed: A Mission Statement Committee chaired by Bill Hohns and Warren Daum, a Bylaws Committee chaired by Steve Mott, and a Fund Raising/Disbursing Committee chaired by Bill Hohns.

The board of directors meeting was preceded by a keynote address from Harold McGraw, Jr., Chairman Emeritus of McGraw-Hill and President of the Business Council for Effective Literacy, and by a literacy panel moderated by Dr. Levenson. The panelists were: Rhona Bronson of NAPL, Taiga Emansons of Time-Warner, Inc., Dr. Andri Isakovson of UNESCO, Margot Woodwell of WQED-TV, Dr. John Cole of the Library of Congress, Bill Hohns of Waldman Graphics, and Laurie Burns of the International Typeface Corporation.

Any TAGA member interested in becoming part of this industry-wide effort should contact: Maria Harris, National Alliance Coordinator, Graphic Arts Literacy Alliance, 4615 Forbes Avenue, Pittsburgh, PA 15213, Phone: (412) 621-6941, Fax: (412) 621-3049.
TAGA STUDENT CHAPTERS HOLD 4TH ANNUAL MEETING AND RECEPTION

The TAGA student chapters held its fourth annual meeting and reception on April 2, 1990 at the Westin Crown Center in Kansas City, MO in conjunction with TAGA's annual technical conference. TAGA currently has 134 student members representing 24 universities, 20 of which are reported to have student chapters.

Students and faculty members representing six universities, and members of the TAGA headquarters and board of directors, deliberated on issues including future student participation in chapters, the structure of the student papers competition, the appointment of national student officers, the distribution of student journals to universities not having TAGA chapters, procedures for tracking graduates, a student exchange program with universities in the United Kingdom, and preparations for the 1991 TAGA conference which will take place in Rochester, NY.

The universities represented at the meeting were Cal Poly, Central Missouri State, Clemson, RIT, and Western Michigan. The University of Iowa was also represented although it does not yet have an official TAGA student chapter.

Student Participation in Chapters
Each of the chapters present discussed the need to enhance chapter memberships and participation in the annual conference. It was suggested that TAGA consider reducing first year annual dues for new TAGA student members as an incentive to join. The rationale for such a policy would be that TAGA competes with other associations for student memberships, some of which have a student dues that is lower than TAGA’s. Cal Poly noted that it developed a “Big Brother /Big Sister” program which was successful in recruiting younger members, i.e., freshmen and sophomores, into its TAGA student chapter.

Papers Competition
The students present discussed an interest in increasing the award “package” for the student papers competition program. While all agreed that the $1,000 first place award was sufficient, it was requested that the TAGA board of directors consider providing a smaller second and possibly third place award, or possibly make an award to the chapter represented by the winning author. It was suggested that such a change in the award structure may encourage more students and more chapters to submit papers and produce journals.

Student Involvement in Annual TAGA Conference
Beginning with next year’s conference in Rochester, NY, there will be an enhanced level of student involvement to make the overall conference of more interest to students, and to provide more diversity for regular TAGA members. The student chapters goal is to have its own conference in conjunction with, but not interfering with, the regular TAGA conference. As a move in this direction, the 1991 TAGA conference will feature a “poster session” outside of the main conference room. In this session, student chapters will have a display of student research with researchers and authors present to discuss their projects before and after the regular conference and during breaks. If the “poster sessions” prove to be successful, the 1992 conference may feature a separate student program on the day before the regular conference begins, or several student papers may be intermixed among the regular papers presented during the three day TAGA conference.

National Officers
The students discussed the possibility of electing national student chapter officers, but instead opted to form a steering committee composed of the president or chief officer from each student chapter. To help keep student chapters abreast of TAGA issues, and to enhance the TAGA board of directors’ awareness of student chapter concerns, it was suggested that one member of the student chapter steering committee be invited to attend each of the TAGA board meetings.

Distribution of Student Journals
As part of a campaign to inspire additional universities to form TAGA student chapters, each chapter that produced a journal for the 1990 conference will make them available for distribution to other schools. This will be coordinated through TAGA’s headquarters in Rochester as part of a special program developed by TAGA board member, Nancy Lowther.

Tracking Graduates
One of the goals of TAGA chapters is to have their members become regular TAGA members upon graduation. In an attempt to increase the rate of conversion from student member to regular member, the TAGA student chapters steering committee, in cooperation with TAGA’s national headquarters, will begin a massive search for past TAGA student members. To encourage new TAGA memberships, a program has been developed allowing graduates to become regular TAGA members at the student dues rate for two years after graduation.

Student Exchange Program
Bryan Sunderland, a TAGA member from England, presented the concept of a “student exchange/study abroad” program with universities in the United Kingdom. All students participating in the annual meeting were in favor of this idea and asked that the concept be pursued over the next year.

The TAGA student chapters annual meeting concluded with an activities report from each chapter.

Central Missouri State University
Central Missouri hosted a “mini” conference where students could present projects and technical papers, held an internship seminar, participated in a field trip to ACME Ink and Nazarene Publications, and is working to include students majoring in chemistry and other scientific areas in its chapter.

Clemson University
Clemson hosted a “Meet the Graduate” Night, published a TAGA chapter newsletter, took a field trip to Bowater Paper Company, and sponsored speakers from the Autotype Corporation and from Scitex.

Rochester Institute of Technology
RIT attended Graph-Expo ’89, toured Eastman Kodak and Arcata Graphics, sponsored a speaker on the (continued on page 11)
CGATS UPDATE

by George Collins, GPO, TAGA Representative to CGATS

On May 18, 1990, CGATS, the Committee for Graphic Arts Technologies Standards, will be celebrating its first year as an ANSI, American National Standards Institute, certified umbrella organization for the coordination and development of standards in the United States graphic arts industry. The Committee under the capable leadership of two well known TAGA personalities, Chairman Richard Fisch and Vice Chairman Al Materazzi and its Secretary William K. Smythe have turned in a year of exemplary performance. It would take all of the space in our Newsletter to list everyone that deserves recognition for this effort, but their identities will become a matter of record as our industry begins to employ the standards that they are working so hard to create.

Glacial speed is a term that is frequently and unfortunately applied to standards development. Standards must necessarily represent a win-win situation for all concerned, and it takes considerable effort to convince all concerned that the standard is indeed a win-win product. But you have only to read the recent TAGA papers by Tom and Patrice Dunn to recognize a most unusual success story. Crosfield, Hel, Scitex, and their ilk have agreed to communication protocols in a time frame that corresponds to light speed in the standards world.

Another success story is the work under the Chairmanship of C. Noel Proudfoot on an American National Standard on Thickness of Aluminum Lithographic Plates and Aluminum Coils for Lithographic Plates. The rolling mills have come to the table and plate makers and printers will be seeing a level of control deemed impossible when the project was started. Thanks to this working group, everyone in the offset business will be able to do a better job.

As an umbrella organization, CGATS is also working with the Research and Engineering Council of the Graphic Arts and the SWOP Committee in finalizing American National Standards out of their respective project efforts. R&E has come up with a palletizing specification that simplifies life in the newspaper industry, and SWOP has eliminated a lot of controversy in the production of advertising proofs.

As you might suspect, CGATS has a long way to go before the working committees have nothing to do. Our industry is still specifying 72,000 different plate sizes, and our working committees are still trying to resolve basic issues in regard to color science, densitometry and what graphic arts terms mean. There is much opportunity on this committee to help our industry meet the challenges of a more competitive world.

INTERNATIONAL RELATIONS COMMITTEE REPORT

by Kurt Pfahl, Chairman

During 1989/1990 the TAGA International Relations Committee increased its level of activities and considerable progress was made in several areas. The highlights of these activities were the following:

* A clear restatement of the Objectives of the TAGA International Relations Committee, establishing an expanded: TAGA International Affiliates Program intended to establish technical information exchanged and liaison relationships with organizations in cooperating countries throughout the world. It is expected that the TAGA International Affiliates Program will provide a means for the routine exchange of significant technical information regarding the technical issues underlying the creation, design, and production of graphic arts images.

It is also expected that the TAGA International Affiliates Program will provide for the participating sponsorship of various international technical seminars.

* New Affiliate Organizations joined the TAGA international network, when national organizations in the United Kingdom and Finland decided to become part of the program. The UK is represented by The Institute of Printing (through Mr. Bryan Sunderland) and in Finland the group of Finnish Printing Engineers VTT Finlan will be associated with TAGA through Mr. Simo Karttunen. Both of these representatives are well known to the USA and international TAGA members because of their many contributions in the form of excellent technical papers, enthusiastic participations in the annual TAGA meetings and willingness and efforts towards the goals of TAGA.

These two countries are added to the previous group with following representatives:

Italy, TAGA ITALIA
Mr. Emilio Gerboni
Germany, VDD (Verein Deutscher Druckingenieure E.V.)
Mr. Siegert Holderried

France, ATIG (Association Technique des Industries Graphiques)
Mr. Jean Chevalier
Japan, Japanese Society of Printing Science and Technology
Mr. Shoichi Kawamata
Switzerland, VSDI/ASIG (Swiss Association of Printing Engineers)
Mr. Jean-Claude Mettillé
Brazil, ABTG (Associaçao Brasileira de Tecnologia Grafica)
Mr. Sergio Siervers

We are in the process of updating above information and obtaining a list and count of present members of the international affiliated organizations, with the purpose of publishing a new international TAGA address book.

* The following TAGA/VDD coordinated events took place during DRUPA 1990:

* An International Technical Congress in the DRUPA Congress Hall, where the TAGA President Mr. David McDowell addressed the

(continued on page 11)
Robert Chung (pictured right), TAGA representative to the Inter-Society Color Council (ISCC), presented TAGA President Dave McDowell (pictured left) with the ISCC Member-Body plaque to be displayed at the TAGA Office. TAGA has been a member body in the ISCC, which is primarily a council of technical societies concerned with problems relating to color, for thirty-nine years. The TAGA delegation to the ISCC consists of TAGA members Milt Pearson, Alan Muirhead, Jim Cox, Gary Field, Chuck Rinehart, Dick Fisch, George Leyda, John Hamilton, Jr., and Bob Mason, and is headed by Bob Chung.

Hook Interview (continued from page 2)

research and testing as long as I am learning. I enjoyed it all — especially when it was turning out opposite to what everyone was telling me!"

Your paper was up against others from Clemson as well as from Cal Poly and RIT. How did you feel when you found out you had won the TAGA Student Award?

"I was in shock"

In your paper, you referred to the EPA and the need to be concerned with solvent base inks and their effect on our environment. Is this discussed a lot in your classes?

"Environment is a big problem in our industry. It's brought out in every class, and the companies that have a choice are changing to water base inks."

Hook Interview

How long has Clemson had a TAGA Student Chapter?

"It's at least the fourth year. Right now we have about 20 members and we meet once a week. We met a lot more when we were producing our TAGA publication — but we didn't mind the extra hours. We're proud of the publication."

What benefits have you gotten out of belonging to a TAGA Student Chapter?

"You learn a lot more. If you have a problem, you have the TAGA index and can go back and look at it. The schools that don't have a chapter — they ought to get one! It's a big help. The references from TAGA are a big help in class and on projects. And you have that little extra when you come out of school. It puts you ahead of everybody else."

Thanks Jim!

Note: Other schools with conference delegates from student chapters were Oklahoma State, RIT, Central Missouri State, Cal Poly, University of Iowa and Western Michigan.

The student paper contest award presentation of a check in the amount of $1,000 was made to Jim by Donald R. Voss, TAGA Vice President Technical Papers at the Awards Banquet at TAGA '90 Kansas City on April 3, 1990.
ANOTHER GREAT CONFERENCE (continued from page 1)

a new generation of on-press quality measuring by Tapio Lehtonen of the Technical Research Center of Finland (VTT), colorimetric specification of printing inks in which Tino Celio of Gretag proposed new colorimetric definitions for Preucil's hue error and grayness parameters, and instrument effects on color measurement of inks in which Dick Fisch delivered R.O. Colestock's (3M) paper, emphasizing again that densitometers do not measure color and that the German DINNB standard was a more uniform color space than the ANSI Status T standard.

The sixth technical session on Technological Issues in Electronically Integrated Publishing (EIP) chaired by Ms. Patrice Dunn (Dunn Technology) had nine papers covering the gamut of issues from desktop color to CEPS, DDCP, and DDES. Patrice Dunn defined EIP. Ken Cloud (DS America) and Sharon Bartels (3M) discussed Desktop Publishing and PC/CEPS links. Rene Delbar (Agfa Compugraphic) defined Page Description Language (PDL) particularly PostScript. Dr. E.M. Granger (Kodak) described a new Vision Model that may be useful in developing and optimizing image compression algorithms. Simo Karttunen (VTT, Finland) described a new knowledge-based system design for graphic arts. Lee Stocking (3M) discussed color hardcopy proofing systems for the graphic arts. Alan Locke (Crossfield) described Studio Link, Crossfield's PostScript system and WAN (Wide Area Networks). The session ended with a report on DDES and its role in EIP by Dr. S. Thomas Dunn.

The Electronic Prepress Workshop chaired by Brian Chapman (Kodak) was divided into three discussion areas: Direct Digital Color Proofing (DDCP) by Mike Bruno, in which the importance of halftone image structure was stressed to avoid surprises on press due to moire effects between the halftone screen and patterns in the image; Prepress Developments in the 90's by Ken Cloud in which he discussed CCD arrays, low cost recorders, PS emulators, imagesetters, expanded use of laser diodes, real intelligence, more robotics in $20,000-$25,000 systems, optical disc with real file management, desktop color, tele-communications, compression/decompression, networks, standards and standalone Baby CEPS; and Standards and Other Issues by Tom Dunn.

The last technical session was entitled The Promise of DRUPA '90 chaired by Mike Bruno. It was devoted to discussions of the state of the art in 15 technology areas in graphic arts, the gaps in the technologies and which of these may be filled at DRUPA '90. The session was inspired by Mike Bruno's Status of Printing 1989-90 Report which has the same precepts as this session but in much more expanded form. The areas covered were Market Trends in Printing and Publishing by Mike Bruno; Scanners by Brian Chapman (Kodak); Prepress and Layout Systems by Ken Cloud (DS America); Standards by David Q. McDowell (Kodak, and president of TAGA); Color Proofing by Mike Bruno; Platemaking by Henry Lassiter (consultant); Lithographic Presses by Joe Abbot (MAN-Roland); Flexographic Printing by Louis Tyma (MAN-Roland); Gravure by Barry Neal (Ringier America); Color Measurement by Richard Fisch (3M); Inks by Robert Bassemir (Sun Chemical); Papers by Patrice Mangin (PAPRICAN); Packaging by Donald R. Voas (James River Corp.); and Lithographic Problems by Raymond J. Prince and Frederick W. Higgins (GATF). The plant visits on Wednesday afternoon were to the Federal Reserve Bank and Acme Ink Co. in Kansas City, MO.

On Tuesday evening TAGA president, David Q. McDowell (Kodak) presided over the TAGA Awards Banquet. He called on TAGA past president Ian Muir to introduce the 2005 offshore registrants. He did it in his usual inimitable, entertaining style. McDowell announced the recipients of the TAGA Honors Awards for 1990 and called on TAGA Secretary Herbert Phillips (RIT) to introduce awardee Robert Downie (R.H. Downie Development Co.); Shen-Mong Chou (Rockwell International) to introduce Dr. Thomas A. Fadner (Rockwell International); and Dr. Simo Karttunen to introduce Dr. Tapio Lehtonen. McDowell closed the awards by announcing the winners of the annual TAGA elections for officers and members of the Board of Directors. Elected were Dr. Richard Fisch (3M) Papers Vice President; Donald Frederickson (Editors Press) Membership/Publicity Vice-President; Herbert Phillips (RIT) Secretary-Treasurer; and new board members, Robert Chung (RIT), Leslie Watkins (Graphic Fine Color Co.), Cam Hitchcock (DuPont), and Jeanette Truncellett (Sun Chemical).

All of the technical papers and reports of the workshops will be published in the annual Proceedings of the Technical Conference which will be published early in the Fall and distributed to all TAGA members. The next annual TAGA Technical Conference will be held May 3-5, 1991, in Rochester, NY. For more information regarding the past conference, its Proceedings, next year's conference, and membership in TAGA contact either Len Leger, managing director, or Karen Lawrence, Executive Assistant to the Board, at TAGA Headquarters, RIT/TEC, P.O. Box 9887, Rochester, NY 14625, Tel. (716) 272-0557, Fax (716) 475-2250.

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participants and introduced seven
speakers from five different countries:
Germany, Finland, China, Japan and
the United States.
* An International Reception.
* An International VDD/TAGA
Dinner attended by the DRUPA
President and the Lord Mayor of
Dusseldorf.
I want to take this opportunity to
emphasize the support given to the
International Relations Committee by
the TAGA Board of Directors and also
thank the co-chairmen of this
Committee, Dr. Thomas Dunn and Mr.
Ian Muir, for their valuable
contributions in ideas, time and efforts.

subject of finishing and bindery, held
press workshops, and is currently
working on a hologram poster.
California Polytechnic State
University
Cal Poly sponsored a speaker from
the publishing division of the US
Government Accounting Office,
implemented a “Big Brother/Big
Sister” program, toured a paper mill,
solicited industry funds to sponsor
students to attend the annual TAGA
conference, sponsored “Gravure Day,”
and became officially recognized by the
university.
Western Michigan University
Western Michigan conducted a
workshop on research methods and
sponsored densitometry
demonstrations which were conducted
by the X-Rite Corporation.

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REMINDER TO
TAGA ’90
ATTENDEES

Don’t forget to fill out your
customary survey form which you
received recently in the mail. Please
send it immediately to Publicity
Committee Chairperson Nancy
Lowther at Hallmark Cards Canada, 2
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M2J 1P6, Canada. She is anxiously
awaiting your responses. We need
your input!

TAGA Newsletter • Spring 1990 11
Tag-a-TAGA Member
NEW MEMBER PROMOTION

Ask a colleague to become a new TAGA Member.
You receive a TAGA Mug and Coaster Set.

REASONS TO JOIN TAGA
MEMBERSHIP BENEFITS:
• complimentary copy of current year TAGA Proceedings — a $70.00 value
• Discount rate for TAGA Annual Conference — a $75.00 savings
• TAGA newsletter — 4 issues per year
• Other Membership Privileges
  - participate in TAGA workshops & committees.
  - contribute articles/paper for TAGA publications
  - suggest a paper, topic, or speaker for TAGA Annual Conference
  - support TAGA scholarships and graduate fellowships

PROMOTION RULES
ELIGIBILITY: All TAGA members with paid up 1990 dues are eligible to participate in this promotion.
METHOD: Ask a colleague to complete the membership form below and return with $60.00 dues payment to the TAGA office. (3 new student or 3 new retired memberships also qualify.) Please be sure the sponsor name and address is completed. Only first time TAGA members qualify for this promotion. Membership renewals do not qualify.
AWARD: Sponsoring TAGA members will be sent a TAGA mug and coaster set for every paid new TAGA member they recruit. (Or combination of 3, student or retired.) Please allow 4-6 weeks for delivery.

Tag-a-TAGA Member Promotion
Application for Membership

Name __________________________
Position _______________________
Company _______________________
Address _________________________
City __________________ State ______ Zip ______

☐ Please send a promotional form so I can Tag-a-TAGA member and get my mug.

☐ Individual Membership .................. $60.00 per year
☐ Senior/Retired Membership .............. $20.00 per year
☐ Student Membership ..................... $20.00 per year
☐ I hereby apply for membership beginning Jan. 1, 1990
☐ Check enclosed
I agree to promote the objects of the Association and to be governed by its Constitution and By-laws in matters pertaining to the Association as long as I am a member.

Signed __________________________ Date _______________

Sponsor Name _______________________
Address ___________________________
City __________________ State ______ Zip ______

Please return with payment to: Technical Association of the Graphic Arts
P.O. Box 9887, Rochester, NY 14623