Register Now
42nd Annual Technical Conference
April 1-4, 1990 — Kansas City

Don Voas, TAGA Vice President
Technical Papers, and his papers
committee have put together our
outstanding technical program for the
42nd Annual TAGA Conference to be
held April 1-4, 1990, in Kansas City,
MO. The following session titles
provide an overview of the program:
I. Color Reproduction & Prepress
   Issues - Chair, Richard Fisch, 3M
II. Paper Printability Advancements
    - Chair, Patrice Mangin,
      PAPRICAN
III. Printing Ink Discoveries - Chair,
     Bruce Blom, James River
IV. Press Operations Technology
    - Chair, Don Frederickson,
      Editor's Press
V. The Evolving Technology of
   Printing Control and
   Specifications - Chair, George
   Collins, GPO
VI. Technological Issues in
    Electronically Integrated
    Publishing - Chair, Patrice M.
    Dunn, Dunn Technology, Inc.
VII. The Promise of Drupa ’90 and the
    Decade of the 90’s - Chair, Mike
    Bruno, Consultant

Please refer to the enclosed TAGA ’90
brochure for complete listing of papers
and presenters.

This year the TAGA Conference will
feature a new addition. The board of
directors has recognized that many
conference attendees arrive on
Saturday to take advantage of reduced
airline fares. This provides an
opportunity for more extended,
informal discussion sessions on Sunday
before the formal program begins. As
an added bonus for those who arrive
early, we are going to be offering two
2-hour tutorial sessions on topics of
specific interest in the graphic arts.
These sessions will provide 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 will be led by current
members of the board of directors. The
tutorial topics are:
— Color Reproduction Simplified -
  Chuck Rinehart, GISD, Eastman
  Kodak Company and TAGA Vice
  President, Membership and
  Publicity
Papermaking for Non-Papermakers -
Dr. Patrice Mangin, Pulp and Paper
Research Institute of Canada and
TAGA Director.

EDITOR: KAREN E. LAWRENCE • NO. 94, WINTER 1989-90
TAGA • RIT T & E Center • P.O. Box 9887 • Rochester, New York 14623-0887 • (716) 272-0557 • Fax (716) 475-2250
TUTORIAL SESSION ATTENDANCE CAN LOWER AIRFARE

TAGA '90 conference attendees are encouraged to investigate the airfare savings possible by including Saturday in their travel plans. A cursory investigation has revealed up to 50% savings on round trip flights from many destinations. This savings coupled with the special rates offered by United Airlines (40% off coach or 5% off lowest applicable fare) can result in significant cost reductions to attend TAGA '90. Call United Airlines at (800) 521-4041 and mention TAGA Meeting ID #405VO to receive these special rates.

SPECIAL OFFER FOR EARLY TUTORIAL REGISTRANTS

All conference attendees who register for the complimentary, no-charge tutorial sessions will be eligible for a drawing to win a room upgrade to a one-bedroom suite at the regular conference rate of $82 per night plus a Sunday brunch for two. All prizes are provided compliments of the Westin Crown Center Hotel. The drawing will be held on March 8, 1990, so be sure to register early!

NEW WORKSHOP FORMAT

In response to the TAGA membership survey conducted after TAGA '89, the TAGA Board of Directors has voted to expand the time available for the Monday night workshop. The workshop will be conducted from 7:00-9:00 p.m. to allow for more discussion of critical issues. This year, the expanded workshop will feature contemporary color issues in the graphic arts chaired by George Leyda of 3M Company. Suggestions for discussion topics would be welcome. Contact George directly at (612) 736-1793.

LOCAL COMMITTEE PLANS

John Lundy, Hallmark Cards, TAGA '90 Local Committee Chairman reports plans are well underway to make the conference an enjoyable social event as well as an informative technical event. The Kansas City flavor begins with a jazz group at the Welcoming Reception on Sunday night. There will also be a "pub crawl" on Monday night which will take TAGA conference attendees to several Kansas City night spots featuring Dixieland and jazz music. After the conference, tours have been arranged to Acme Printing Ink and the Federal Reserve Bank.

A very special program for guests/spouses includes:
- a personally guided tour of the Harry S. Truman Library.
- tours of the Bingham Waggoner Estate and the George Caleb Bingham residence.
- lunch at Stephenson's Apple Farm, a nationally known, award-winning restaurant.
- tour and shop the internationally acclaimed Country Club Plaza, a shopper's delight surrounded by a million-dollar outdoor art gallery.
- visit Hallmark Cards to discuss new market concepts.

Our local committee has rolled out the red carpet for TAGA '90 conference attendees. Please sign up early to facilitate the final arrangements.

HOTEL ARRANGEMENTS

The Westin Crown Center has been selected as the site for the 42nd Annual Technical Conference. It offers excellent meeting facilities and a variety of restaurants including Trader Vic's. A special conference rate of $82 per night (single or double occupancy) has been arranged to be available three days prior to and following the conference to allow for convenient travel scheduling. Reservations can be made by calling the hotel directly at (800) 228-3000. Mention TAGA to receive the conference rate.
The annual conference is just around the corner, and I believe that it will be one of our best conferences ever. The January Board of Directors meeting was held at the Westin Crown Center Hotel in Kansas City which is the site of the conference. John Lundy and his committee are providing superb local arrangements. The physical environment, the food services and the social events will be a perfect compliment to our technical program. Don Voas, our Vice President of Technical Papers, has organized an excellent papers program that touches on all segments of the industry. Please look over the conference information included with this newsletter.

A number of the items discussed at the Board of Directors meeting are of particular interest to you, our members. In one of the more significant actions, the board moved to include a TAGA Journal as part of the business plan and budget process for the coming year. It also appointed Richard Fisch of 3M Company as the Editor in Chief and appointed him to the business plan committee to help develop the financial plans to support a journal. The initial journal planning suggested that it may require up to one to one-and-one-half years to be prepared to publish the first issue. We congratulate Dick on this assignment and urge your support and involvement in this new TAGA project.

In an informal discussion on the Monday evening preceding the formal board meeting, the board struggled with the issues relating to the need for a formal business plan. This discussion was led by John Favat on behalf of the ad hoc business plan committee. We all agreed that TAGA needs a business plan to help it move in the direction of providing additional member services (such as the Journal) and to continue to draw into membership those qualified individuals involved in the graphics industry.

Our esteemed chairman of the Fellowship Committee, Gary Field, is on sabbatical this year. In his absence, Alice Mentzer has agreed to chair this committee which we have renamed the Education Committee. This renaming recognizes an additional action the Board has taken to more directly support the educational needs of the industry. A "TAGA Education Financial Support Policy" has been approved which in part directs that (with certain limitations) the earnings and interest on the TAGA general operating funds be used to provide educational funds in addition to those fellowships presently committed through the National Scholarship Trust Fund. This action continues the TAGA commitment to education.

Plans for future annual conferences were discussed which include May 5-8, 1991, in Rochester, NY and April 5-8, 1992, in Vancouver BC, Canada. Mark the dates on your calendar now.

As has been noted in the past, TAGA and ISCC (Inter Society Color Council) are sponsoring a joint conference at Williamsburg in February of 1992. This will focus on the issues of color and graphic arts. Longtime TAGA member Milt Pearson of the RIT Research Corporation is the chair of this conference and is looking for suitable papers.

You have all received the Tag-A-TAGA Member promotion. Let your friends and associates know about TAGA. We would enjoy their membership, and they will benefit from the technical knowledge and associations that they will find in TAGA.

We are also initiating a corporate membership program. Throughout its history, TAGA has been primarily an organization of individual members with a small loyal core of corporate sponsors. The TAGA Board believes that many of the leading graphic arts corporations - both users and suppliers - understand the importance of TAGA and are willing to be a corporate sponsor. Please contact Len Leger at the TAGA Office at (716) 272-0557 or Membership VP Chuck Rinehart at (716) 383-0937 for more information.

Over the last several years, space problems at RIT found TAGA living in a variety of locations. This fall with the opening of some new facilities at RIT, TAGA was relocated to Room #2220 of the Frank E. Gannett building (College of Graphic Arts and Photography), and Len and Karen are in a much better work environment. Our appreciation to RIT for their support of TAGA through the contribution of this office space. If any of you have the opportunity to visit RIT or Rochester, please stop in the TAGA Office and say "Hello!".

Many of you have no doubt heard that our longtime member and ever faithful Secretary-Treasurer, Herb Phillips, had unexpected and major surgery in late December. We are pleased to report that he is home and making excellent progress. He is already beginning to chafe at the need to be somewhat restricted during his convalescence. We wish him a speedy recovery.

---

**Update**

by D. Q. McDowell

**TAGA '90**

**Technical Association of the Graphic Arts**

**42nd Annual Meeting**

**April 1-4, 1990**
The TAGA student chapters are preparing for participation in the 1990 Annual TAGA Conference in Kansas City. The chapters will hold its fourth annual meeting and reception, in conjunction with the conference, on Monday evening, April 2. All chapters are encouraged to be represented. The agenda will include a report on each chapter's past year's events, plans for this year, a TAGA board of directors report concerning the role of student chapters in the larger TAGA organization, and other matters related to student involvement in TAGA. All chapters are reminded to bring their TAGA banners to the annual meeting.

A highlight of the conference will be the presenting of the $1,000 award for the best student paper submitted as part of a student chapter journal and papers competition. As in previous years, the winning paper will be presented as part of the conference papers program. This year's student papers will demonstrate a particularly high level of scholarship and relevance as a result of new standards and criteria for selection. Effective this year, to qualify for the $1,000 award, student papers must be on a subject of lasting interest and/or of strong current importance to the graphic arts industry. Additionally, the papers must convey the application of original thinking.

(continued on page 5)
original findings or new insights into graphic arts technologies. The content of the papers must demonstrate an excellent grasp of technical subject matter with illustrations that are clearly presented. The papers review committee will also be looking for statements of fact that are properly referenced, and conclusions that are clearly presented and are appropriate to the report content.

All chapters that will be presenting journals of student papers should bring sufficient quantity to the conference (approximately 300) for distribution to all in attendance.

GATF KEEPS TAGA STUDENT CHAPTERS APPRISED OF SCHOLARSHIP AND FELLOWSHIP OPPORTUNITIES

GATF's Education Department has agreed to keep TAGA student chapter members informed of scholarship and fellowship opportunities through the National Scholarship Trust Fund. Part of this service is to stimulate scholarship and to encourage TAGA student chapter members to pursue graduate studies upon completion of the bachelor's degree. If chapter members have not yet received scholarship and fellowship materials from the National Scholarship Trust Fund, contact Dr. Jack Simich, Director of Education, Graphic Arts Technical Foundation, 4615 Forbes Avenue, Pittsburgh, PA 15213, phone (416) 621-6941 or Fax (412) 621-3049.

INTERNATIONAL RELATIONS COMMITTEE

TAGA International Relations Committee Chair Kurt Pfahl of Hallmark Cards and VDD Executive Director Siegbert Holderried have made the following preparations for a Cocktail Reception, the 3rd VDD/TAGA International Printing and Research Congress, and a Dinner Reception for all TAGA members attending DRUPA '90. If you are planning to attend any of the TAGA/VDD functions, please be sure to mail in your response from the enclosed invitation by April 15, 1990. You will not want to miss the exciting papers program that has been planned (see enclosure) nor these delightful social events.

1990-1991 Ballot
Election of Officers and Directors

Ballots will soon be mailed to all individual TAGA members for the 1990-91 election of TAGA Officers and Directors. This year's slate includes the following:

Vice President
Membership/Publicity (2 years)
Donald Fredrickson - Editor's Press
George Collins - U.S. Government Printing Office
Derek Swarbrick - E.I. DuPont de Nemours & Co., Inc.

Vice President
Technical Papers (2 years)
Richard Fisch - 3M Company
Patrice Mangin - Pulp & Paper Institute of Canada

Secretary-Treasurer (2 years)
Herbert E. Phillips - Rochester Institute of Technology

Board Members (3 years)
John Mitchell - Hell Graphics Systems - A Division of Siemens Electric Ltd.
Siegbert Holderried - VDMA/FGD, Germany
Jeanette Truncellito - Sun Chemical Corp.
Dr. Yigal Gur - Gur Lab
Robert Chung - Rochester Institute of Technology
William Tasker - Acme Ink
Thomas Crotreau - USA Today
Leslie Watkins - Graphic Fine Color
Cameron Hitchcock - E.I. DuPont de Nemours & Co., Inc.
Kennard Cloud - DS America
STANDARDS REPORTS

IT8 REPORT

by D.Q. McDowell, TAGA Representative to IT8

Accredited Standards Committee (ASC) IT8, Digital Data Exchange Standards, continues to be very active and is making rapid progress. Both the Geometric Art (IT8.3) and the Direct Digital Color Proofing (IT8.4) Standards have been approved by ANSI. These along with the previously approved Picture (IT8.1) and Line Art (IT8.2) Specifications and the Monotone Specification (IT8.5) have been forwarded to ISO for fast track approval in accordance with the request of the ISO TC 130 Plenary.

The committee has reorganized into a Technical Subcommittee and an Administrative Subcommittee with both users and vendors participating on an equal basis. Within the Technical Subcommittee a number of working groups have been formed to focus on specific issues which include data content, organization, transport, page assembly instructions, and color definition.

Considerable interest is being generated in the color working group which points out that in the traditional graphic arts industry, electronic data has been contained within essentially closed systems. The interfaces to other parts of the operation have been via hard copy materials - paper, film, and color transparencies. There has been little need to colorimetrically define the contents of electronic data files or even the various hard copy exchange materials. Such systems are empirically calibrated within their limited environment, often relying on the craft experience of the operators rather than any scientific calibration.

Two of the factors that are driving the need for a change in this situation are the increased exchange of data between electronic prepress systems (facilitated by the IT8 digital data exchange specifications) and the strong movement to use office and desktop systems as the initial stage in copy preparation of the traditional printing and publishing processes. In this emerging environment, information is defined in a number of color coordinates and naming schemes with no consistent understanding or definition.

The goal of the color working group is to address these issues and propose solutions specifically for the graphic arts industry that take into account the work being done in other areas. It is the initial intent to propose standards whereby color can be defined or measured at different stages of production in a practical and satisfactory way. Methods of transforming color and/or achieving gamut compression will not be addressed, at least initially, as these involve many subjective and technical issues. These, therefore, remain the responsibility of the system designer and/or craftsman.

We hope that a discussion of this work will form the basis for the TAGA Electronic Prepress Committee session in Kansas City.

CGATS, the Committee for Graphic Arts Technologies Standards

by G. Collins, GPO, TAGA Liaison to CGATS

Subsequent to the May 18, 1989, recognition of CGATS as the ANSI committee for issuing American National Standards that relate to the graphic arts industries, this committee has literally been on a roll. At long last our industry has the prospect of a National Standard on Lithographic Plate Sizes which will target a preferred list of dimensions for suppliers and printers. You may recall this was one of the issues which actually argued for the formation of CGATS, viz, the expense incurred to printers and plate suppliers by the proliferation of custom plate sizes. A few of TAGA's founding members such as former presidents Mike Bruno and Al Materazzi may actually remember when work on that standard actually started, decades ago, only to flounder because there was not the wide based industry committee such as CGATS to make it stick.

We all owe a debt to Mr. C. Noel Proudfoot of Polychrome Co. and his task group for finishing the job. This present day task group consists of John Hagin, Eastman Kodak Co., Mr. B.W. Lavery, E.I. DuPont de Nemours & Co., Joe Kreder, Hoechst Celanese Corp., Mr. Martin Shane, 3M Company, Mr. Michael Lonier, Time Incorporated, and Dr. Albert Materazzi, National Association of Printers and Lithographers, Inc. The only way to pay this debt is to start referencing the standard in new press acquisitions and perhaps in a few more decades the benefits will be obvious to all.

CGATS has now set up a Color Science task group that will address the many standardization problems inherent in communicating color specifications in the many different media employed in the graphic arts, digital data on video and tape, visual images on VCR, visual images on film, and a variety of image on paper technologies. In the previous news letter the formation of the glossary committed was highlighted.

See TAGA board member and CGATS Chairman, Richard Fisch if you want to be where the action is and do something worthwhile for the future of the graphic arts industry. Don't tarry since Dick's term in both offices is now subject to speculation. The price of success in CGATS is that the secretariat has a queue of perspective and highly qualified chairman apparently drooling for the opportunity to take on the burdens of that Office. Dick has the honor of not only being CGATS Founding Chairman but also that of being elected to its first three year term.

While the plate standard began with a precursor of one of CGATS' 30 (continued on page 7)
Committee for Graphic Arts (continued from page 6)

member organizations, CGATS is also ready to promulgate a document, A Pallet Loading Specifications Standard developed by the R&E Council of the Graphic Arts. Also, it cannot ignore standards activities first suggested by another well known TAGA member Dr. Tom Dunn. TAGA honored Dr. Dunn last year for this contribution which led to an international task group IT8 developing graphic device communications standards which ultimately need to be simultaneously ratified by the appropriate Standards Committee.

Our very active CGATS secretariat, the National Printing Equipment and Supply Association, Inc. have finally implemented the modest dues actually approved at CGATS charter meeting. But, the dues could never be represented as making money for the secretariat, the profit in standardization is future savings to not only the NPES member firms but also to all members of the firms making up the 30 odd other organizations in CGATS. These savings are discussed in depth in those TAGA proceedings papers cited in an earlier newsletter.

Lowther Elected President of AGAT

Recently, TAGA Board Member Nancy Lowther of Hallmark Cards Canada was elected President of AGAT - The Association for Graphic Arts Training. AGAT is comprised mainly of in-house Graphics trainers, but includes educational institutions, consultants, and manufacturers who offer training for the Graphic Arts industry.

AGAT's primary goal is to improve members' knowledge and professionalism by training as well as sharing challenges and solutions, identifying Graphic Arts training needs, and increasing the role of training and its impact on companies' productivity.

AGAT membership is steadily growing and includes members from all over the world as far away as Israel and Australia. AGAT's annual meeting will be held in Scottsdale, Arizona, October 7-10, 1990. For more information about AGAT, contact Nancy Lowther, Hallmark Cards Canada, 2 Hallcrown Place, Willowdale, Ontario M2J 1P6, Canada; (416) 492-1300 or Fax (416) 492-4214.

5th International Printing and Graphic Arts Conference to be held by TAPPI and CPPA/TS

The 5th International Printing and Graphic Arts Conference co-sponsored by TAPPI (Technical Association of Pulp and Paper Industry) and CPPA/TS (Canadian Pulp and Paper Association/Technical Section) will be held November 5-8, 1990, at the Hyatt Regency in Vancouver, B.C., Canada.

The conference theme 'A World of Changes...Will You Be Ready for the 1990's?' is designed to provide both useful and fundamental information on new tools, novel technological and scientific approaches that the paper and printing industry will need to face the 1990's challenges. For more information, please contact TAGA board member Patrice J. Mangin, Conference Chairman, PAPRICAN, 570 St. John's Blvd., Pte. Claire, Quebec, H9R 3J9, Canada.

1990 Corporate Members

3M Company  Fuji Photo Film U.S.A. Inc.
Acme Printing Ink Company  Gretag Systems
Agfa-Gevaert Inc.  GTE Government Systems Corp.
Baldwin Technology Corp.  Hallmark Cards Canada
Bureau of Engraving/Printing  Hallmark Cards Inc.
Crossfield Electronics Inc.  Harris Graphics Corp.
DS America Inc.  Heidelberg Canada
Dunn Technology Inc.  Heidelberg Eastern Corp.
Eastman Kodak Co.—GSD  Howson-Aigraphy
ENC0 Printing Products  Miller Printing Equipt. Corp.
E.I. DuPont de Nemours  M.A.N.-Roland Inc.
Flint Ink Corp.  Photo Mechanical Services

Polaroid Graphics Imaging Inc.
Polychrome Corp.
Raymond J. Prince
F.H. Glattfelzer Co.
Rockwell International-GSD
Scitec America Corp.
Sun Chemical Corp.
Toray America Inc.
U.S. Dept. of Commerce NOAA
Western Lithotech
Westvaco Corp.
Weyerhaeuser Corp.
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
1990 Dues

Name __________________________
Position ________________________
Company ________________________
Address __________________________
City ______ State ____ Zip ______

☐ 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