ARRANGEMENTS
Local Conference Chair Dick Bucknam of Eastman Kodak Company, invites you to partake in the upcoming TAGA Annual Technical Conference to be held at the Rochester Marriott Thruway Hotel in Rochester, New York, May 5-8, 1991. The TAGA ATC will consist of four days of formal technical presentations, workshops, tutorials, and informal discussions. Equally important is the social interaction brought about by this acclaimed annual affair, as it is not uncommon for new areas of investigation and research to be born out of these gatherings.

In addition to the Technical Program a special Guest Program has been assembled for those not attending the technical sessions. The cost of the two-day guest package is $75 which includes the Grand Welcoming Reception, the Honors Awards Banquet, and two tours. On Monday, May 6, a historical, cultural, and recreational tour of Rochester will be offered featuring distinctive architecture, historical landmarks, and, of course, the famed lilacs, which will be in their prime. This will be followed by a box lunch, tour, and wine tasting at the Casa Larga Winery, and, time permitting, a stopoff at Northfield Commons for some shopping. On Tuesday, May 7, a tour of the Strong Museum, famous for its doll and toy collection, is planned, followed by lunch at the Gallery Cafe at the Memorial Art Gallery. A tour of the Gallery will follow, where coincident with the Annual Conference will be a juried regional exhibit by Finger Lakes artists and a print exhibit by Harvey Ellis. If anyone is so inclined, they may then opt to wander across the street for shopping at the Village Gate Mall and the incredible Fabrics and Findings. On Wednesday afternoon May 8 immediately following the conference, a tour will be offered to the George Eastman House for all who are interested.

The Rochester Marriott Thruway Hotel (716) 359-1800; Fax (716) 359-1349 is pleased to have been chosen as the site of the 43rd TAGA Annual Technical Conference and is waiting to serve you in the fine Marriott tradition. They have extended an excellent room rate of only $80 per night for single or double occupancy.

TECHNICAL PROGRAM
1991 Papers Chair Dick Fisch of 3M Company is pleased to announce that an excellent program is shaping up for 1991. On Sunday, May 5, two tutorials will be offered. The first is titled Digital Image Handling (Black & White, Color, and Text) with Tony Johnson of Crossfield Electronics Ltd. as the facilitator. The second tutorial will be Factors Affecting Ink Formulation facilitated by Jeannette Truncellito of Sun Chemical Corp.


The schedule for Tuesday, May 7, begins with Workshop 2: Device-Independent Color with facilitator George Leyda of 3M Company. Tuesday's technical program will begin with Session III: Paper and its Printability chaired by Patrice Mangin of PAPRICAN followed by Session IV: Ink Session chaired by Jeannette Truncellito of Sun Chemical Corp.


TRAVEL ARRANGEMENTS
TAGA has selected Bonaparte Travel as the Agency-of-Record for the 1991 Annual Technical Conference. Through the Convention Desk at Bonaparte, special airline and car rental rates are available for attendees of the TAGA Annual Conference. Airlines offering special discounts off regular coach fare on domestic flights (40% discount or 5% below lowest listed commercial rate) are
UPDATE

by David Q. McDowell
President

One of the actions of the board of directors at their recent meeting in Rochester was the adoption of clearer wording of the TAGA mission statement. This now reads:

It is the mission of TAGA to provide a worldwide forum for sharing and disseminating theoretical, functional, and practical information on current and emerging technologies for graphic arts print production and related processes.

This is not a new mission for TAGA but simply a clearly worded statement of what TAGA has been about since its founding. In the early days of TAGA or TALI as it was then known, the industry was going through significant technical revolution with the introduction of offset lithography. There was also a strong desire to move to a more technical approach to many issues.

In the ensuing years, TAGA has been the leading forum and reference for the introduction and discussion of many new techniques and technologies.

It is interesting that we are again entering a period of significant technical change that will impact the total graphic arts industry. The widespread availability of the computer as a tool has made possible measurement, analysis and control techniques that were not possible even a few years ago. In addition, the ability to manipulate images in the form of electronic data is another tool that is rapidly becoming available through all segments of our industry.

These changes and the need to assimilate new technical skills into the graphic arts makes the role of TAGA more critical than it has ever been before. Too often in times of rapid change, the proponents of new technology ignore the lessons learned by the practitioners of the older technology and they in turn fight the acceptance of the new. Our industry can only win if both new and old find a forum in which each can learn from the other in constructive ongoing growth.

This is the challenge to every TAGA member. Invite those technical people who you meet in both the new and traditional technologies to come together and share their best information so that the industry gets the best of both. Urge your companies to support TAGA through your attendance at meetings and through Corporate Sponsorships to insure that the TAGA Annual Technical Conference will continue to offer the dialogue among technical people that is vital to the health of the industry.

You will shortly be receiving a ballot for the annual elections to allow you to select the officers and board members who will be leading you in the coming year. Please respond to that ballot thoughtfully. As you complete that ballot, also begin thinking about who you would like to propose for elections next year or your own interest in being involved. There will be an opportunity later this spring for you to offer your recommendations.

I look forward to seeing many of you in Rochester in May.

Travel Arrangements
(continued from cover)

US Air and American Airlines. Canada fares save 35%. Call for information about discount rates for international flights.

Car rental agencies participating in conference discounts are Budget Rent-A-Car and National Car Rental.

For details and to make your arrangements, call Bonaparte Travel at:

- Domestic Travellers (800) 724-0622
- Canadian Travellers (716) 385-6050 (Collect)
- Overseas Travellers (716) 385-6050
- FAX Number (716) 385-6053

You should have already received a preliminary brochure outlining the conference schedule and including hotel and conference registration forms. Another brochure with the complete technical program will follow soon.

ISCC/TAGA WILLIAMSBURG '92
LAST CALL FOR PAPERS

The Inter-Society Color Council and TAGA are planning a joint conference titled "Comparison of Colored Images Presented in Different Media" to be held February 23-26, 1992 in Colonial Williamsburg, Virginia.

The conference theme will be "What are the difficulties encountered when comparing images presented in different media that are intended to simulate each other or another image?".

Conference objectives will be to identify the problems involved in comparing images displayed in different media. It will address such topics as color space transformations, ambient conditions, viewing geometry, surface properties and adaptation. It will deal with the present status of inter media image comparison, identify the significant factors involved and explore the technology used in such comparisons.

The conference will be technical in nature and will emphasize exchange of information and discussion. Papers of a commercial nature will not be accepted.

Contributed papers will consist of a thirty-minute presentation. Extended abstracts will be available prior to the conference and a conference proceedings will be published.

Those wishing to contribute should submit a title and abstract by March 30, 1991. The title and abstract should not exceed 750 words. This along with the authors' names, their affiliations, principal author's address and daytime telephone number, should be sent to:

- Milton Peterson
  RIT Research Corp.
  75 Highpower Road
  Rochester, New York 14623
  Phone (716) 475-5290
  Fax (716) 475-2361

Authors will be notified of acceptance by June 30, 1991.
As a TAGA member, you will know the importance of TAGA programs and information services to practitioners of the Graphic Arts. Many technical people we come into contact with in our work, especially in the non-traditional applications, have not yet been exposed to the Annual Technical Conference or to the invaluable resource which the bound Proceedings represents.

I am asking you to day, to take just a moment to identify someone you believe can benefit from the TAGA experience. Then contact the individual and tell him of your own experience. If you have one of the Tag-a-TAGA membership promotion forms, use it! If you don’t, call the TAGA office now at (716) 272-0557 or Fax at (716) 475-2250. You will be sent the latest materials explaining TAGA membership and benefits. You can also get the unique TAGA coffee mug sent to you if application for membership is made. As a matter of fact, we’ll also send one to the new member! Your TAGA is working hard to make our technical services even better, but we definitely do need YOU and your circle of technical associates to become involved in that growth into the new technologies. I assure your efforts will be well placed and appreciated!
READING THE SIGNS OF THE TIME: THE GRAPHIC ARTS LITERACY ALLIANCE

by Alice Mentzer
GALA Representative

Nancy Lowther, Director of TAGA and Chairman of the TAGA Publicity Committee, has been elected as Vice President of the Graphic Arts Literacy Alliance (GALA) at their November meeting in Scottsdale, Arizona. Nancy is Manager of Graphics Technical Development at Hallmark Canada.

Also at the November meeting, the Board of Directors of the Graphic Arts Technical Foundation accepted the Secretariat for GALA. GATF has supported the formation of the Graphic Arts Literacy Alliance and continues to administer the group as it grows.

GALA, initiated and led by Harvey Levenson, now Chairman of the Board, is dedicated to promoting the cause of literacy through the graphic arts industry. Dr. Levenson has been successfully promoting GALA in his travels throughout the United States. Among presentations made, Dr. Levenson addressed the GATF Teachers Conference, at Graph Expo in both New York and Los Angeles, and the Association for Graphic Arts Training.

GALA has inspired various projects ranging from Vicki Leon's membership enrollment plan to a children's writing contest, the "Print Pals" concept. Print Pal contestants, between the ages of 5 and 18, showered Senior Citizens with art, poetry, and creative writing. Winning entries made up the book My Favorite Senior Citizen. Vicki Leon, Director of Blake Publishing, supports the production of books to entice the reluctant reader. Her promotion "CAN YOU READ THIS? This Christmas, give the gift of literacy." offers a concrete way to help alleviate the marginal illiteracy that threatens the livelihood of the Graphic Arts Industry. It puts one in mind of the musical approach: "Just a spoonful of sugar makes the medicine go down."

GALA has pledged its support to this group and has chosen Director Alice Mentzer to act as GALA representative. The Association for Graphic Arts Training (AGAT) has also joined the list of industry groups that formally support the Alliance.

Individuals are encouraged to give support to GALA through memberships ($10 and up). Association memberships are $500, and Corporation memberships begin at $1,000.

Education Committee Report
(continued from page 3)

Education in 1991. More will be reported in the next TAGA Newsletter regarding the specific allocation of these funds.

The Education Committee is also currently working with Dr. Richard Fisch, 3M Company, TAGA Papers Chairman, in the process of selecting this year's recipient of the Student Papers Competition Award. The award will be presented during the upcoming TAGA Technical Conference in Rochester, New York, May 5-8, 1991.

(Criteria for entering this competition appears under Student Chapters section on page 3 in this Newsletter.)

5th INTERNATIONAL PRINTING AND GRAPHIC ARTS CONFERENCE REPORT

In November 1990, Vancouver, British Columbia, Canada hosted the 5th IPGAC. The young conference is a biennial event co-sponsored by the CPPA/TS Canadian Pulp and Paper Association/Technical Section and TAPPI (Technical Association of the Pulp and Paper Industry). Among the topics presented were the effect of papermaking on the printing characteristics of paper, and a session on the challenge posed to the paper industry by the non-impact printing technologies.

A simple and clever instrument using carefully calibrated ink droplets was proposed by L. Stanyi, McMlliian Bloedel Ltd., to evaluate paper printability. Helsinki University of Technology proposed entropy concepts to characterize colour printing and discussed the relationship between micro-scale gloss and micro-density variations. A session was devoted to different aspects of surface and textures evaluation. The two last conference sessions dealt with the specifics of recycling and limiting challenges. As you might have guessed by now the conference theme was "A world of changes" and presented the audience with the challenges both the printing and papermaking industries will be facing in the 1990's.

(from left to right) TAGA Past-President John MacPhee, Baldwin Technology Corp., TAGA member and frequent TAGA speaker John Lind, GATF, and Patrice Mangin, Paprican, TAGA Director and 5th IPGAC Conference Chairman, discuss some fine points of J. MacPhee/J. Lind paper on the influence of paper grade on sheeted offset dot gain.

Photo courtesy of Pulp and Paper Canada.
As time passes, few of our members remember the reception given to Cal McCamy’s presentation at our 1977 Annual Technical Conference in which he called for active participation in the development of national and international standards for the graphic arts. Cal’s was only the first of several presentations on that same theme until Roland J. Zavada set things in motion at our 1986 Annual Technical Conference in Valley Forge both with his formal presentation and the ensuing actions taken after the emotionally charged special meeting following that conference. In that stormy session, Dr. Dunn described his personal struggle to produce an agreement among manufacturers for a standard communication protocol for graphic arts devices. We also saw the beginning of the ensuing struggle to provide a single consensus voice for standardization within this industry. Kennard S. Cloud touched on this effort in his paper on the advancement of our standardization effort at the 1988 Annual Technical Conference.

As terms of office expire, it is appropriate for people who can make a difference to come forward. Our entire industry owes much to Dick Fisch of 3M Company, CGATS First Chair, and Albert Materazzi, CGATS First Vice Chair, for their unflagging efforts to overcome the many obstacles inherent in the creation of one voice for our fragmented industry.

Now that our industry has come to this point, exciting things are beginning to happen. On the basic level, the aluminum people have agreed to hold tighter tolerances for offset plate thickness, and SWOP standards will actually mean a standard. In the high tech area, printers will not have to risk the company to replace a component of their large press copy preparation systems.

Government’s role in international standards related activities was the subject of a hearing by the National Institute for Standards and Technology, April 3-5, 1990. Kip Smythe of the CGATS Secretariat NPES was among the select 65 organizations that provided oral testimony to that hearing. Some 257 more organizations provided written submissions. These have been collected and published into three volumes of transcripts of the hearing now available individually from the National Technical Information Service, 5285 Port Royal Road, Springfield, Virginia 22161, (703) 487-4650. The bottom line is that everyone is now taking the need for standards much more seriously as the European Common Market takes shape and even the main street printer can feel the heat of worldwide competition.
TAGA WELCOMES NEW MEMBERS
MARCH 1990-PRESENT

Acosta, Carlos, Montana Grafica, C.A., Caracas, Venezuela
Adakumbarai, Ravi Raj, Rochester Inst. of Technology, Rochester, NY
Atherton, James, Rochester Inst. of Technology, Downers Grove, IL
Atkinson, Todd, Clemson University, Clemson, SC
Ayliffe, Ted, M.A.N.-Roland, Inc., No. Stonington, CT
Bailey, Cornelius E., Bureau of Engraving & Printing, Washington, DC
Balduck, Gary, Celloglas Toronto, Scarborough, Ontario, Canada
Barragan, Luis R., Reprotecnica Avanzada, Jalisco, Mexico
Baum, William, Bureau of Engraving & Printing, Washington, DC
Bilub, Cheryl, International Paper Co., Tuxedo, NY
Bloeden, Kathleen A., Rochester Inst. of Technology, Pittsford, NY
Brown, C. Prest, E. I. DuPont, Parlin, NJ
Bruschi, Barbara J., Hallmark Cards, Inc., Kansas City, MO
Buckley, Robert, Xerox Corp., Pasadena, CA
Buehler, Charles A., 3M Company, St. Paul, MN
Burges, John A., GATF, Pittsburgh, PA
Callahan, Patrick J., MAN-Roland, Inc., Westmont, IL
Choi, John Haetak, DuPont, Towanda, PA
Combs, Timothy W., Fuji Photo Film USA, Inc., Itasca, IL
Cook, Robert L., Light Source Computer Images, Sausalito, CA
Courtemanche, Allen, Travers Printing Inc., Gardner, MA
Cunningham, H. Wilson, ANPA, Reston, VA
D'Alessandro, John A., USA Today, Arlington, VA
DeAngelis, Lou, Madison Oneida BOCES, Verona, NY
DeLeon, Linda, College Station, TX
DeMarco, William, The Hennegan Company, Cincinnati, OH
DeWitt, Robert, Hallmark Cards, Inc., Kansas City, MO
DiPiazza, J. T., JTD Associates, Inc., Wyckoff, NJ
Estes, Leslie C., Clemson University, Clemson, SC
Ettinger, Hal, Project Resource Group, Inc., Arlington Heights, IL
Faileson, Claire H., Rochester Inst. of Technology, Rochester, NY
Fatti, Joseph, Rochester Inst. of Technology, Rochester, NY
Filippidis, Jerry, Rochester Inst. of Technology, Rochester, NY
Fischer, Michael P., S. C. Johnson Wax, Racine, WI
Floyd, Perry L., Sun Chemical Corp., Carlstadt, NJ
Ford, Lisa M., Rochester Inst. of Technology, Rochester, NY
Frederiksen, Karl, Spartan Graphics, Spaarta, MI
Gagliano, John, Artner Sherman Graphics, Chicago, IL
Gearon, Mark A., Henry Wurst, Inc., Kansas City, MO
Geeves, Mark, X-Rite Inc., Grandville, MI
Godwin, Richard, Hallmark Cards, Inc., Kansas City, MO
Gomer, Marten, Graphic Arts Research Lab, Stockholm, Sweden
Goldin, Juliana, Rochester Inst. of Technology, Rochester, NY
Gooch, David P., Edwards Brothers, Ann Arbor, MI
Gultepe, Marjorie A., Case Western Reserve Univ., Cleveland, OH
Gultepe, Ercin, Case Western Reserve Univ., Cleveland, OH
Guitierrez, Raymond, Printing Industry Institute, Los Angeles, CA
Halladay, Gary G., Nimrod Press, Boston, MA
Harris, Suzanne, Clemson University, Seneca, SC
Hayes, Phyllis, DuPont, Santa Clara, CA
Hicks, Micky, Jefferson Smurfit Corp., St. Charles, IL
Hill, Robbin D., CPS, Dunkirk, NY
Hinson, David, Chuck Blevins & Assoc. Co., Tysons Corner, VA
Hirst, Ann A., Rockwell International, Westmont, IL
Hodges, Theresa, Clemson University, Clemson, SC
Hoffenberg, Dr. Paul H., ACS - Datacolor, Lawrenceville, NJ
Hull, Pam, Clemson University, Clemson, SC
Huss, Allen, S. D. Warren Co., Westbrook, ME
Hutcheson, Deborah A., Hoechst Celanese, Somerville, NJ
Illies, Alan, Graphic Exposures, Scarborough, Ontario, Canada
Inoue, Nobuaki, Fuji Photo Film Co., Ltd., Kanagawa, Japan
Isaac, Ragi Adly, Rockwell International, Buffalo Grove, IL
Jarosick, Amy, Clemson University, Cleveland, SC
Johnston, David J., Kraft General Foods, Glevie, IL
Johnson, Robert W., University of Buffalo, Buffalo, NY
Jolley, Monica S., Clemson University, Clemson, SC
Juhola, Helene, VTT Graphic Arts Laboratory, Espoo, Finland
Kelley, James, Color Service, Inc., Seattle, WA
King, James C., Adobe Systems, Menlo Park, CA
Klinkenberg, J. G., Grafisch Opleidingencentrum, Amsterdam, Holland
Ladouceur, Paul, St. Petersburg Times, St. Petersburg, FL
Lenie, Julio, Algonquin College, Ontario, Canada
Lee, Sung C., M.A.N.-Roland, Inc., No. Stonington, CT
Lin, Peter, Rockwell Graphic Systems, Westmont, IL
Linn, John, GATF, Pittsburgh, PA
Lindemann, Deven, Calif. Polytechnic State Univ., San Luis Obispo, CA
Lindholm, Goran, Graphic Arts Research Lab, Stockholm, Sweden
Loger, Lisa M., Cabot Corp., Billerica, MA
Lupo, John M., 3M Company, Eden, MN
Magraino, Frank, S. Rosenthal & Co., Inc., Cincinnati, OH
Mappin, Carlton D., Cookson Graphics, Inc., Holyoke, MA
Marlatt, Larry L., The Wessel Co., Inc., Elk Grove Village, IL
Mazza, Ray, Waverly Press, Easton, MD
McCracken, Susan E., Rochester Inst. of Technology, West Henrietta, NY
McKee, Harris B., Brown Printing Co., Waseca, MN
McKinney, John T., The Orlando Sentinel, Orlando, FL
Mendiguchia, Aurelio, Instituto Artegrafica Tajamar, Madrid, Spain
NEW MEMBERS

(continued from page 6)

Merati, Roberto, Redaelli Tecna Offset s.p.A., Bollate, (Milano), Italy
Meyer, Charlie, Impression Northwest, Seattle, WA
Mukerji, Anam, Typos India Private Ltd., Calcutta, W. Bengal, India
Munger, Paul, Eastman Kodak Company, Rochester, NY
Norwood, Kenneth F., Clemson University, Rock Hill, SC
Ort, William, RBW Graphics, Owen Sound, Ontario, Canada
Parikh, Dilip, Fort Dearborn Lithograph, Niles, IL
Parmelee, Steve, Lincolnshire, IL
Patar, Todd E., Clemson University, Clemson, SC
Paul, William J., Day-Glo Color Corp., Cudahy, CA
Pawlow, Eric N., Rochester Inst. of Technology, Rochester, NY
Pepperdine, Gary, Hallmark Cards, Inc., Kansas City, MO
Peters, Kevin, Clemson University, Clemson, SC
Peterson, Todd K., Rochester Inst. of Technology, Rochester, NY
Piakutsi, Giuliana M., Rochester Inst. of Technology, Rochester, NY
Pike, Iain Trevor, X-Rite, Inc., Wyoming, MI
Pomeroy, Timothy J., Rochester Inst. of Technology, Rochester, NY
Reed, William J., Eastman Kodak Company, Whittier, CA
Reis, Paul, Hennegan Company, Cincinnati, OH
Remhof, George P., DuPont Imaging Systems, Newark, DE
Reitwieser, Leif F., M.A.N.-Roland, Inc., Middlesex, NJ
Roberge, Kevin, Rexham, Orange, CT
Romano, Marge, Shering-Plough Corp., Kenilworth, NJ
Satoh, Masayoshi, Tokyo Kikai Seisakusho, Ltd., Kawasaki, Kanagawa, Japan
Schmerbeck, Catherine, Rochester Inst. of Technology, Rochester, NY
Schuleit, Robert L., Kukla Press, Elk Grove Village, IL
Seibold, Carol D., 3M Company, St. Paul, MN
Serafano, John, Western Michigan University, Kalamazoo, MI
Shockley, Lynette L., Korn Ferry International, Dallas, TX
Sierpe, Jan, Toronto, Ontario, Canada

Smith, Douglas S., R. R. Donnelley & Sons, Lancaster, PA
Spontelli, Charles, Bowling Green State University, Bowling Green, OH
Stine, Richard A., Penntech Papers, Inc., Johnsonburg, PA
Sutter, Amy, Clemson University, Clemson, SC
Swanigan, Galen, Hallmark Cards, Inc., Kansas City, MO
Swift, Paul, RIT Research Corp., Rochester, NY
Steetch, Donald E., Graphic Arts Institute, Roseville, MN
Tellus, Teresa, Monotype Corp., Surrey, England
Trexler, Charolette, Fasson, Painesville, OH
Tobay, James L., R. R. Donnelley & Sons Co., Lancaster, PA
VanBennekom, Michael, Ryerson Polytechnic University, Brampton, Ontario, Canada
Wallace, Alec A., Clemson University, Clemson, SC
Walten, Gary, Cincinnati Technical College, Cincinnati, OH
Warakomsky, Michelle, Clemson University, Clemson, SC
Ward, Edward J., Wilke Color, Victoria, Australia
Weis, Alfred E., A.E. Weis-Quality/SPCConsult, Kalamazoo, MI
Whetzel, Norman, HunterLab, Reston, VA
Williams, Edward E., Graphic Arts Institute, Washington, DC
Wright, James, Rochester Inst. of Technology, Rochester, NY
Yoneda, Katsushige, Rochester Inst. of Technology, Rochester, NY
Yoo, Jae, QMS, Mobile, AL

New Addition to
TAGA Board

On February 11, 1991, born to TAGA Board Member Simo Karttunen and his wife Anneli was a beautiful baby son Henri Petteri weighing 3700 grams and 52 centimeters long. Congratulations, Simo and Anneli!
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TAGA wishes to thank the following companies who have generously donated goods and services to TAGA during 1990:

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RIT/TAGA Student Chapter
Rockwell Graphic Systems
3M Company
Vile-Goller
Weyerhaeuser Corp.

IN MEMORIAM

Dr. Kazuo Sayanagi
1929-1991

TAGA recently received word of the parting Dr. Kazuo Sayanagi, Director of Sha-Ken Information Media Laboratory in Wako-city Saitama, Japan. Prior to joining Sha-ken five years ago, he was Chief of Sayanagi Laboratory, Canon Research Center, Canon, Inc. in Tokyo, Japan since 1954. Among Dr. Sayanagi’s many significant contributions to the industry, he was well known for his research in image structure studies by Fourier analysis. He was an active TAGA member since 1985 and presented papers at several TAGA Annual Technical Conferences.

Richard S. Hunter
1909-1991

Richard S. Hunter, founder of Hunter Associates Laboratory, Inc., in Reston, Virginia, and pioneer in the field of color and appearance science, recently passed away at the age of 82.

Technical Association of the Graphic Arts
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