Join TAGA in San Diego

This year’s 62nd Annual Technical Conference will be held on March 14–17, 2010, in San Diego, California. Join the 2010 TAGA Board of directors for another excellent conference in downtown San Diego. This year’s host hotel is the Horton Grand Hotel located in the heart of the Gaslamp quarter. The Horton Grand Hotel is a four-story, 110-room, 24-suite Victorian-era hotel which is the result of merging two old historic hotels—the Grand Horton and the Brooklyn Kahle Saddlery. The host hotel is centrally located new shopping, restaurants, and beautiful Seaport Village. The San Diego Tour Trolley stops at the hotel’s front door for transportation and sightseeing to most of San Diego’s major attractions. Horse drawn carriages are also available at the front door for an authentic tour of the charming Gaslamp quarter.

In the Gaslamp, you’ll find a truly eclectic blend of food, fun, and culture all within one of San Diego’s most historic areas. Stroll past the district’s other grand, historic buildings restored to their original character. Today the Gaslamp quarter offers a vibrant atmosphere with an architectural mix from the turn of the century with today’s gas lamps, brick sidewalks, landscaping, galleries, theaters, hundreds of boutiques and shops, more than 100 restaurants, bars and nightclubs, and many completely restored buildings. The Gaslamp Quarter is where San Diego’s colorful past comes alive and exists hand in hand with modern development and commerce in an active urban setting.

Outside of the Gaslamp Quarter in San Diego is a bright, elegant, and sunny city filled with places to be explored. From Balboa Park to the world famous San Diego Zoo opportunities for events and exhibits are everywhere. On behalf of the TAGA Board of Directors, we invite you to attend this year’s program to network, learn, and connect with your peers at the 2010 Annual Technical Conference.
The most important future activity is the next Annual Technical Conference in 2010. It will be held in San Diego, where we have convened at least once before. In a few months time, we will begin our request for abstract submissions to the conference. I would like to take the opportunity to stress the importance of submission of good abstracts already at this early point in time. The conference is the raison d'être for our organization. Without the conference there would probably not be an organization. As usual your submissions will be examined by the scientific program committee and you will be notified in due time about the acceptance of your paper. So, do think about submitting now!

During the 60 year-existence of our organization, an immense number of papers have been presented at the Annual Technical Conference. You may already have acquired the first DVD that covered the proceedings of recent conference years. Then you know the true value of having all this information easily accessible. In order to extend the *Proceedings* database to the earliest years of TAGA, the *Proceedings* from 1949 to 1974 have now also been digitized. The DVD is available for purchase through the TAGA website. The production of the DVD serves two purposes. The proceeds from the sale of DVDs helps the organization financially, at the same time giving teachers and researchers easy access to the valuable resource that has been developed over the entire existence of the organization.

The digitization of the *Proceedings* database makes it possible also to produce printed copies of conference proceedings on-demand. This is made possible through the use of the Printing Industries of America on-demand book production capability. It assures that our books can be included in the collection of any library. Second, it provides a means by which we can offer hard copy versions of the *Proceedings* to TAGA members.

The transfer of the editing and production of the *TAGA Journal* from Tim Claypole and the Swansea group to Mark Bohan and the staff at Printing Industries of America has been completed. New technical reviewers are being solicited; plans for production and distribution are being developed; submitted articles in the pipeline are being transferred; and, most important, strategic planning for increasing circulation and promoting awareness is ongoing.

Through Eric Neumann, our Vice President of Education, we are trying to increase the number of schools that participate in TAGA. We are targeting schools with graphic technology programs and presenting them with information about the TAGA student chapters and the potential benefits that TAGA membership can bring to schools and students who participate. We anticipate that for every school that starts a TAGA chapter, several faculty members will join TAGA as regular members. These faculty members might find TAGA to be a source of valuable information for their teaching and research.

The future health and growth of the organization is the responsibility of the Board, but ultimately, it is you as an individual member that is responsible. You can help recruiting new members by promoting the organization to colleagues, students, companies, and of course, by coming to our Annual Technical Conference.

Björn Kruse
TAGA President
2009—2011
Office Update

We’re often asked what goes on during the months when we are not preparing for a conference, so we wanted to give you a snapshot of 2009 in review. Late spring in 2009 brought a face-lift to the website maintained by Printing Industries of America. The website was redesigned to be more user-friendly by interconnecting pages in new ways, and we are now able to accept TAGA membership online, which we were only able to do in the past in conjunction with the conference.

We also now have a new TAGA Administrator by the name of Jessica Meyers. She is the first to admit that there was a bit of a learning curve regarding all that TAGA offers, but she has thrown herself into her work with enthusiasm. The transition delayed some operations somewhat, including our publication schedule of the Proceedings and newsletter, but we are actively working to get the 2009 Proceedings produced by the end of January and then into the mail stream.

We have added one new product to our repertoire in 2009—the 1949–1974 TAGA Anthology. It is available for sale in addition to the other anthology of papers from 1975–2005. Both anthologies are collections of technical papers that have been published over the years in the TAGA Proceedings. Their topics surround many forms of graphic technology and printing processes as well as emerging science in the industry. They are an invaluable resource for anyone in the graphic arts industry wanting to increase their knowledge on specific technical matters. We have sold several anthologies since last year’s conference and are hoping to sell more with some additional marketing efforts and a renewed economy.

In the meantime we are gearing up for the conference with marketing materials and are busy finalizing the Proceedings from 2009. We are looking forward to seeing everyone in San Diego. Don’t forget to stay connected to us through the TAGA LinkedIn Group for updates and discussions from the board and the staff.

Need more info on TAGA?
Contact the TAGA Office at:
200 Deer Run Road, Sewickley, PA 15143
phone: 412-259-1706
e-mail: taga@printing.org
website: www.taga.org
With some notable exceptions, the generally accepted purpose of industry associations is to provide information, education, and knowledge-sharing opportunities to their memberships. In the graphic communications industry, we have numerous associations, covering many and varied aspects of the business, technology, supply chain, education, and even politics. Many of them appear to be similar to each other, and to the uninitiated, can appear to be redundant.

In other industries, associations tend to be more specifically tied to professions—for example, if you are an electrical engineer, you will most definitely belong to the IEEE (www.ieee.org). If you are a lawyer, you will definitely belong to the American Bar Association (at least in the United States, www.aba.org).

The printing industry is very large, global and diverse (for example, it is the 4th largest manufacturing industry in the United States), with numerous market segments; we employ an incredibly wide variety of technologies and practices that each need in-depth focus. As a result, it isn’t quite as obvious to which association a professional may (or should) belong. A “print professional,” or an academic who teaches print-related subjects, may have virtually any degree, and one of thousands of different titles, many of which could not even be directly attributable to the individual’s actual work without explanation.

For the technical professional employed in the graphic communications industry, the best solution is TAGA: the Technical Association of the Graphic Arts. Organized in 1948, TAGA is the only global professional technical association for the graphic arts industries. TAGA has hundreds of individual members worldwide, backed by support from corporate and institutional patrons. TAGA serves the CTO, CIO, and R&D management personnel of printers, publishers, and premedia companies, as well as engineers and scientists employed by graphic arts systems and equipment providers, ink manufacturers, and paper manufacturers.

TAGA focuses on graphic arts systems, software, and computer technology developments, as well as the more traditional areas of press, ink, and paper engineering applications. Information, education, knowledge-sharing, and networking opportunities are all key activities, manifested by our Annual Technical Conference, which is going into its 62nd year still as vital as ever. The association maintains the industry’s best permanent set of technical papers and abstracts.

TAGA provides guidance and support to its 15 student chapters around the world, including chapters in Canada, France, Sweden, Taiwan, and Wales. The Annual Technical Conference provides students opportunities to participate in several competitions as well as an opportunity to meet prospective employers.

TAGA’s Mission has always been 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. As the world of print and the industry evolve, many associations are struggling to adapt. TAGA continues to grow and prosper because it continues to fill an important niche in the global community.

The unique thing about TAGA is that we provide a virtual “clearing house” for a variety of topics our members may need to know about but cannot spend extensive time to research. For example, if your primary professional focus is on pulp, paper, converting, and packaging, you probably belong to TAPPI (www.tappi.org); but you also need to know about machines and equipment, new processes and technology, digital applications, and more—TAGA would be a great source for that kind of information and networking. If inkjet and toner systems, chemistry, and engineering are your primary focus, you may want to be a member of the Society of Imaging Sciences (www.imaging.org), but TAGA will provide a broad connection to developments in software, as well as complementary flexo, offset, gravure, and other printing technologies. If workflow software is your primary focus, you should be a member of the CIP4 Consortium (www.cip4.org) and join its online workgroups and attend its worldwide interoperability events. But if you would prefer to be updated periodically on the developments, membership in TAGA is the most efficient choice.

The one place where you can hear about all these things and more is TAGA. We do not compete with any other industry group, in fact we are highly complementary to the other industry associations. And since our dues are affordable for anyone—student, professional, educator, consultant, retired—we have a unique value proposition that can enhance your professional expertise and stature and keep you in touch with the industry’s most important developments at any stage of your career.

For all the reasons we’ve discussed, I invite you to join TAGA. You can do so online at www.taga.org. If you need more information, please call our office, or better still, write directly to one of our board members—they can tell you why they belong and how it has benefitted them personally—as well as the industry.
2009 was another great year for TAGA student members and chapters, commencing with one of the best student attended Annual Technical Conferences in New Orleans, Louisiana. In addition to attending the general conference sessions, students were also highly visible between sessions championing the hard work each had put into producing their TAGA Student Publications, which were some of the finest specimens of printing and production seen to date—utilizing techniques such as variable printing, printed electronics, and specialized finishing techniques.

There were seven schools participating in the student competitions this year, including: California Polytechnic State University, Clemson University, Grenoble Institute of Technology, Rochester Institute of Technology, Ryerson University, University of Wisconsin-Stout, and Western Michigan University. The Grand Prize Award for the best student publication (The Kipphan Cup) went to eight-time winners RIT, in addition to also grasping the Attendees’ Choice Award. Special Recognition Awards also went to Clemson for Design and Production Quality and to Grenoble for Technical Writing. All of the publications were great, and we all look forward to seeing what the student chapters produce for the 2010 Conference in San Diego.

In addition, two great technical papers were also recognized. The Harvey Levenson Undergraduate Student Technical Paper Award went to co-authors Saleh Abdel Motaal and Samee Sikander from Ryerson University for their paper, “Repeatability of Ink Transfer and Color Management Lithography.” The Dusty Rhodes Graduate Student Technical Paper Award went to co-authors John Jay Jacobs, Joanna Church, and Jen Olberding, for their paper “Electroluminescent Circuit Printing” (a technique that the Clemson student chapter utilized in their student publication, producing the first ever “light-up” TAGA publication).

**Student Competitions**

**2010 Deadlines**

Student members and chapters should be aware of the deadlines for the 2010 Competitions.

- 15 January 2010 – Harvey Levenson/Undergraduate Paper, manuscripts due
- 15 January 2010 – Dusty Rhodes/Graduate Paper, manuscripts due
- 21 February 2010 – Helmut Kipphan Publication Award, formatted PDF due

For additional details regarding deadlines, guidelines, judging criteria and more, students should review the information on the TAGA Student Website at www.taga.org/students.

**New TAGA Chapter**

The Board of Directors of TAGA welcomes a new TAGA Student Chapter from Ball State University in Muncie, Indiana. We look forward to their participation in future TAGA conferences and the development of another strong chapter and student presence within TAGA. Any other schools wishing to start a TAGA Student Chapter can find more information on the TAGA Student Website or by contacting taga@printing.org.

**Student News**

Students, we want to know what your chapters are up to. Please keep updated by sending any notable or newsworthy information to taga@printing.org and we will do our best to publish it in the next issue of the TAGA Newsletter. For more information on the TAGA Student Chapters, visit: www.taga.org/students.
2010 TAGA Membership Includes:

• **2010 TAGA Proceedings** – a perfect-bound book of executive summaries (abstracts) of all the papers presented at the annual conference with a CD-ROM of full papers, color images, and complete proceedings.
• Free subscription to the **TAGA Newsletter**.
• Free subscription to **Printing Industries of America: The Magazine**—TAGA members have access to the digital version of this valuable resource, which includes both the current issue and archives of Printing Industries of America’s technical magazine.
• Discounts on back issues of the **TAGA Proceedings**. To order, visit the TAGA Store at www.taga.org/bookstore.
• Access to other valuable resources on the www.taga.org website.

And as always, a valuable network for your professional activities. TAGA unites researchers from all over the world from a diverse set of disciplines related to graphic media. It is a source for learning, keeping abreast of advances in the industry, and testing and developing new ideas.

**Membership Prices**

<table>
<thead>
<tr>
<th>Class</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>$125 USD</td>
</tr>
<tr>
<td>Educator</td>
<td>$75 USD</td>
</tr>
<tr>
<td>Retired</td>
<td>$75 USD</td>
</tr>
<tr>
<td>Student</td>
<td>$40 USD</td>
</tr>
</tbody>
</table>

**New Educators Rate**

In 2009 the TAGA Board of Directors approved a new membership classification for Educators. This membership rate allows professor and doctoral candidate students to enjoy all of the benefits of TAGA membership at a discounted rate. In order to be eligible for this rate, professors and doctoral students must be associated with a recognized university in the related fields. If you are already an educator, don’t forget to renew in this classification—and please encourage your colleagues to join as well.

**Bookstore**

**TAGA’s Entire Proceedings Collection Has Gone Digital.**

The **TAGA Proceedings** contain the history of the printing industry from 1949 to the present and are now an even more ready source of Graphic Arts R&D with the release of a second DVD anthology. Following a unanimous Board vote, and through the pledged commitment of several TAGA members, the **1949–1974 Proceedings** have been digitized and are now available for purchase. This DVD of the early years of the organization, when combined with the **1975–2005 TAGA Anthology** and the CDs of the most recent **Proceedings**, completes TAGA’s digital collection of technical papers.

Both DVDs offer keyword search engine capability and include PDFs of the white papers published each year. To purchase your copy of either DVD, priced at $975 each, please visit www.taga.org/bookstore to download an order form or send your request to taga@printing.org. Visit the TAGA Store to place your order for books and other products at www.taga.org/bookstore.
Looking for a good deal? Order the 1949-1974 TAGA Anthology or the 1975-2005 TAGA Anthology in 2010 prior to the ATC and you can receive an additional $100.00 off your conference registration. Contact Jessica Meyers to take advantage of this additional discount at jmeyers@printing.org.

TAGA Officers

Björn Kruse
President
Linköping University

Paul Cousineau
Executive Vice President
Dow Jones and Company, Inc.

Wandee Poolpol
Vice President, Technical Papers
Eckart America, L.P.

Chuck Gehman
Vice President, Membership/Publicity
mimeo.com

Eric Neumann
Vice President, Education Consultant

Paula Gurnee
Secretary/Treasurer
Ink Systems, Inc.

TAGA Board Members

Don Duncan
Wikoff Color Corporation

Gihad Dziesietnik
EFI, Inc.

Bill Esler
Graphic Arts Monthly

Martin Habekost
Ryerson University

Dr. Yung-Cheng Hsieh
National Taiwan University of the Arts

Eugene Langlais
Capricorn Research

Dr. Alexandra Pekarovicova
Western Michigan University

John Seymour
QuadTech

Hal Stratton
manroland, Inc.

John Sweeney
Fine Eye Color Solutions

Erwin Widmer
Ugra

TAGA Staff

Dr. Mark Bohan
Managing Director

Gwen Martin
Conference Manager

Jessica Meyers
Administrator
Conference Sponsors

TAGA would like to graciously thank and recognize the generous contributions of our corporate and conference sponsors who support the conference and the organization.

Ray Prince
manroland, Inc.
Heidelberg USA
Kodak
Dow Jones

INX
Mimeo.com
Ontario Beach Systems
Printing Industries of America