Join TAGA in Pittsburgh

This year’s 63rd Annual Technical Conference will be held on March 6–9, 2011, in Pittsburgh, Pennsylvania. Join the TAGA Board of Directors for another excellent conference. This year’s host hotel is the Omni William Penn. The Omni is located in the heart of the downtown business district. It is a historic landmark elegantly renovated for the 21st century traveler, while retaining the charm of the early 1900s. The hotel is just steps away from sporting and cultural venues and a variety of shopping. Home to 723 bridges, 29 universities, and the nation’s largest inland port, Pittsburgh is filled with magnificent architecture and the excitement of a major metropolis. There’s so much to enjoy, and the Omni William Penn Hotel puts you close to everything.

Pittsburgh's Cultural District is an easy walk from the Omni William Penn and all downtown hotels, providing plenty of post-meeting entertainment for delegates. The Cultural District features five major world-class theaters plus smaller performance venues and cutting-edge art galleries. Pittsburgh is the birthplace of American philanthropy, and nowhere is this great cultural legacy more obvious than in the four Carnegie Museums. The city also features one of the oldest botanical conservatories in the country and is home to the National Aviary. Check out great places for shopping, dining, and nightlife in Downtown Pittsburgh! Whether you want to grab a casual bite before hitting Downtown's two department stores and hundreds of specialty stores and galleries or you are looking for an elegant evening of fine dining before attending the theater, ballet, or symphony, Downtown offers many choices.

This year’s industry tour will showcase Printing Industries of America, the home to TAGA’s offices. Printing Industries is the world’s largest graphic arts trade association representing an industry with approximately one million employees. It serves the interests of more than 10,000 member companies. Printing Industries of America, along with its affiliates, delivers products and services that enhance the growth, efficiency, and profitability of its members and the industry through advocacy, education, research, and technical information.
for the staff and Board to look back on past activities, but most importantly perhaps, to look forward to the activities to come.

There are two important activities that lie ahead of the organization. First is the next Annual Technical Conference in 2011. It will take place in Pittsburgh, Pennsylvania, United States, in the Omni William Penn Hotel. This hotel is well known to the TAGA conference habitué, as it has been the location of several earlier conferences. The planning for the upcoming conference has been going on since our convention in San Diego this spring. Our conference and its interesting content have been compiled and have been distributed. This period between two conferences is a time for the staff and Board to look back on past activities, but most importantly perhaps, to look forward to the activities to come.

The 2010 Annual Technical Conference in San Diego was a success with a great audience from schools and industry alike. Especially the large number of student attendees is reassuring for the future of the organization. The Proceedings and its interesting content have been compiled and have been distributed. This period between two conferences is a time for the staff and Board to look back on past activities, but most importantly perhaps, to look forward to the activities to come.

During the 62-year existence of our organization, an immense number of important papers have been presented at the Annual Technical Conference. All this information is now digitized and can be yours for a small amount of money, or you can purchase it for your library. The anthology covers two periods from 1949 to 1974 and 1975 to recent years available on two DVDs. The production of the DVD serves two purposes. The proceeds from the sale of the DVDs helps our organization financially, at the same time giving teachers and researchers easy access to a goldmine of valuable and searchable information. You will find ordering information on our website.

In our continual effort to increase the number of young persons and schools that participate in TAGA we are targeting schools with graphic technology programs. Our Vice President, Education, Martin Habekost is in charge of the contacts between TAGA and the TAGA student chapters. Today there are student chapters all over the world. If you haven't already established a student chapter, you will find out how to do so in the student chapter information on our website.

Your continued interest in our organization is important for the well being of TAGA. The most obvious way to show your appreciation is by attending the Annual Technical Conference. That is not the only way, however, you may also help the Board in its endeavor to enlarge the membership by promoting the organization to colleagues, students, and companies. Welcome to Pittsburgh in 2011.
About this time each year, those of us at the office give the TAGA members a snapshot of the happenings throughout the last year.

A new addition to the website this year was the introduction of the TAGA Photo Gallery. TAGA now has a page that houses all of the lovely photos that we have taken during the Annual Technical Conference. Each photo is high resolution with the ability to be downloaded. Take a look for yourself, your friends, your colleagues, and the new contacts you’ve met around the globe. Put a face with the name on that business card! Visit www.taga.org/photos to see the 2010 conference photos.

We are excited that this year’s Annual Technical Conference will be held in Pittsburgh, since it will give us the opportunity to host a tour of the TAGA home office and the impressive facility at Printing Industries of America. Printing Industries of America is a member-based trade organization that supports the graphic arts and related industries through training, consulting, lab services, research, process control, economic surveys, and government affairs. Many of the speakers from the Color Management Conference and Converge Conference have offices in the building we will be visiting including Julie Schaffer, Mark Bohan, Gary Jones, Joe Marin, Greg Radencic, Brandon Iskey, among others. Shuttles will take the conference attendees to and from the Omni William Penn hotel to the TAGA Office, which is located about 20 minutes north of downtown. Keep your cameras handy!

Because of the positive response we received last year regarding the $100 discount to the Annual Technical Conference with the purchase of a TAGA Anthology, we have decided to extend the offer this year. Anthologies are available for purchase from the TAGA office. Email taga@printing.org for your copy.

Need more info on TAGA?
Contact the TAGA Office at:
200 Deer Run Road, Sewickley, PA 15143
Phone: 412-259-1766
Email: taga@printing.org
Website: www.taga.org
It is an honor and privilege to serve as your new Vice President of Membership and Marketing. I would like to personally thank Chuck Gehman and Gene Langlais for their continued work and support of Membership and Marketing efforts and will be contacting a number of you directly in the coming months to enlist your assistance.

The good news is TAGA does an excellent job in fulfilling our mission to provide a worldwide forum for sharing and disseminating theoretical, functional, and practical information on current and emerging technologies for the Graphic Arts.

The bad news is, we are one of the best-kept secrets in the industry!

TAG-A-TAGA MEMBER CONTEST

The strength and value of TAGA is our membership. The key to our continued success is growth in membership, which will increase Annual Technical Conference attendance and strengthen our finances.

In order to increase membership and awareness of TAGA, we have created a friendly contest called “TAG–A–TAGA Member.” The concept is simple; we want to know who you think should be a member of TAGA.

HOW DO I TAG-A-TAGA MEMBER?

- Send an email to taga@printing.org with “TAG-A-TAGA Member” in the subject line.
- In the email, provide us with contact information on a prospective TAGA member and include a sentence or two describing why he or she would be a good addition to the TAGA membership.
- CC the person who you are “nominating” on the email so they can learn why you think they may enjoy the benefits of becoming a TAGA member.
- We’ll take it from there!

BRAGGING RIGHTS

If you TAG-A-TAGA member, you will receive a handsome TAG-A-TAGA Member pin if they decide to join TAGA. More importantly, the member who TAGS the most new members will be recognized at the Annual Technical Conference. Not to brag, but I fondly recall beating my old TAGA friend and GATF Colleague Ray Prince in a successful TAG-A-TAGA Member campaign circa 1990. There will be a Student Member category as well, so please help spread the word!

ARE YOU LINKED IN?

I am happy to report we now have 665 members in the TAGA LinkedIn Group. Also, the 63rd Annual Technical Conference is listed under LinkedIn Events. Please take a moment to RSVP (Attending, Presenting, Interested), and you will be able to see RSVPs to date.

Student members, if you do not yet have a LinkedIn account, it is a top recruiting method today and an excellent networking tool. I encourage you to join.

As a TAGA member, you are never more than a phone call or e-mail from an answer to any technical inquiry you may have. I look forward to working with you to build and strengthen TAGA.
As the new VP of Education for TAGA, it is my goal to continue the traditions set by Bernard Pineaux and Eric Neumann in their times as the VP of Education. Students in the Graphic Art Schools around the world form an integral part of the TAGA Annual Technical Conference. The student competitions for the best student publication is one of the highlights of the conference. A lot of planning and preparation goes into the design and production of their publication. Every year one can feel the tension and anticipation from all students when it is time to announce the winner of the competition on the last day of the conference. It feels almost like the Oscar ceremony.

But it is not only the prize. The award for the best student publication is certainly a highlight of the conference, but it doesn't end there. The but also the prize for the best undergraduate and graduate student research paper that are of equal importance to the students, the student chapter faculty advisors and their respective schools.

Personally I would not have dreamt of becoming the VP of Education when I attended my first TAGA conference in 2006 in Vancouver. At that conference I was amazed by the diversity of the topics that were presented by researchers from around the world. The energy of the participating students and their pride in the journal they produced inspired me to become more serious about TAGA, to support a local student chapter and to have colleagues also present at TAGA conferences.

During the last student meeting at the 62nd annual conference in San Diego, CA, it was suggested that each student chapter can have their profile displayed on the taga.org/students website. I think this is an excellent idea, and the faculty supervisor of each student chapter should work with his or her group on the profile. Details on what can be posted will be announced in a separate communication to all faculty supervisors. I would like to post all student publications from the 2010 competition on the TAGA website. For this to happen, the PDF file should not exceed 5 MB and should be optimized for web viewing. Details will be sent out in a separate communication.

Another excellent idea from the last student meeting was to create a “student’s choice award” for the best student journal. I will raise this point at the next TAGA board meeting to see this come to fruition.

I am always amazed by the energy and ideas that students bring to each TAGA conference. Expect additional communications throughout the coming months leading to the 63rd annual conference in Pittsburgh, PA. I am looking forward to meeting all of the students at the conference. Do your best in regard to your student publication, and don’t forget to check out www.taga.org/students and the student-only Facebook page.

If you have any questions, concerns, or suggestions on how to make the student experience at the TAGA conference even more worthwhile, or any other general inquiries, please don’t hesitate to contact me at mhabekos@ryerson.ca

See you all in Pittsburgh in March 2011!
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 at www.taga.org.

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**
- Professional $125 USD
- Retired $75 USD
- Student $50 USD

**TAGA Store**

**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.

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