TAGA converges in Pittsburgh

This past March was TAGA’s Annual Technical Conference held in Pittsburgh, PA, at the Omni William Penn Hotel. We had more than 140 attendees participate in the conference this year and our membership currently stands at 245 members as of August. This is an increase of 15 percent since last year. We ended the year with 214 members in 2010. Kudos to those members who have recommended TAGA to a friend!

The TAGA Conference had representation by many of our active TAGA Student Chapters including California Polytechnic Institute of Technology, Clemson University, Eastern Illinois University, Grenoble INP- Pagora, Rochester Institute of Technology, Ryerson University, University of Wisconsin-Stout, and Western Michigan University. The winner of the Helmut Kipphan Cup went to Rochester Institute of Technology this year for their amazing personalized student journal and the recipient of this year’s Michael H. Bruno Award was presented to Richard Goodman.

Even though the weather could have cooperated a bit more than it did, our attendees thoroughly enjoyed their time in Pittsburgh. Many of the student attendees visited a local brewhouse together, the Hofbräuhaus, in Pittsburgh’s South Side. Other fun outings included touring Pittsburgh’s Station Square and a visit to Knepper Press, one of the premier printers in Pennsylvania.

The upcoming Annual Technical Conference will be held in Jacksonville, FL, in March of 2012. There is something for everyone in the city of Jacksonville, Florida. While Jacksonville offers exciting attractions, it also offers ample and unique meeting spaces. Within the city limits, one can experience a riverfront downtown, miles of beaches, natural splendors, and a healthy cultural community. With a moderate temperature year round, Jacksonville is home to numerous festivals, national and international sporting events, exceptional golf courses, and world-class art and culture. In addition to the history and architecture Jacksonville has to offer, Atlantic beach, Neptune Beach, and Jacksonville Beach are great places to lounge for the day and put your feet in the sand.
Current economic times have had an impact on TAGA. We have a strong Board and they are diligently working to grow membership and make smart decisions, planning ahead to keep operating costs in line with revenues. During the past few years, the TAGA annual technical conferences have continued successfully when other conferences have been postponed and/or cancelled. There is a reason for this. TAGA provides essential and fresh information. Members continue to attend the conference to stay at the top of their field. We need to grow membership and conference attendance to ensure the future health of TAGA.

In the 80s, I got involved in TAGA as a college student at Cal Poly. With the support of Dr. Harvey Levenson, a small group of students chartered the first TAGA Student Chapter and published the first student technical journal. The student chapter program is an essential part of TAGA. Because of my student involvement, I knew about TAGA and later in my professional career I was able to come back and participate.

Over the years I have been asked why should I participate in TAGA—what’s the WIIFM (what’s in it for me)?

Part of it is the unparalleled forum TAGA provides for researchers, educators, students, and professionals to come together and openly discuss and challenge information and knowledge on cutting edge topics related to the graphic arts industry. Educators and students from universities throughout the world attend the annual conference, comprising the best and brightest of those entering our business. To be successful in a career requires having a strong network of connections; TAGA provides a great opportunity to build these connections.

TAGA’s Journal of Graphic Technology and annual Proceedings have a long history including the seminal work that was used to quantify and control the processes we know as printing. More recently, rapidly changing technology has led to new approaches and advances in printing as manufacturing and on demand production include research on process control, color modeling, measurement technologies, print quality, digital printing, print manufacturing of electronics, substrates, file formats, workflows, electronic display, standards, and the list goes on. Now is the time to submit abstracts for original work to be presented at the upcoming Annual Technical Conference. I encourage all existing and future members to participate. Abstracts will be reviewed by the TAGA scientific committee and candidates will be notified when a paper is accepted.

The full set of TAGA Proceedings, known as the TAGA Anthologies, are available for purchase as a DVD set from our website and the Journal of Graphic Technology is also available.

At this year’s conference I was chatting with a new attendee between sessions, and they mentioned that they were surprised at the wide variety and quality of the work being presented, that no other conference provides this opportunity, and, more importantly, it’s stuff they need to know. They said they would be coming back next year because of the compelling content. Think about this: TAGA is an organization that provides a breadth of information that you need to know, and, more importantly, the individuals who produced this original work are available to discuss it in detail at the conference.

I’m paraphrasing, but one of our board members has said that he attends the annual conference because “It’s not about what you know, it’s about what you need to know.” This is what TAGA provides. The WIIFM is the primary reason I am involved with TAGA. I am able to stay at the top of my game, learn the details behind new technologies, and successfully engage this information and valuable contacts to help make sound business decisions.

I am very excited about the upcoming March 2012 Annual Technical Conference in Jacksonville, Florida. Jacksonville provides a great venue along the river. I hope to see you there and encourage you to invite a colleague to attend, as I’m sure they will thank you for the invite following the conference.
About this time each year, those of us at the office give the TAGA members a snapshot of the happenings throughout the last year.

We are pleased to announce the newest addition to our staff at the TAGA Office, Elise Cohen. Elise, our new conference assistant, will be working on planning the Annual Technical Conference this year as Gwen Martin has decided to spend additional time with her family. We are excited for Elise’s new perspective on the conference and getting new attendees. Speaking of the upcoming conference, TAGA is now accepting paper submissions for 2012. If you are interested in submitting a paper please contact tagapapers@printing.org.

This year we also had a number of changes among our board officers at TAGA. Paul Cousineau from Dow Jones and Company, Inc. has been elected as TAGA’s new president, replacing Björn Kruse; and Don Duncan from Wikoff Color Corporation has moved into Paul’s previous role as the new executive vice president. Hal Stratton from Komori America Corporation has been elected to the position of secretary/treasurer replacing Paula Gurnee.

We have also added four new board members this year: Brian Lawler, from California Polytechnic University; William Li, from Eastman Kodak Company; Rick Riegger, from Japs-Olson Company; and Dr. Yu-Ju (Mandy) Wu, from Appalachian State University.

One of the more recent board decisions was to make the historical papers from past TAGA Proceedings, known as the TAGA Anthologies, more affordable to the general public. This is especially practical for libraries and corporations who are interested in the entire TAGA paper collection. There are two Anthologies currently available: 1949-1974 and 1975-2005. The price is now $475 per CD or both for $750. Please contact the TAGA office if you need more information or would like to order a copy of the TAGA Anthologies.
What TAGA Membership Means

TAGA is an amazing organization with a rich history. Sometimes our benefits are hard to explain to mere mortals in the “outside world,” like your boss or colleagues. That’s the one thing I would ask you to do as a member of our organization. Entering our 64th year in association, we need to get the word out about how valuable TAGA is to teachers, students, professionals, and even the industry’s retired who want to stay in touch with technical developments.

We really are the only global professional technical association for the graphic arts industries. While today we have about 250 individual members worldwide, we should have many more. We have more than 1,100 people in our LinkedIn group, indicating that there is clearly great global interest in what we are doing. We need your help to get those people to sign up and pay dues! Full professional membership in this association is only $125 and comes with numerous benefits, like the soon-to-be delivered 2011 TAGA Proceedings; discounted registration to the Annual Technical Conference in Jacksonville, FL, next year; a free subscription to this newsletter; a free subscription to Printing Industries of America: The Magazine; discounts on back issues of the TAGA Proceedings; access to other valuable resources on www.taga.org; and the honor of being a part of the greatest technical association in graphic arts and the amazingly robust network that comes along with it.

If you know anyone who serves as the CTO, CIO, and R&D manager at a printing company; a publisher or premedia company; an engineer or scientist employed by graphic arts systems or equipment providers; an ink manufacturer; or a paper manufacturer, we are counting on you to make sure they know that 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.

As the fall approaches, our membership swells because of our 15 active student chapters around the world in Canada, France, Sweden, Taiwan, Wales, and the United States. Another critically important aim of the marketing committee this year is to keep our student members active after they graduate. Students may not know they get a full 2-year membership in the association upon graduation. There are various ways that professional members can help students continue in the association after they graduate. Contact me for more information.

In summary, TAGA is very much an underpublicized resource that needs to get its story told. In today’s era of social media and the Internet, we need you—our members—to help us spread the word and evangelize membership. It will benefit you, the association, and the industry itself for there to continue to be a strong technical association to take us into the future.

Chuck Gehman
Marketing Committe Member
cgehman@mimeo.com
TAGA is excited about the upcoming Annual Technical Conference in Jacksonville and we’re all looking forward to seeing our lively and energetic student members again. The students in TAGA bring enthusiasm, vision, and talent to the organization, and, through continuing membership, represent the future of the organization. Your continued support ensures many upcoming years of TAGA conferences and fantastic student journals.

We hope that the student groups have maintained contacts and shared ideas, as they discussed in the student dinner in March 2011 in Pittsburgh. There are so many great ideas in this group, and that sharing will make us all stronger. Please continue to stay in touch with your TAGA friends and to begin some planning for the trip to Jacksonville, FL. It’s not too early to start thinking about the creative, innovative, and inspiring journals that you will bring to the conference! The competition at the 2011 conference in Pittsburgh, PA, was very tight because of the high-quality level of all the submitted student journals. Keep up the good work. All the TAGA board members are looking forward to judging the entries in the next competition at the conference in Jacksonville, FL.

There is a student-only Facebook group that allows you to share ideas and photos from the conference. Look for this group on Facebook and request to be member. It is not a public group. You can also contact TAGA's Vice President of Education, Martin Habekost, in regard to any concerns or questions you might have. These concerns can be in relation to all things TAGA and the upcoming conference. Please participate in the active discussions since they concern you, the students of the various TAGA student chapters and their (financial) role at the Annual Technical Conference.

Membership has been growing some during the last year, and we plan for good attendance in Jacksonville, FL. Membership growth is key to the health and survival of TAGA. Please tell all your friends, and be sure to keep TAGA in mind as you leave college or university and enter the workforce. TAGA has helped thousands of new employees of printers, publication houses, ink makers, and others in the graphic arts industry to grow and excel, and TAGA can help you. Your TAGA contacts can be useful if you run into a problem at work that you cannot solve. Contact a TAGA member that you think might have the answer, and he or she will assist you. Sometimes your TAGA contacts can help you find a new job, or, if you are a student, an interesting co-op or internship.

The economy is getting better (so they say), and attention can return to growth and improvement, rather than just surviving. There are so many technical issues in the graphic arts area that cry out for research, data, learning, and attention that the security of technical people in our industry seems pretty solid. Keep the faith, work hard, be creative, and come to Jacksonville!

We are looking forward to seeing you all in Jacksonville, FL.

Your education committee,

Don Duncan, Hal Stratton, and Martin Habekost

RIT students win the Helmut Kipphan Award
2011 TAGA Membership Includes:

• **2011 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

**Resources Available from the TAGA Store**

**TAGA’s Journal of Graphic Technology Vol. 5, No. 1, is now available**

The **TAGA Journal of Graphic Technology** is a peer-reviewed journal designed to meet the needs of the global professional graphic applications industries and to bring together the multi-disciplinary community in further development of printing as a manufacturing process. Graphic applications play major roles in the reproduction of quality images, packaging, and in the volume manufacture by printing of products, such as electronics and nano technology. The **TAGA Journal of Graphic Technology** embraces the fundamental science and technology, application and technology transfer and the generic problems and experience associated with the management and implementation of graphic applications.

The **TAGA Journal of Graphic Technology** is published on a regular basis in electronic format with a minimum of four papers per edition plus any rapid communications. For information on submitting a paper please visit [http://www.taga.org/journal](http://www.taga.org/journal). The electronic version of the current journal is available free to all TAGA members from [www.taga.org](http://www.taga.org).

Visit [http://www.taga.org/store](http://www.taga.org/store) to see all of the offerings from the TAGA Store including past **TAGA Proceedings**, single research papers, the **TAGA Anthology** DVD’s from 1949-1974 and 1975-2005, past **TAGA Journals**, and TAGA lapel pins.
Looking for great technical information? **TAGA has your resources!** Look at the TAGA Conference Proceedings, the 1949-1974 TAGA Anthology, 1975-2005 TAGA Anthology and the TAGA Journal. Visit the TAGA store to take advantage of this outstanding information, [www.taga.org/store](http://www.taga.org/store).

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