

## Holiday Luncheon and Award Banquet

On December 16th, 2008 the annual Christmas potluck took place at PrintechPlus hosted by none other than our leader, Paul Hatch, and a special guest from the North, Santa (LaMar Hatch). The food was enjoyed by all and the awards of service and special acknowledgements were presented. 5 year awards of service went to Melinda Barnett, Mike Warner, Scott Mazurek and Bob Kilcrease. 10 year accolades went to Ray Pratt, Gary Meyer, Jon Billesbach and Jeff Kirby. Tin Duong was our only recipient of a 20 year accomplishment. Presidential Awards for outstanding service went to Robyn Brown/Office, Randy Powers/Pre-Press, Mike Sprouse/Press Room and Mark Rexford/Bindery. Special recognition awards were bestowed on Rod Smith with our Chairman Award and Mike Warner received the Steven Spere Award. The holiday luncheon kicked-off the season and all who attended feasted and enjoyed the afternoon. Thank you to all who participated.



5 Year Service Awards were presented to Mike Warner, Melinda Barnett and Scott Mazurek.



Tin Duong - Recognized for 20 Years of Service.



10 Year Service Awards were presented to Ray Pratt, Jon Billesbach and Jeff Kirby.



Rod Smith accepts Special Recognition Award.



Mike Sprouse, Mark Rexford, Randy Powers and Robyn Brown recognized for outstanding service.



Top Sales Award was presented to Mike Warner.

## PrintechPlus Welcomes Doug Kissel

We proudly announce the addition of Doug Kissel to our PrintechPlus sales team. Doug's career has been in the graphic arts and printing industry for over 15 years. As a college student he worked as a plate maker, press helper, roll tender and pre-press proofing technician. Once armed with a BA degree in graphic design, he started his career on the design side of the graphics industry for HBA (now ADP). He then transitioned to a print buying position with ADP and after another stint back to the graphic design side with Prudential

Coleman Real Estate in Park City, Utah, he moved into print sales. He has worked as an account executive for 10 years at Lefavor Envelope and then Carr Printing Company and is excited to be joining PrintechPlus in 2009! As an active Utah family man, Doug and his wife Monae enjoy their 3 children. They live and play in Farmington, Utah and are excited about their fourth addition coming soon to their growing family. Doug also enjoys sports, home-improvement projects (lots of little helpers), cars and great design of any nature.

"I look forward to being a part of the PrintechPlus family, and I am excited about the many opportunities ahead," Doug stated.



Doug Kissel joins PrintechPlus sales force.

## PrintechPlus Goes Green

Today's society is becoming aware and involved in the "Green" ecology. All industries are making efforts to preserve and protect our environments by being more responsible and involved in using our resources efficiently to reduce the size of the footprint used on the natural world. In this global climate, responsible printers are adapting many print practices to conserve resources and lessen the overall impact on the environment.

PrintechPlus is keenly aware of the impact our industry has on the health of our planet. That's why we keep a "green" attitude as we consider inks, paper stock,

power usage, waste management and more.

PrintechPlus is FSC and SFI certified. Forest Stewardship Council and Sustainable Forestry Initiative logos identify products from well managed forests. These standards ensure that we are not using papers derived from old-growth forests or from trees that, if harvested, would harm wildlife.

We are a printing partner of the Green Print Alliance, where our customers become active members. This alliance will plant trees in your behalf whenever your company prints on FSC and SFI certified stock when using the GPA logo. Our commitment to you and the environment keeps PrintechPlus leading our industry, providing environmentally responsible products which aid the health of our planet.

Contact your PrintechPlus sales rep for more details on this exciting opportunity.



## The Digital Marketing Revolution *by David Green, Chief Strategist*



I will be writing 12 articles over the next year about my favorite subject—the next generation of what we do—which is Marketing 3.0!

There is a digital marketing revolution going on... new tools, new techniques, and new technology—in fact, many of the innovative and forward thinking print solutions we're currently offering to clients didn't even exist until just recently!

Also known as "Social Network Marketing," these new tools have one thing in common: they work to build personal and business connections. This allows you to share and gather information, enabling you to interact with potential and current customers through an online experience. Gone are the days of what the *Wall Street Journal* calls "bully marketing," which are one-way communication tools designed simply to "sell, sell, sell."

Bottom line, if you're not listening

with your marketing as much as you're talking, you're headed in the wrong direction. (For the full article email [david@plusmg.com](mailto:david@plusmg.com)).

*David Green is a member of PrintechPlus' sales team and has published an audio workshop for marketing teams called The Digital Marketing Revolution: Transforming Processes, Strategy, and Culture that is available at [www.digitalmarketingrevolution.com](http://www.digitalmarketingrevolution.com). PrintechPlus customers can enter the keyword "printechplus" for an instant 30% discount.*



## Join Us for a Marketing Workshop on February 27th

On February 27th at 11:00 a.m., PrintechPlus will be hosting their first in series of marketing workshops hosted by our own David Green. The topic of this month's collective will be "Printing in the Digital Age." A tour of our digital shop will be conducted along with the opportunity to speak with our

professionals in an open forum about any marketing needs you may have. Lunch will be served.

If you have questions, or just want to see the latest and greatest happening in the industry, join us. Space is limited so please

R.S.V.P. early. Contact our receptionist at 801-972-5566 and set the date. We look forward to seeing you.



## ADOBE ACROBAT 9—Consider making the purchase.

### ACROBAT'S MULTIPLE PERSONALITIES

Keep in mind that Acrobat isn't just a player in the graphic arts realm: its importance in enterprise and technical documentation environments inspires the inclusion of features such as LiveCycle Designer for forms (Windows Pro and Pro Extended) and 3D Reviewer for CAD users (Windows Pro Extended). Note that Acrobat Pro Extended is a Windows-only product. Consequently, some of the new features in Acrobat 9 aren't the thrill for designers that they might be for architects, industrial designers or the creators of technical documents. Highlighted are some of the new and enhanced features that are important to graphic artists.

**Examining PDFs:** If you receive art or ad files as PDFs, you'll appreciate Acrobat 9's enhanced ability to check files for problems. And while the ability to edit some

aspects of a PDF is still limited (notably text), other editing capabilities are expanded in Acrobat 9.

**Overprint Preview:** The page display preference now contains an option that allows you to control when to use Overprint Preview—always, never, only for PDF/X files or automatically.

**Object Inspector:** This new option in the Output Preview dialog provides color, font and overprint information for any object you select.

**Sample Size:** You can choose a sample size—point sample, 3 x 3 average or 5 x 5 average—for the "rolling densitometer" feature of the Output Preview window.

**Enhanced Preflight and Fixup Functions:** Preflight profiles (Advanced > Preflight) can perform inspections on PDF files using a set of rules, and even fix

some common problems. You can inspect PDFs for issues such as image resolution, incorrect color space, security settings—even minimum text size. Fixups are repair procedures.

While Acrobat has offered preflight features since version 7, and fixups were introduced in version 8, Acrobat 9 Professional greatly expands the selection of included checks and fixups, including such handy things as making Pantone ink names consistent.

### Improved Document

**Comparison:** With Acrobat 9, you can more easily compare two versions of a PDF to see what's changed. In previous versions of Acrobat, changed areas were outlined in magenta "balloons," but it was still up to you to figure out exactly what was different within the area.

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