



Two Years of Operation

Organisation

In the fall of 2001 a group of people worked together to establish an association and set goals. This group became the board of directors for the Northern Alberta Printer's Association.

President	Craig McEwen	Dial
Secretary/treasurer	Loretta Puckrin	Finecolor
Supplier Representative	Gil Bilodeau	Unisource
Other Board Members	Mike Steiner	Speedfast
	Mark Caines	Quebecor
	Peter Fargey	Nisku
	Dwayne Richard	Capital Business Forms
	Reg Stanton	McCallum Printing

Jason Roper of ABC served a year on the board and was replaced this year with Stuart Sherwin of Factor Forms.

Membership in the association has grown from this core group to 40 companies. While the company is the member, every employee of member companies are eligible for benefits including member meetings.

Board members are responsible for representing us nationally at CPIA events including the annual conference and GAD - Government Affairs Days held in Ottawa in May of each year. Most years there are also 6 FARA (regional association) meetings, 10 National Board meetings and 6-8 Government Affairs meetings. As well as supplying input to various CPIA objectives and needs the board members are also responsible for a number of reports and updates as well as serving on sub-committees. As you can tell by this listing of meetings and events substantial volunteer hours are required to keep our association active with CPIA and PIA.

Local Initiatives

Special Feature: We negotiated a special feature about printing in the Edmontonian's publication. Due to the hard work of NAPA staff and board we were able to ensure that the featured companies were all members of NAPA or affiliates. A large ad was also placed in this publication listing the current members of NAPA and encouraging the buying public to deal with our members.

There was a substantial amount of discussion of the printing industry as a result of this feature. Some member companies took advantage of the opportunity to get a feature of their specific companies. The net result was that the marketplace at large was reminded about the complexities and intricacies of the print industry.

Sales Training Program: Although numbers attending were less than optimal, those members who took advantage of this 6 day program were very pleased with the results. Instances of mediocre sales turning into top sales staff were reported. Every attendee felt that the time and money investment has already paid off and will continue to create profits for both the salespeople and the sponsoring companies.

Round Table Discussions The round table discussion held at NAIT raised a number of technological, financial and production issues. This can become an annual event with the support of our members.

Speakers The board has endeavoured to have guest speakers at every member meeting. If there are any specific topics you would like to see addressed please contact any board member with your ideas.

Committees

The Board encourages you to volunteer on a committee. To date the work done has been exclusively performed by various board members. Please contact the Chair of each committee to offer your time and ideas.

Membership – Chair: Gil Bilodeau

Goals – 50 members by the end of the 2004 calendar year. We currently have 40 members. Please promote membership in NAPA to all companies in the printing industry in Northern Alberta. We currently have two out-of-town members: Menzies and Trail.

Benefits of Membership – Chair: Dwayne Richard

Goals – to ensure that all members understand their benefits (employee benefit plan, discounts available etc) by February of next year. Anyone paying more than 1.9% as a merchant fee on either Visa or Mastercard should call Loretta at 418-2035 to see about registering for NAPA special fees.

To Start Group Buying Programs - currently investigating rag purchase at 15 cents

Education – Chair: Craig McEwen

This covers both industry education and education of the public about printing.

External Education Goals: Pick a number of schools/career events to promote the industry

Internal Education Goals: Establish events in addition to the member meetings specifically addressing relevant issues. Potential special meetings include:

- Selling across the border - speaker available any Friday in February
- Print Market Trends
- Financial Trends in Print
- Cdn Dollar outlook
- General economic outlook
- A/R management
- Cash flow mgmt
- The New Privacy Laws and how they impact on printers

Speakers are available for all these topics but the sessions will only be held if there are enough participants. There will be a minimal charge, \$10.00, for these sessions.

Government Affairs – Chair: Loretta Puckrin

Goals: To have MLA's and MP's invited to visit a member's print shop or have a meeting to discuss the various needs/issues in the printing industry. The objective would be to do 1/3 of the potential each year over three years. Develop a plan to support those MPs who are willing to support the industry and target MLAs and City Councillors

Attend GAD each year and lobby at the national level.

Government Affairs at National Level

Capital Cost Allowance - we have succeeded in making the final Report - which is the recommendations by a special committee to the minister of finance - with our bid to have the capital cost allowance tied to the 'useful life' of the equipment. This will allow businesses to more easily invest in new equipment when necessary.

Currently a study is under way to prove to the government the net impact of the current capital cost allowance and to compare it to the USA model where 50% of the cost can be depreciated in the first year thereby decreasing taxes substantially during the useful life of technological purchases.

Stamps Issue - Although stamps were the vehicle this initiative is more about ensuring that the USA follows the agreements of NAFTA. Currently the agreement states that any product for re-sale must be marked with the country of origin. Stamps are sold in single units therefore each stamp printed in the USA must be marked as such. There is also the issue that the US doesn't allow non-American firms to bid on their stamps but one issue at a time. A lot of concern has been expressed in Parliament and an MP put forward a complaint to Canada Customs. As a result of the support of various MPs and the work done by your national Government Affairs Committee we have been given a ruling by CCRA that the stamps are governed by NAFTA and since the consumer is the person purchasing the stamps, the country of origin must be marked at the point of sale. This will provide a deterrent to Canada Post contracting with out-of-country suppliers for stamp production. Although the actual printing of stamps in the USA would not have a financial impact on NAPA members, it was important to ensure that quasi-government agencies and corporations followed the rules that apply to all print production. Often the rules have been applied to product leaving Canada but not to product coming into Canada.

Employment Insurance/Training - We are trying to get the government to agree to reduce Employment insurance overall and to assist in decreasing the need by creating tax benefits to those who train staff and keep them upgraded so their skill set is current. We have made presentations to training committee and have found that this project matches with the government's stated objective. The federal government has requested that we form a Sector Council composed of management and union representatives. This council is in the final stages of formation. A special focus group will be established to outline the objectives of the council. It is expected that the Sector Council for Printing will be finalised this year. Once the council has been accepted by the federal government we will have access to funding of educational programs. Local associations will have to submit proposals for educational initiatives and will then have portions of the budget assigned.

SHIFT: PRINT TO PROFIT

Your NAPA Board successfully bid to host the 2004 CPIA National Conference (September 16-20, 2004 at Jasper Park Lodge). A committee was struck to organise the event and arrange for the speakers and presenters. The conference will be an interactive, practical experience rather than a lecture situation. If you have any suggestions please discuss them with the following committee members:

Tim Downey	Priority Printing
Dave Murray	Coast Paper
George Magnan	Printing Impressions
Loretta Puckrin	Finecolor

Fill out your registration form tonight. Payments need not be made until June 1, 2004 but it is important to know the number of delegates. Upon registration you will have access to discounts on accommodation, transportation and companion events. As space is limited at the Lodge, it is important to reserve your room early.

Local Events for 2004

Board Meetings:

Board meetings, except March and September, will occur at 7:30 a.m.

Members wishing to make a presentation or request at a board meeting should get in touch with Loretta at 418-2035 at least one week prior to the scheduled meeting.

January	15th	Speedfast
February	19	Dial
March	25	Before the member meeting at 4:00 at Chateau Louis
April	15	Unisource
May	20	Factor Forms
June	no meeting	
July	no meeting	
August	19	Quebecor
September	16	Jasper Park Lodge - at Shift: Print to Profit
October	21	McCallum's
November	18	Unisource
December	16	Finecolor

Member meetings in 2004:

The NAPA Board encourages each member company to send up to five individuals to every meeting. There currently is no charge for attendance at these meetings.

January 22	- Set plans for 2004, review of achievements, reports from committees, -discussion of industry standards for digital files
March 25	- President's tour, Pre-election information
June 15	- Golf Game and Annual Meeting
Sept 16-20	- Shift: Print to Profit
Nov 18	- Christmas Gathering