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# The **LeadINg** Edge

The Newsletter of the Imaging Network Group • Fall 2013

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## BROADER VISIONS: THE 21ST FALL WORKSHOP

**IF** attendance is anything to go by, the Chicago Fall Workshops have become a “must-be-there” event for a growing number of INg members. Each year the variety, level and quality of content increases and more people show up from more member companies. There’s something for everyone and no one goes away wanting for information. This year, in the Moulin Rouge room of the Chicago Fairmont, was no exception. Take a look here at all we covered on September 7 and block out your calendar for the Saturday before Graph Expo 2014 to be in a chair at the next INg Fall Workshop.

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The morning kicked off with **Noel Ward** of Brimstone Hill posing the question, “So you’re going to PRINT 13. What should you see?” He went on to fill members in on some new equipment from several vendors, some of it available now and some that’s coming in the next year. He also covered some new software offerings members should be aware of and noted that it’s often wiser to invest in commercially produced software than to develop and support similar capabilities internally.

**Protecting data and managing risk**

Next up was a panel that was supposed to go for 45 minutes but was extended to nearly two hours because of the timeliness and importance of the topic. Led by **Marianne Gaige**, members **Mary**



**Keating, Pat Maurer, Scott Montgomery, Dave Salazar, and Tom Womble** took a hard look at these crucial topics. The discussion touched on compliance, multiple levels of data security, the need for “cyber-liability” insurance, setting client expectations, and the challenges of BYOD (Bring Your Own Device) that have been brought on by the rapid adoption of smartphones and tablets. The take away was to educate your entire team, build a culture of data protection, consider using outside resources for training and auditing processes, never assume anything, and test-test-test before anything goes live. “When it comes to security,” noted one member, “paranoia is a good thing.”

We could easily have spent an entire day on this one topic, so watch for a deeper dive into these critical issues at the Spring Forum in February.

**Trends and Outlooks**

**Rich Huff** and **Kemal Carr** from Madison Advisors joined us for an hour to report on the findings of their 2013 Multi-channel that covered a host of areas relevant to INg member companies. With eight out of ten U.S. adults using Internet daily for everything from entertainment to communications to receiving and paying bills, the game has changed. So too has the way billers and direct marketers work, and the services they offer must accommodate this trend and even take advantage of it.



What is interesting, however, is the balance of paper bills versus e-bills. While the broad trend would seem to be shifting to electronic delivery, Madison is finding that many consumers are actually indecisive and are yet to exhibit a strong preference.



In fact, there are segments of consumers who opt out of e-billing and go back to paper—a shift billers are having trouble managing. Several factors may drive this, including security perceptions, on-line availability of historical data, ability to access detailed account information, and more.

While most Americans will likely ultimately shift to e-presentation and payment, it may not be happening as rapidly as was once thought and billers—and bureaus—will have to continue finding ways to balance the needs of consumers.



## Jon's Page

by Jon Dietz

CEO, FSSI, Santa Ana, California

President, Imaging Network Group



I always take back at least one good idea from both the Fall Workshop and the Annual Forum—something I can immediately implement at my company. One year it was advanced sales training, another time it was starting a company newsletter (which later became a blog). This Chicago workshop was no different. We heard a lot of good speakers, but the one who really changed my thinking was Phil Reibel, from Two Sides.

I've been telling my clients for years that paper is a renewable resource, but I had no idea that in the USA, we recycle some 75% of our paper products! Beyond that, trees themselves are actually grown on farms, and good timber management makes for some extremely eco-friendly environments that provide a lot of products other than just trees for paper. As it turns out, the carbon footprint for electronic statements isn't as negligible as the anti-paper crowd claims—it may be less than paper, but not all that much. We do a disservice to our clients when we unwittingly help propagate some of the myths of paper use, such as: "paper production consumes a lot of energy", or "using paper is inherently wasteful". There is another side to the story—and that's where Two Sides comes in. My company has joined, and if you haven't already, I encourage you to lend your support as well.

Another major milestone for INg is the partnership agreement we have just signed with Infotrends. As a leading provider of research and information specific to our industry, Infotrends can put quantitative analysis into our toolbags to help us better understand the forces shaping our marketplace and the trends that are developing. Thus armed, we will all be better equipped to make the right decisions for our enterprises. We will be conducting several studies over the next year and the results will be presented at the forums and workshop. Your participation in the upcoming surveys will help us accurately model where our INg group fits in with the rest of the country. I think this will prove to be a huge benefit for all our members.

Lastly, a plug for the Annual Forum in Tucson, Arizona. A lot of rest of the country may be buried in snow at the end of February but Tucson will be a winter oasis with warm temperatures and clean, clear air. We'll have great speakers, of course; and great food, too, at a resort with a full-on waterpark, so bring the whole family. I'm especially looking forward to the cattle drive—now where'd I put my cowboy boots?

Best regards,

**Jon**

### 2014 INg Annual Forum

**Tuesday Feb. 25—Friday Feb. 28  
La Paloma Resort & Spa, Tuscon, AZ**



Just like the workshops, INg's Annual Forums keep getting better and better, so make your reservations now to get

the best rooms at the best rates! Call **888-627-7201** and tell them you are with the Imaging Network Group.

Our special rates are \$209 and are good for 3 days before and after the Forum.

La Paloma features a Jack Nicklaus golf course, Red Door Spa, 5 pools, tennis, fitness centers, and a 177-foot waterslide, all overlooking the Santa Catalina mountains.

Thursday afternoon will be a real treat! After lunch at nearby Cocoroque Ranch you can select one of four activities including a cattle drive, guided historical/nature hike, a 4-wheeling Jeep adventure, or exploring the desert on ATVs.

The Forum will all wrap up after lunch on Friday so you can head for home or take off on your own western weekend.

## USPS: The Never Ending Story

Steve Montieth, USPS Manager for transactional and correspondence mail took the coveted after lunch slot with a topic that kept everyone paying attention: the state of the USPS. First-class



correspondence mail has declined 6.2% in the past year, hardly a surprise with the shift to the Internet for everything from email and social media to greeting cards, bills and payments. Yet in the face of this decline and the related drop in revenue, about 85 percent of all bills are still expected to pass through the USPS. This correlates well with the comments from Madison Advisors about many consumers being reluctant to give up paper mail. “People still view mail as being more secure,” Steve noted



We all know about the recent postage rate increase, but the USPS is also thinking about how to best handle some specific items. For example, to help battle the decline in greeting card mail, the USPS is forging a deal with

major greeting card companies to offer pre-paid postage on greeting cards. It will likely be priced to allow for inclusion of photos and other materials with greeting cards. Steve also updated us on Intelligent Mail Barcoding and ImbA (for accounting) to help track costs.



## Dr. Doom Returns

We welcomed back Dr. Joe Webb (aka Dr. Doom) to hear his latest insights and predictions about the economy and how it may affect all types of print providers. The expansion of e-media and its associated low costs are “killing print.” No surprises there, even though plenty of print is still being produced—just not as much as there once was. In this environment, some print providers see the opportunity to expand, perhaps buying up languishing operations, or merging with other firms.

This can be a good strategy, but Dr. Joe urges caution:

“Investments related to expansion can be risky and should even be avoided because of the uncertainty in the print industry. The business you envision may not be there. On the other hand, investments that can raise the bar on efficiency are print providers’ best bets moving

forward.” That advice can be a fit for both software and equipment. Equipment, for example, is really a planned series of strategic investments—provided it can be used up and then

replaced with something that delivers more efficiency and value.



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In this environment it’s also important to think strategically with respect to clients, especially new ones. “Clients with proven problems are more important than ones with proven demand,” noted Dr.

Joe. Simply satisfying mere demand-based needs can commoditize what you offer, while solving a client’s problems can build volume and foster long-lasting relationships. Still, you must be careful and understand the changing needs of the markets you serve. “It is entirely possible,” cautioned Dr. Joe, “to become very efficient at mailing things people don’t want,”



# Print and Paper Myths and Facts



## The Other Side of Green

We all hear a lot about the need to work towards “greener” or environmentally friendlier ways of doing business. Some of it is accurate, some not, and when it comes to using paper as a communications medium there’s more than a little confusion. So at the workshop we heard from Phil Riebel, President and COO of Two Sides, Inc., an organization representing the U.S. paper industry and some press manufacturers. Phil shared a host of data emphasizing that using paper is both environmentally responsible and much “greener” than proponents of electronic media would have us believe. He dispelled several myths about paper and highlighted the positive environmental story of paper production, recycling and sustainable forestry.



Since the workshop, INg has joined Two Sides and there will be opportunities for each member company to join individually and reap benefits that can be shared with customers. “Our members produce billions of pages of paper and envelopes annually making it essential that responsibly sourced and sustainably produced paper are used in order to minimize the impact we have on the environment,” said INg President Jon Dietz. “Our membership in Two Sides allows us to further spread the message that print on paper can be a sound environmental choice.”



And that was the 2013 INg Fall Workshop. Except for the dinner part, which was a fun, relaxed and low-key evening at the Chicago Firehouse Restaurant. Next up is the Annual Forum taking place February 25-28 at the La Paloma Resort in Tuscon, Arizona. See page 5 for details and contact information so you can make you reservations for what is sure to be four days of first-rate networkING, sharING, and learnING with your INg peers and vendor partners.



The Imaging Network Group would not be all it is today without the enduring support of our valued partners. Thank you.



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