

Dialogue on Improving the FPPA



The Purpose of the FPPA:

- ▶ FPPA's purpose is to create, promote and enhance high standards within the flexographic pre-press platemaking industry, to provide leadership through vision and direction, to strengthen education at all levels and to further the best interests of the industry.

What are the strengths of the FPPA?

- ▶ FPPA is a solid organization that continues to serve the same niche that it has since inception.
- ▶ It provides a forum for owners & senior managers to get together to discuss new technology, business conditions, etc. and network with suppliers
- ▶ Strong support of suppliers who realize the value in getting the group together on a regular basis.

Weaknesses?

- ▶ Mergers that have occurred over the past decade have taken a toll. Surviving companies are still involved, but there are fewer of them
- ▶ Non-renewal of previously long-standing members
- ▶ Harder to attract a larger audience to meetings & fewer volunteers
- ▶ Fewer volunteers means that the same small core group of individuals are burning out.

Moving forward

- ▶ Engage more than just one or two members from each company
 - ▶ Who will be the next generation of the FPPA?
- ▶ How can suppliers help?
- ▶ Add new member benefits
 - ▶ Webinars
 - ▶ Workshops for sales/middle management
 - ▶ Whitepapers
- ▶ We need to hear from YOU
 - ▶ Survey results – sent to 149 members ~ 6 responses