

The Newsletter for the Flexographic  
Pre-Press Platemakers Association

FPPA

# On-Target

**Winter 2004** [Member News](#) | [President's Message](#)



## Great Training Opportunities in 2004

FPPA President Jack Fulton previews FPPA's 2004 activities. [DETAILS](#)

## Esteemed Customer Panel to Address FPPA in Mexico

Always the most anticipated session at the Annual Convention, this year's line up of speakers on the Customer Panel is no exception. Victor Corenflos, of Bemis Company; Kevin Shelton, of Frito Lay; Gary

Hartog, of Proactive Packaging & Display; and Cindy Cole Semans, of Packaging Corporation of America (PCA) comprise this year's panel.

Panelists will provide an overview of the latest in the flexible packaging, gravure and wide web and corrugated markets. The discussion will include ways in which brand management and print quality come into play.

The deadline for early registration is January 30, 2004. We expect FPPA's block at the Westin Regina Resort to sell out...so [make your reservations today!](#)

## Register Today for FPPA's 7th Annual Convention

There's still time to register for FPPA's 7th Annual Convention. Scheduled for March 14-16, 2004 in Puerto Vallarta, Mexico, to conference offers top-notch business, technical and networking sessions, all in the splendor of the [Westin Regina Resort](#). [DETAILS](#)

## Deadline for FPPA 2004 Technology Innovator of the Year Awards Approaching

The *Technology Innovator of the Year* award recognizes the application of innovative technology that contributes to the advancement of the pre-press industry. All members are eligible to enter this competition. Past winners have received widespread coverage in the industry trade publications.

Deadline for entries is January 31, 2004. The award will be presented at the 7<sup>th</sup> Annual Convention in Puerto Vallarta, Mexico, March 14-16. [Click here for entry forms.](#)

## FPPA Sales Training Workshop Set for May 5



[FPPA Home](#)

## The Latest News from FPPA

Here's the latest news from the Flexographic Prepress Platemakers Association.

You can find an archive of FPPA's newsletters on [FPPA's web site](#).

Let us know what you think of the online newsletter. Send your comments or article ideas to [Tracy M. Glennon](#).

## Coming Events

March 14-16, 2004  
**FPPA 7th Annual Convention**  
Westin Regina Resort  
Puerto Vallarta, Mexico

May 5, 2004  
**FPPA 2004 Sales Training Workshop**  
BWI Airport Marriott  
Baltimore, Md.

FPPA's 2004 Sales Training Workshop, featuring Jim Pancero, is designed specifically for sales personnel in the flexographic prepress industry. Mr. Pancero will focus on issues that sales personnel face on a daily basis, both inside and outside the office. [DETAILS](#)

## Lower Utility Costs with the APPI Savings Solution Program

FPPA has added the APPI Savings Solutions program to its membership benefits. This new program identifies and implements options that reduce the costs of each member's energy, utility, and telecommunications services. As the consultant for the association and its members, APPI navigates the maze of utility services by analyzing, negotiating, and managing critical components. These services include electricity, natural gas, water, waste management, freight, check processing, credit card processing, and telecommunications. [DETAILS](#)

## FPPA Member Profile: Cortron Corporation

In response to the market shift toward CTP, Cortron Corporation altered its technology and came up with a new product development plan, which concluded with the launch of eXact, a new high definition exposure device. [DETAILS](#)

## FPPA Legal Update

This article summarizes FPPA Legal Counsel Neil Kuenn's presentation at the 2003 Management Workshop. It addresses trademark infringement, errors and omission, employment harassment and damage caps. [DETAILS](#)

## Digital Workflows

Starting in early 1995, Inland Graphics Resource Center began a trailblazing journey that would eventually lead to a fully Digital Workflow. This means that we have taken nearly all analog art, film, and conventional plates out of our production process. We now bring in or design our own electronic art, make only electronic proofs (those being plotters and Dupont Digital Waterproofs) and digitally imaged photopolymer plates. [DETAILS](#)

## Year-End Quarterly Survey Results

A majority of FPPA members reported higher sales in 2003 than 2002 according to FPPA's quarterly survey for the period ending December 31, 2003. [Click here to see how members answered all of FPPA's questions.](#)

## FPPA Member News

Here is the latest from FPPA members. [DETAILS](#)

## FPPA Staff

### Executive Director

[Fred Stringfellow](#),  
CAE  
443-640-1045  
ext. 102

### Meetings & Member Services

[Tracy M. Glennon](#)  
443-640-1045  
ext. 110

### Financial Director

[Amy Chetelat](#), CAE  
443-640-1045  
ext. 103