

Production Ready Artwork Committee Conference Call
Friday, February 16, 2007
Wrap-up Notes

Purpose: Set agenda and goals for 2007 by March board meeting

Process: Dale to review possible options - open for input

Payoff: Focus and ability to measure results

Attendees:

Jay Busselle, Digital Art Solutions; Karyn Coates, ASI; Dale Denham, ASI; David Grant, Affinity Express; Joanna Grant, Affinity Express; Michael Kochersperger, ASI; Karen Lupton-Whitten, Dixon; Cathy Martino, ASI; Deb Plugh, Blaze Promotions; Eddie Robbins, ID-It All

Discussion:

- Review of 2006 successes:

Pluses -- Finalized standards, created web site, multiple marketing efforts, use of supplier logos on website, creation of blog.

Delta's -- Not enough awareness, few people still really know what it means or even are aware of the concept. We also did not post the glossary that was worked on by Karen W.

- Everyone remains pleased with and committed to the standards as is. All agree we need more awareness and clear benefits.

- It was pointed out that unless you are involved in the committee, the awareness is very low and needs to be higher.

- Karen W. suggested a booth at all ASI Shows.

- Cathy to design a booth and secure locations.

- We'll need to agree on how to staff the booth, which should be close to either DAS and/or Affinity.

- Jay volunteered, as part of an awareness campaign, to donate a Corel Graphics Suite to a winner of a yet to be determined contest. He suggested we also get a free copy of Adobe as well as find someone willing to donate free artwork services.

- We have a challenge in reaching the varying levels of users in the industry from completely uninformed to extremely knowledgeable. We must pick a target to be successful.

- We agreed to determine how to measure success in Vegas.

- Other initiatives we discussed include: international support for our standards; testimonials on PRA website; video/guide on production methods to help explain the why and create better understanding for suppliers, distributors and buyers; certification levels and measuring the current level of awareness for a baseline to compare for 2008 at this time.

Action Items:

- Choose date & time for next meeting and finalize by 2/23/07.

- Create a Production Ready Art Booth and make literature available at shows--Cathy Martino

- Decide what we want to measure for 2007 - All (see discussion)

- Spend 2 hours a month on your chosen area. – ALL

- Talk up Production Ready Artwork online and in person - ALL

Next Meeting: Wednesday, March 21, 2007, 7:45 a.m. to 9:45 a.m., Room 209, Las Vegas Convention Center