

April 2007

Litho Tips

The official publication of
The National Association of Litho Clubs



62ND ANNUAL CONVENTION
Portland, Oregon
June 20 - 23, 2007

ANOTHER NEW CLUB WELCOMED!

The National Association of Litho Clubs welcomed The **Yosemite (California) Area Club** as its newest Litho Club in January.

THE NATIONAL ASSOCIATION OF LITHO CLUBS welcomed their newest club, The Yosemite (California) Area Club. The Yosemite Club is a perfect fit for the NALC in many ways, but one thing is for sure: they embrace scholarships! The Yosemite Club has one of the biggest Scholarship nights around. Encouraged by club past president Alan Layne, students from Modesto Junior College create digital presentations of their work and present them at an annual club meeting. They are presented with scholarships of varying amounts depending on the school they plan on attending in the coming year, whether continuing at the JC or going on to a four-year college.

The Yosemite Area Club also has a long history with the International Association of Printing House Craftsmen, having produced a past International President and past governors of the Northern California area. Located near beautiful Yosemite National Park, they welcome visitors with open arms, so be sure to call on of their members if you're out that way.



NALC Second Vice President Blair Dreyfus congratulated Yosemite Area Club President Judy Kenyon on the club's membership in the NALC.

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Litho Tips



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*Changes? Notify: NALC 2nd VP Blair Dreyfus:
blair.dreyfus@sbcglobal.net*

It's April of 2007 already! It doesn't seem that long ago that much of the world worried what would happen to computers as time passed from the 20th to the 21st century. Mankind's ingenuity has survived and prospered. I hope this letter finds that everyone is enjoying a prosperous New Year.

I am extremely happy to report our membership has increased by two. I would like to welcome The Graphic Arts Club of the High Desert and The Yosemite Area Graphics Arts Club to our national organization. I am looking forward to their input and meeting some of their members – perhaps at our National Convention in June.

While we are moving toward reaching our membership goal, I hope the effort continues. I would like to see our local clubs continue to drive for one new member each. I can see in Baltimore that increasing membership is not an easy one – but it is possible. A half dozen new members have been added to our rolls. We have initiated membership incentive programs as has National to try to lure new members. In addition to going to all educational programs with guest speakers from our industry, which has increased the attendance at our general meetings, we also give a free dinner to both the sponsor and the new member at the initiation meeting. We are thankful for the increase but know we still have a way to go to reach what we were hoping for. The jury is still out on how our new incentive program has fared and how we will revise it. Please share the ideas you use at your locals with us so that we can publish them in future issues.

Additionally, I would like to encourage you to publish a newsletter. Considering the industry we're in, this should almost be a given! It is a way to promote your meetings, keep members informed about each other, local shops, and industry advancements. Some local newsletters are upscale and slick and others are more informal, but all serve as a connecting thread for members. We would love to put a link to your local newsletter on our National website. Email a pdf version to George Caughman at george@caughman.com – and be sure to check out all the newsletters while visiting the National website.

I am looking forward to our National Convention in Portland Oregon, which has beautiful and exciting venues, from June 20-23. A tentative agenda is printed in this issue of Litho Tips, so be sure to save the date and some money. It is nice to get your money's worth nowadays and this is a great way to do that.

Neil Lockwood
President, NALC



ANNUAL CONVENTION
Portland, Oregon
June 20 - 23, 2007



June 20-23, 2007 • Portland, Oregon

LAST YEAR'S 61ST ANNUAL CONVENTION was held in New York City. This year we're moving it a bit to the West . . . Portland, Oregon! We have two new clubs that we want to welcome to our NALC. Both are in the West Coast area. We haven't visited the Pacific Northwest since records have been kept and we agreed now was a good time to visit some very friendly people and take in some of the beautiful scenery.

This is an excellent opportunity to plan your time before or after the Convention to add a real vacation experience to your trip.

- Crater Lake National Park in the Cascade Mountain Range is less than 4 hours south.
- Oregon's Pacific Coastline, unmatched in natural beauty is only an hour away.
- The very impressive Mount Hood is less than an hour away. • Mount St. Helens is only an hour away.
- Seattle, Washington lies 3 hours to the north on I-5 • Vancouver, British Columbia, Canada is 2 ½ hours north of Seattle
- Oh yes! If you head south, in ten hours you'll arrive in San Francisco.
- By the way, there is a host of things to do without leaving the City of Portland. The new waterfront area is a good spot for dining and shopping.
- We plan to have a city tour on Friday afternoon.
- We want to provide you with a basic program and assist you if you wish to create and execute your own itinerary.

Tentative Agenda

Wednesday, June 20

| | | |
|--------------|---|---------------------|
| 9:30 - 12:00 | NALC Officers' Meeting Part I | Rogue Room |
| 12:00 - 1:00 | Lunch | Marriott Lunch Room |
| 1:15 - 3:00 | National Officers' Meeting Part II | Rogue Room |
| 3:00 - 4:00 | NALC Scholarship Foundation Director Mtg. | Rogue Room |

Thursday, June 21

| | | |
|--------------|----------------------------------|-----------------|
| 8:00 - 8:30 | Breakfast | Rogue Foyer |
| 8:30 - 12:00 | NALC Business Meeting Part I | Rogue Room |
| 12:00 - 1:15 | Lunch | Rogue Foyer |
| 1:15 - 2:30 | NALC Business Meeting Part II | Rogue Room |
| 2:30 - 4:30 | Planning For Your Club's Success | Rogue Room |
| 4:30 - 6:30 | Open Time | |
| 6:30 - 8:00 | Hospitality Room is Open | Lockwood's Room |

Friday, June 22

| | | |
|---------------|---------------------------------------|-----------------|
| 8:00 - 8:45 | Breakfast | Rogue Foyer |
| 9:00 - 11:00 | Marketing Your Club in Your Locale | Rogue Room |
| 11:00 - 12:00 | Getting The Most Value from Your NALC | Rogue Room |
| 12:00 - 1:30 | Lunch | |
| 1:30 - 5:00 | Group Sightseeing Tour | |
| 5:00 - 7:00 | Hospitality Room is Open | Lockwood's Room |

Saturday, June 23

| | | |
|---------------|--|-----------------|
| 8:00 - 8:30 | Breakfast | Rogue Foyer |
| 8:45 - 11:00 | Leadership Skills Presentation | Rogue Room |
| 11:00 - 12:00 | Economic and Market Forecasts | Room |
| 12:00 - 1:30 | NALC Awards Luncheon | Rogue Foyer |
| 1:30 - 6:00 | Open time ... Much to see and do! | |
| 6:00 - 7:15 | Presidential Reception at the Marriott | Willamette Room |
| 7:30 - 10:00 | President's 62nd Annual Dinner | Columbia Room |

Sunday, June 24

Leisurely departures for home or stay one or two days longer at Marriott's reduced room rates. You may also arrive one or two days earlier for the same reduced rate.



Beautiful Mount Hood in the background of Portland

**Convention Registration
June 21 - 23, 2007
Portland Marriott City Center, Portland, Oregon**

Member: _____ Spouse/Guest: _____

Litho Club: _____ Club Office/Committee position: _____

Phone: (_____) _____ Email _____

Address: _____ City/State/Zip: _____

Registration: Member, Guest or Spouse: \$295.00

My check for \$ _____ made payable to the NALC 62nd Annual Convention is enclosed.
Mail to: NALC, P.O. Box 6190, Ocean Isle Beach, NC 28469

Hotel Reservations:

**Portland Marriott City Center
520 Southwest Broadway • Portland, Oregon, 97205**

Call Marriott toll-free: 1 800 228 9290

Reservations should be made no later than May 15th

When making reservations please use code: National Association of Litho Clubs

NALC room block: \$141.00 per night, single or double

Please, no Saturday departures.

Notes: Guest room check-in time is 4:00 pm • Check-out is 12 noon

These reduced rates are available 2 days prior to and after convention dates!

Overnight parking: \$24/day Day parking: \$12



Located in the heart of the Rose City, the Marriott Portland City Center on Broadway allows guests to tap into the pulse of Portland's most enchanting urban rhythms. Central to the business district and a vast array of shopping, entertainment and dining venues, our downtown Portland hotel is a traveler's delight with central access to it all. Our Marriott Portland hotel is just two blocks away from the MAX Light Rail, your direct connection to the Oregon Zoo, the Rose Garden, and the Portland International Airport. Stay onsite for a more relaxed getaway, unwind in the oversized whirlpool at our 24-hour fitness center, or sit back for cocktails and conversation in our Shula's Lounge.

Guest room highlights include

- High-speed Internet access in all guest rooms
- Premium-cable TV, with on-demand movies • In-room coffeemaker, with free coffee and tea
- Hair dryer, iron, and ironing board • Newspaper delivered to room
- Non-smoking and ADA-accessible rooms available
- Experience "Revive," the new bed from Marriott. Going above and beyond.

PART II – continued from last issue

Peter Schoeffer: From the Shadow of Gutenberg to Greatness

by Mark Barbour, Curator of The International Printing Museum in Carson, California

PETER SCHOEFFER REMAINED A JOURNEYMAN in Fust's shop for over a decade, not having achieved the status of full partner. Then, while on a bookselling trip to Paris in 1466, Fust died suddenly and Peter's career took another fortunate turn. Even though Fust's widow remarried the following year, Schoeffer assumed head of the family and of the printing firm with his own marriage to Fust's daughter Christina that same year (it was customary for the lead journeyman to marry into the family). Now at Schoeffer's control was the largest and most significant publishing facility in the world, and he made full use of the advantage he had.

From Gutenberg, the young Schoeffer had mastered the art of punch cutting and typesetting, which when combined with his skill as a calligrapher allowed him to design and produce some of the most beautiful and often-imitated types of his day. From Fust, Schoeffer developed a shrewd business aptitude, teaching him to take calculated risks and financially benefit from the skills and tools he possessed. With the combination of these traits, Peter Schoeffer was able to assume a role of leadership as he formed what we know as the printing industry. By the time of his death in 1503, Schoeffer had left his mark with over 250 publications from his Mainz printing shop.

A majority of this number represents work directed toward the Church and the universities. Schoeffer made a profitable business of printing bibles, missals, psalters and theology books, often reprinted the same books twenty years later after he had sold all the original copies. With his background in law, books around that subject form the second largest genre of his work.

And as is typical with printers today, he found a great market in the printing of political broadsides, regardless of which side of the fence the clients sat. In 1462, there was a rival for the archbishopric of Mainz (a very powerful position) between Adolf von Nassau and Diether von Isenburg. Schoeffer was in business for a profit and saw no problem with printing broadsides for both of them!

Schoeffer's career represents numerous significant accomplishments: the first printed and dated colophon in 1457 as well as the first printer's mark; the first multi-color printing; the first transitional type away from dark blackletter towards a humanistic and readable letter in 1462; the first use of Greek type in 1465; the first printed books on law and science; the first title page; the first "newspaper" with the printing of information about the coronation of the Emperor Maximilian in 1486.

In the 15th century, the printer had to master all of the aspects of his trade, from typesetting to printing to bookselling. Without the later, all the beautiful printing in the world would still amount to bankruptcy! Peter Schoeffer was exceptionally skilled in this area, accomplishing more to the estab-

lishment of a bookselling trade than any of his contemporaries. He was the first to bring books up the river to Frankfurt for the annual fair, a tradition that quickly became the Frankfurt Book Fair which still occurs each year.

In 1466, Schoeffer printed a broadside list of the books he had for sale, set in the beautiful 1457 Psalter type and containing a paragraph or two of standard sales hyperbole regarding the beauty and distinction of his books. At the bottom of the surviving copy of this printed list is the handwritten name of the bookseller, mentioning he could be found at the Wild Man's Inn (probably the location of a good tavern, if I understand the printing trade!). The booksellers would load up a wagon with books and travel from city to city, lodging at an important inn in town and hoping for a response to the advertising circulated throughout the city. The price for the books varied greatly, fluctuating according to what the market would bear or the client wanted to pay. The famous Catholicon originally sold for 41 guilders but was remaindered ten years later for 82% less!

Peter Schoeffer was well rewarded for his toils. By the end of his life, he had enjoyed great public recognition for his achievements. He also amassed a significant fortune that gave him a very comfortable life. Schoeffer also enjoyed the pleasure of knowing he had accomplished all he desired in life, with skill and distinction, and that his life was a fitting tribute to the Master he served faithfully. Three of his four sons continued on as printers and the House of Schoeffer stretched well into the 16th century. Though his name is not immortal as is Gutenberg's, Peter Schoeffer will be remembered as a great father to our trade. As printers today, there is much we can learn from his story.

If Peter was kicking today, you'd better believe he would have understood the importance of becoming a Friend of the Printing Museum by sending in a simple tax-deductible contribution of \$50 to the Printing Museum Foundation! It's really a basic concept: either give it to a great charity or the Emperor Maximilian will take it! Do it today, especially since we are approaching the end of the year.

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April '07

NALC MEMBERSHIP APPLICATION

I hereby apply for membership in The National Association of Litho Clubs.

Name (please print) _____ Date _____

Home Address _____

City _____ State _____ Zip _____

Home Phone _____ Cell _____

Employer _____ # of Years _____

Position in Company _____

Work Address _____

City _____ State _____ Zip _____

Work Phone _____ Cell _____

Email(s) _____

Type of membership:

____ NALC Member through one of our local clubs *Location* _____

____ NALC Member at Large

____ NALC Member to Found a New Club *Location* _____

Please mail club information to my home ____ or work ____ address.

Signature _____

Send to: National Association of Litho Clubs
P.O. Box 6190
Shallotte, NC 28470

photocopy as needed



NALC BENEFITS

Litho Tips

*The National
Office wants to
help your club.
Here are some
ways that we
can serve you.*

- 1 NALC MEMBERSHIP CARDS** – The membership cards will be mailed to each club in November. Each local club distributes the new cards according to their individual by-laws as membership dues are collected. However, it is recommended that the new cards be issued and renewal dues collected by mid-December.
- 2 YOUR LOCAL CLUB PUBLICITY** – The NALC Office wants to promote your local club in *Litho Tips*. Please send articles of special interest to the NALC Second Vice President. Be sure that your local monthly bulletin is being sent on a regular basis to the NALC Office.
- 3 AWARDS** – Nominees for the NALC/Latran Technologies “Local Member of the Year” and “National Member of The Year” must be sent in by May 1. Also from these nominees, NALC Officers will select the NALC/Tom McGill “Outstanding Member of the Year” award. Nominees for Toby Morgan and John Favat, Sr. Scholarships are also due May 1st.
- 4 MID-YEAR LEADERSHIP CONFERENCE** – This conference, now part of the annual convention, is outstanding – be sure your club has representation. The major function of this conference is to provide a forum where club members can learn and exchange ideas with fellow members from other parts of the country. This exchange of information helps enlarge the attendees’ perspectives, knowledge and interests, and is also very helpful in leadership development.

LITHO TIPS EDITOR: *Blair Dreyfus* NALC Second Vice President
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ANNUAL CONVENTION

Portland, Oregon • June 20 - 23, 2007

