

October 2006



Litho Tips

The official publication of
The National Association of Litho Clubs



FROM THE NALC PRESIDENT

THE FALL SEASON is upon us and for those of us who experience the change of seasons, we are about to enjoy the beauty of the intense colors of the fall leaves. Hopefully, change is in the air with our Club, both at the national and local levels. In my introductory letter, I challenged all members to get one – just one – new member to join their local organization. Hopefully, most have been able to meet (and perhaps exceed) that challenge.

Now is the time to renew your current membership. While we are in the midst of our new membership challenge, let's avoid a step backwards by making sure our current memberships are renewed.

One of the strongest and most vital components of our club is the power to pack a financial punch through contributions to young people who are pursuing an education in our industry. We in the Litho Club of Baltimore are proud to be able to say we have sponsored over \$16,000.00 in scholarships over the past two years. We have also contributed money to our members in the graphic arts profession who are continuing to advance their education in the work force.

Additionally, we are increasing our efforts to put education back as the focus of our local meetings in an effort to do everything we can to enhance the knowledge of our members. We are inviting professionals in the printing industry to speak at our meetings so we can keep abreast of the latest advances in our industry.

Hopefully, this information about what we do in Baltimore pertaining to our interest in the value of education, both from a scholarship point of view as well as from increasing our own professional knowledge bases, will be helpful to your local clubs. Likewise, we would like to hear from other local clubs to let us know what they are doing with their funds and at their meetings.

Sincerely,

Neil J. Lockwood

NALC National President

Lithobal@cs.com

PRODUCTS 2 TRY:

PDF Workflow Tools . . . It's not just Adobe that has created workflow tools for PDF files. Competing with Adobe Acrobat 7.0 Professional, are Agfa's Apogee X Prime, Cad Kas's PDF Editor 2.3, callas software's pdfColorConvert, Creo's Prinerger 3, Dalim Software's Dalim Swing suite, EFI's OneFlow, Enfocus Software's PDF Workflow Suite, Global Graphics' Jaws PDF Creator, Heidelberg's Prinect Printready system, Markzware's FlightCheck Workflow and OneVision's Speedflow.

A few of these products' highlights are found on page five. Others will be highlighted in coming months . . .

NEWS 2 NOTE:

The 2007 Convention is being planned for Portland, Oregon. Watch coming issues for dates and details. And we'll have a chance to catch up with our old friends from the Portland Litho Club.

DATES 2 SAVE:

PEOPLE 2 WATCH:

BONES 2 PICK:

If you have anything 2 announce on Page 2, Please send it 2 blair.dreyfus@sbcglobal.net or call 650-592-4347.



LITHO TIPS

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APOLOGIES 2 MAKE:

We apologize for misprints in the last issue of Litho Tips:

The president of the Baltimore Litho Club is:

Niels Braid: nbraidbbr@aol.com



The student shown in this Baltimore Litho Club photo, with instructor Mike Bartek, is actually Mark Feldman not Eric Heil. Apologies to both students for this misprint.

LITHO TIPS EDITOR: Blair Dreyfus
NALC Second Vice President
blair.dreyfus@sbcglobal.net
415-636-9957 • Fax 415-636-7077
EDITORIAL ASSISTANCE: Jean Dreyfus
CONVENTION PHOTOGRAPHS: Bill Lantz

Two New Clubs

The West Region Craftsmen Clubs joined for their annual Spring Conference this past May. We didn't know then that two of those clubs would soon join the NALC.

Seen here are (left) Don Hart, Jr. and Viktor Hungerford from the High Desert Club and, on the right, Cindy Hornback and Judy Kenyon from the Yosemite Area Club.



We look forward to having them in our group. Please make them feel welcome.

Hopefully we can write up clubs from other parts of the country as the year goes on.

The High Desert Club is located in the Antelope Valley area of southern California. Meetings are held first Wednesday of each month from July to June. For more information, please contact Viktor Hungerford, (661) 942-5102 or viktor@hartprinters.com

President - Viktor Hungerford • First V.P. - Don Hart Jr.
Secretary - Paula Ellis • Treasurer - Don Hart, Sr.

The Yosemite Area Club meets in the Modesto area of central California. Meetings are held on the first Wednesday of each month from July to June. For more information, please contact club Chairman of the Board Judy Kenyon, (209) 404-9980 or jkenyon@modbee.com

If you are planning a visit to California, be sure to visit these clubs.

Annual Convention 2007 – Portland, Oregon!

Portlanders have a reputation: we're known for our inability to sit still. And of that label, we couldn't be more proud. After all, when *Outside* magazine calls your city one of "The 10 Greatest Places to Live," inactivity just isn't an option.

Let's start with one of the city's main bragging points – its parks. The Portland area is home to an unrivaled number of open spaces (37,000 acres to be exact). Even in the heart of downtown, you're sure to see more green than gray as you invariably stumble across grassy oases. Portland Parks & Recreation, which offers a comprehensive outdoor recreation program, oversees parks that range in size from the 5,000-acre Forest Park (America's largest urban wilderness) to tiny 24-inch Mill Ends Park – one visitor at a time, please.

Golf Digest has rated two of Portland's courses – Eastmoreland Golf Course and Heron Lakes Golf Course – among the nation's top 75 public courses. Pumpkin Ridge Golf Club hosted the 2003 U.S. Women's Open, while The Reserve Vineyards & Golf Club hosts the Jeld-Wen Tradition, the fifth and final major championship on the Champions Tour.

An easy way to see Portland is on two wheels. Good choice, according to *Bicycling* magazine, which recently ranked Portland the United States' top cycling city two years running. For bicycle rentals, visit Fat Tire Farm.

If snow sports are more your style, nearby Mount Hood has all the answers. With North America's longest ski season (including 90 summer days), this 11,235-foot peak is a mecca for skiers and snowboarders.

Long recognized as a fisherman's haven, the Pacific Northwest is rich with steelhead, trout and sturgeon. Here, when locals brag of catching a 30-pound sturgeon . . . chances are, they're not fibbing.

How to create a mask with an image and text or how to make text look like it's floating through clouds.

by Joyce Coffland, Graphic Arts Instructor, Laney College
Member, East Bay Club of Printing House Craftsmen
joyce@computer-instruction.com

Open an image of a cloudy sky (or any image of your choice) in Adobe Photoshop. Make any adjustments to the image you desire such as cropping, contrast, etc. Save your image in the native Photoshop format.



Now add your text. Large text works best. Small text will be busy and hard to read. Make sure the text is set to 100% black. Use the Move tool to position the text where you think it should go.

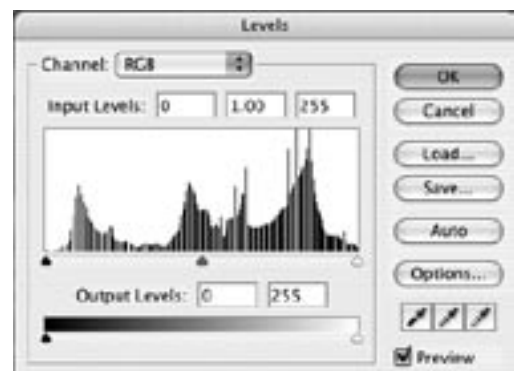
Now make a duplicate of your clouds layer. Click on the Clouds layer in the Layers palette (NOT in the image window) and choose Layer > Duplicate Layer from the Layer menu or the Layers Palette menu, or simply drag the layer to the New Layer icon at the bottom of the Layers' Palette.

You should now have three (3) layers: the original cloudy sky image, the duplicate cloudy sky image, and the text layer. The names of the layers may not be the same as the ones pictured here.

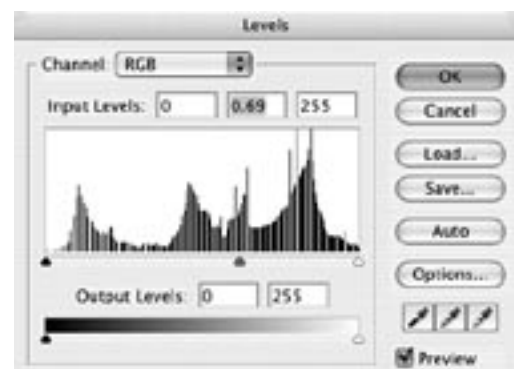
In the Layers Palette, (if you don't see it, choose it from the Window Menu) drag the duplicate clouds above the text. Note: make sure you do this in the Layers palette, NOT in the document window! The text will no longer be visible. Make sure the duplicate clouds layer is active, and choose "Levels" from the Image >

Adjustments submenu. Note: the location of this menu may be slightly different in older versions of Photoshop, but you are looking for a dialog box called Levels.

In the Levels dialog box, you will see two (2) rows of sliders (little triangles); three (3) sliders for Input Levels and



two (2) sliders for Output Levels. Drag the middle INPUT Levels slider to the right to darken the image. At this point you are working blind, but keep in mind that the darker image will show inside the letters, so you need good contrast. You can always return to Levels and make the image lighter or darker by dragging the same slider to the left (for lighter) or the right (for darker). Click "OK" to close the Levels dialog box.



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Using the Layers palette, make certain the layers are in the correct order. The darkened clouds layer should be at the top of the Layers palette (in front), the text should be in the middle, and the original lighter clouds layer should be at the bottom (backmost) in the Layers palette.



Make certain the darker Clouds layer is active (click on it in the Layers palette) and choose “Create Clipping Mask” (it was called “Group With Previous” in older versions) from the Layer menu or Layers Palette menu. Note: do NOT choose “Group Layers” found in the newer versions of Photoshop.

Choosing “Create Clipping Mask” creates a mask between the darker clouds layer and the text layer directly below it. This makes the dark layer visible only where it overlaps the text. The rest of the dark layer is masked (hidden) allowing you to see through to the original, unaltered clouds layer. The text itself is completely hidden. It serves only as a mask.

If necessary, click on the darker clouds layer and make it lighter or darker using the middle slider in the Levels dialog box again. If you need to reposition the text, first click on the text layer in the Layers palette, then choose the Move tool and drag the text in the document window.



PDF Workflow Tools

Adobe . . . Adobe says its Acrobat 7.0 Professional is perfect for printing organizations that need a feature-rich prepress environment to ensure projects print quickly and accurately. The software has the ability to convert color to CMYK, add printer parks to pages, preview output before printing and flatten transparency. Adobe works with partners such as Xerox, Heidelberg, HP and Agfa to ensure that their PostScript 3-enabled devices can properly handle PDF files and produce the best output possible. www.adobe.com

Agfa . . . According to Agfa, its Apogee X Prime prepress workflow system is designed to accommodate the throughput and functionality requirements of smaller commercial shops that are looking for an affordable solution: Apogee X Prime features include PDF creation, preflighting, imposition, rendering, trapping and proofing. www.agfa.com

CAD-KAS says PDF Editor 2.3 is “the most comprehensive PDF post-editing tool on the market.” Features include the ability to add, change, delete and move text, add, delete, move and edit pictures, add and delete graphics, add new pages, change page order, delete, extract and rotate pages. www.pdfeditor.net

callas software . . . pdfColorConvert is a plug-in for Adobe Acrobat 6 and 7 that enables users to convert RGB/Lab data and spot colors used in a PDF document into CMYK. What makes it unique is . . . if a user doesn't know how the PDF file was made and cannot determine the information needed to configure pdfColorConvert's input settings, the software can identify the PDF file type and specifications automatically, then can use its Automatic Best Guess feature to choose an output profile. www.callassoftware.com

More PDF Workflow tools will be highlighted in coming issues . . .

The San Francisco Club

San Francisco has changed its leadership style this year. It is harder and harder to recruit a member willing to dedicate four years to going through the chairs. So, we decided to follow the lead of some other clubs, and created a Board of Directors, from which we choose a Chairman of the Board. This makes it a one-year term, with the possibility of more if the person so chooses. There are still some kinks to work out, but we're hoping to get some new faces joining the Board by using this format. Our first Chairman is Club and NALC Past President Sue Kent.

The summer gave us two big events this year. Always a highlight is our annual golf outing. This year, the event was held at the beautiful Crow Canyon Country Club, in partnership with the East Bay Craftsmen. We also had our annual picnic – a joint event with the East Bay Craftsmen for 38 years – with a battle over who wins the coveted softball trophy, along with a barbecue and games for the kids.

News from old friends

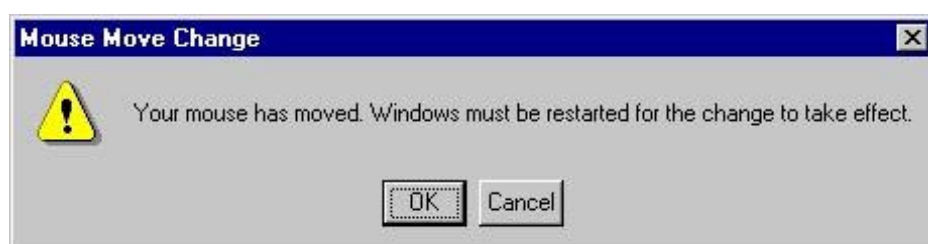
Past Presidents from San Francisco . . . **George Caughman** sold his business and is happily retired and busy volunteering on local boards of directors, plus overseeing his commercial real estate properties. George and Jane Caughman are still in close contact with **The Kellys, Ed** and **Marlene** from the Twin Cities area. They met 20 years (or so) ago at an NALC convention and have remained fast friends . . . **Sue Kent** is happy it's football season again. She and her family still enjoy their 50-yard-line seats and wouldn't give them up for the world. And, of course, she's busy being Chairman of The San Francisco Club . . . **John Kohnke's** new job with Banta Direct Marketing Group keeps him away from home from time-to-time, but he spends as much time as possible with wife Rose and 5-year-old son Carl, as well as continuing to volunteer with The Guardsmen.

Blair Dreyfus is looking forward to retirement when Charles Schwab closes down its in-house printing facility. . . . **Tim Rooney** followed **Don Landers** through the chairs of The San Francisco Club, and now Tim is working for Don's company, Integrity by Design. We share our lives as well as our knowledge. . . **Becky Lindstrom** is enjoying her work at PackagingARTS, but is sorry to see the family business, Gordon Graphics, leaving the family . . . And did you know that **Patti Copeland** got married last year? And **David Halpin** retired to Connecticut? And **Louis Kopecky** went from printing film to medical film.

Trixy Atkinson has been working on her advanced degree in early childhood education expecting to earn her Masters degree in the spring of 2007 and on to a new career. **Nathan** as Immediate Past President is focusing on the continued sharing knowledge of the print production process with students studying in the Graphic Communications department of City College of San Francisco.

Along with the good times and the fun, we also shared the sorrow of losing a long-time member. Club Past President **Henry Aguirre**, former partner of George Lithograph, and early employee of H.S. Crocker Company, was taken from us in August. Retiring to Nevada City didn't stop him and Sandra from being seen everywhere there were printers (or trains, or collector cars!), Henry always sporting a hat and his ready smile. He is so missed.

*Say, inactive member, or club president, what's going on in your part of the country?
Something to share? About you or another old friend we haven't heard from?*



The contest has begun! Earn NALC Bucks from each issue of *Litho Tips!*

Here's an idea stolen from *New Yorker* magazine.

Send us your suggestion for a caption. Your NALC officers will select the one they like best. Winners will earn **NALC Bucks**.

All submissions will also go into a drawing for other prizes – just for playing!



Every month, you will find five questions on this page. The first five correct responders will earn **NALC Bucks**. Every correct responder will also be eligible for a drawing. Questions will be similar to these:

1. How much has the Baltimore Club given in scholarships the last two years?
2. Name a new Litho Club.
3. Which clubs shared Club News?
4. How long have you been a Litho Club member?
5. Who is president of the Baltimore Litho Club?

Each month Sudoku will get harder. The first five correct solutions earn **NALC Bucks**. Each correct solution gets their name entered in a drawing for a prize – just for playing!

Sudoku of the Month

Complete the grid so that every row, column and 3-by-3 box contains every digit, 1 to 9.

	8	4	5		7	9		
5					4		2	
						7		
	7		6	1				
1	5			4			7	2
				2	5		6	
		5						
	1		3					9
		9	2		8	5	1	

Difficulty Rating: 2 stars

2006 NALC OFFICERS

Litho Tips



PRESIDENT

NEIL LOCKWOOD

9615 K Haven Farm Rd
Perry Hall, MD 21128
Work: 410-561-5533
Home: 410-256-0994

nlockwood@printcorp.com



FIRST

VICE PRESIDENT

AL HARTMAN

22 Levassor Avenue
Covington, KY 41014
Work: 859-261-8300
Home: 859-431-3742

hartmanal@aol.com



SECOND

VICE PRESIDENT

BLAIR DREYFUS

574 Marlin Court
Redwood City, CA 94065
Home: 650-592-4347

blair.dreyfus@sbcglobal.net



TREASURER

JOHN CAMPBELL

7 Marble Street
Whitman, MA 03282
Work: 781 447 6604
Cell: 781 589 4736
Fax: 781 447 1671

hardingprt@aol.com



IMMEDIATE

PAST PRESIDENT

JOHN MURREL

5411 Jackson Road
Ann Arbor, MI 48106
Work: 734 665 6113 x125
Fax: 734 665 2326

john_murrel@malloy.com



EXECUTIVE

VICE PRESIDENT

EDWARD RIGGS

P.O. Box 6190
Ocean Isle Bch, NC 28469
Home/Office/Fax:
910 575 0399

riggse@atmc.net



National Association of Litho Clubs

National Headquarters

P.O. Box 6190

Shallotte, NC 28470

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