

Johnson's World monthly column...

Now Featured in Printing Impressions Magazine

"Johnson's World," a column by Copesco President Steve Johnson, is now a monthly feature of *Printing Impressions* magazine.

High Praise

"I'm honored that Steve Johnson and his award-winning 'Johnson's World' column is now appearing in every issue of *Printing Impressions*," says Mark Michelson, editor-in-chief of the international trade magazine.

"Aside from his keen wit and humor, Steve brings the first-hand experiences and unique perspective of a successful printing executive into the topics that he writes about.

"And he's also a visionary, as exemplified by his early industry adoption of digital printing—long before it became a mainstream technology."

Hard to Believe

"Sometimes it is hard for me to believe that I've been working in the printing business this long, having started out making plates some 40 years ago," Steve says.

"It is equally amazing to me that Copesco, my digital printing business, is celebrating 30 years of operation. I'm mildly startled to realize that this is my 14th year of writing 'Johnson's World' for you each month," Steve related in his first *Printing Impressions* column.

No Surprise

"One thing that comes as no surprise at all is that 'Johnson's World' is now on the back page of *Printing Impressions*, the foremost magazine of the graphics arts industry," Steve explained.

"It was bound to happen, some would say inevitable. An award-winning column in an award-winning magazine, and I'm pleased as punch to be here."

Prominent Position

The column is featured in *Printing Impressions* in the prominent back page position that Steve has maintained for so many years.

Printing Impressions®

America's Most Influential and Widely Read Resource for the Printing Industry

"Johnson's World," has been published for the past 14 years in *American Printer*, *Quick Printing* and *Printing News* magazines.

Multiple Awards

The column has won four APEX Awards for Publication Excellence from Communications Concepts, Inc.

Steve has also been recognized for exceptional technical writing from the Society for Technical Communication.

He has been published in the journals of the Graphic Arts TechnicFoundation World, *Printing Industries of America Technology Forecast*, and *Inland Press Association Inlander*.



What This Means to You

As an industry leader and business innovator, Steve has built a team of like-minded men and women at Copesco who share the same commitment to digital printing excellence.

So, when you need help with a book or publication, call the company that has the staff and quality service that you deserve. Call Copesco.

Narrowing the Generation Gap

Each fall for the past 20 years professors at Beloit College publish a Mindset List for students entering college. The list serves as the basis for intergenerational discussions.

"This year's class of 2021 can't remember when a 'phone' wasn't a video game and research library.

"They've never read a Peanuts strip that wasn't a repeat and have always been searching for Pokemon. Ask them about the whine of a dial-up modem and you'll get a blank stare."

Visit the Beloit website for the complete 60-item Mindset List.

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Check out Steve's first three columns for *Printing Impressions*:
<http://www.piworld.com/author/stevejohnson>

For an archive of all fourteen years of Steve's wit and wisdom:
<http://www.johnsonsworld.com>

Look over the Beloit Mindset List for the class of 2021.
 See what is on the minds of students entering college:
<https://www.beloit.edu/mindset/2021>



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262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested



A pizza delivery boy relayed this experience to the owner of the restaurant. I called on customers who sent their seven-year-old son to pay me. When he came to the front door, I noticed he was carrying a check in one hand and two



dollars in the other, which I assumed was my tip. Believe it or not, he pocketed the bills before handing me the check, which was for the exact cost of the pizza. "Could that have been a tip?" I asked, trying not to sound accusatory. "Yep," the kid replied proudly, "not bad for just a walk from the living room and back!"



A class of skydiving students was in the plane about to take their first jump. One rookie piped up, "What if my parachute doesn't open?" The instructor replied, "That is known as jumping to a conclusion."



A young college student wrote home to his family: "Dear Mom and Dad, I haven't heard from you in nearly a month. Please send a check so I'll know you're alright."



While visiting a friend who was in the hospital, Mark noticed several pretty nurses, each of whom was wearing a pin that looked like an apple. Mark asked one nurse what the pin signified. "Nothing," she said with a smile. "It's just to keep the doctors away."



Soon after their wedding, the bride told the groom, "Darling, now that we are married, I want you to fire your



secretary." "But honey," replied the groom, "you used to be a secretary yourself." "Yes," she replied, "that's why I want you to fire her."

An Ivy League graduate was boasting about his strength, going on about it for some time. A gardener overheard and made him this offer: "Tell you what. I'll bet you \$25 I can wheel a load in this wheelbarrow over there to the other side of the street that you can't wheel back." "You're on," said the graduate. "What's your load going to be?" "Get in," said the gardener.



Deep TV thought of the day: If the professor on Gilligan's Island could make a radio out of a coconut, why couldn't he fix a hole in a boat?



A physician ran into his patient at the country club and said, "Say, I noticed that the check you gave me for your bill came back." "I know," said the patient, "and so did my arthritis!"



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Copresco

262 Commonwealth Drive
Carol Stream, IL 60188-2449
phone (630) 690-2000 fax (630) 690-8182
<http://www.copresco.com>