



Some facts from an expert...

Copresco CEO Speaks Out About the Power of Print

Copresco President and CEO Steve Johnson spoke his mind in an August Executive Perspectives interview with Print + Promo, the trade magazine for print distributors.

Following are Steve's forthright answers about the value and power of print.

What's Ahead?

What do you expect to be some of the biggest changes/challenges the industry will face?

"For five hundred years print has been an essential medium of promotion and communication. Print was required for every facet of every business.

"The only question any user of print (and that was everyone) had to ask was, 'Which printer is best for each of my needs?'" Now the question has become, "Should I use print at all?"

The Challenge

"The exciting challenge is keeping the public enlightened as to the superior communication properties of the printed word.

"Some folks become enthralled with electronic communication options that are sadly never read or even opened.

"Study after study proves the intrinsic value of print for communication, information, edification and education.

Print Is Superior

"An example would be school districts and colleges jumping on the e-textbook and tablet bandwagon, when in fact, students learn significantly better from printed texts and prefer them as well. In this case it isn't just a matter of scoring more business; the quality of our children's education hangs in the balance."

What's Up?

What do you think is the most exciting, cutting-edge thing your company is doing right now? Why?

"It seems as though it has been only a few years since we began using toner-based laser printing to challenge traditional inks and presses.

Getting the Job Done

"Now the inkjet process seems poised to replace toner. It is my job to keep up with such trends so our clients don't have to. As one of my customers once said, 'I don't care if you use monks with quill pens as long as you get the job done.'

"In tight economic times there is always a tendency to cut promotional and communication investments. It is up to us to help guide our clients away from this short-sighted and self-defeating practice."

See the back page of Print + Promo's August issue for the complete text of Steve's interview.

Inkjet Summit

This spring Steve Johnson served as a print industry expert panelist at Napco Media's Inkjet Summit in Florida



Mark Michelson of Napco Media, left, and Copresco's Steve Johnson, right, participate in a panel dialog at the Inkjet Summit.

The 140 printers that attended the three-day meeting learned about the business opportunities of high-speed inkjet printing and the steps needed for successful implementation.

In a panel discussion, Steve (in his usual blunt style) reminded printers and equipment vendors that the optimal

printing process is the one that best meets the particular needs of end-users. "Our clients," he said, "don't care how we do it, just that we do it well."

C-Suite Award

On July 26, Steve was honored with the 2018 C-Suite of the Year Award by the Daily Herald Business Ledger.

The award recognizes chief executives who demonstrate outstanding corporate and community service leadership and significantly contribute to the region's economic growth and stability.

Grateful Thanks

"I'm delighted to accept this award on behalf of everyone at Copresco," enthused Steve. "All our employees both past and present who've worked with us for the past 30 years, as well as our vendors, and most significantly all our customers who helped to build us up to what we are today.

"One man cannot do things alone, and I'm grateful to everyone who has helped us along the way."

Twentieth Anniversary

Manuel Duran has celebrated his 20th anniversary with Copresco.

Manuel, who works in our bindery, was honored at an August 3 luncheon that commemorated the date he joined the Copresco team in 1998.



Manuel Duran, right, celebrates with some of his co-workers.



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A man walks into a butcher shop and orders a pound of sausages. The butcher prepares the order and says, "I'll bet you a pound of sausages that you can't get



the meat off the shelf behind me." The man studies the shelf carefully, and then replies, "I'm not betting... the steaks are too high."



Three boys are in the schoolyard bragging about their fathers. The first boy says, "My dad scribbles a few words on a piece of paper, calls it a poem, and they give him \$50." The second boy says, "That's nothing. My dad scribbles a few words on a piece of paper, calls it a song, and they give him \$100." The third boy says, "I've got you both beat. My dad scribbles a few words on a piece of paper, calls it a sermon, and it takes eight people to collect all the money!"



A maternity room door notice:
Push. Push. Push

On his first visit to the zoo, a little boy stared at the caged stork for a long while. Then he turned to his mother and exclaimed, "Gee, Mom, he doesn't recognize me."



Winking at a girl in the dark is like doing business without advertising; you know what you are doing but nobody else does.



A little boy was telling his parents about his experience at camp. "I even got to see a man who makes horses!"



the boy exclaimed. "What do you mean?" the mother asked. "He was nearly finished when I was leaving... he was putting on the feet."



Michael: "Today in school, a kid said I look just like you." His proud father: "And what did you say?" Michael: "Nothing. He was a lot bigger than I am."

Kevin the Pessimist said, "Thankful! What have I got to be thankful for? I can't pay any of my bills!" His optimistic friend responded, "Then, be thankful you aren't one of the creditors."




A college freshman was being led through the swamps of Georgia on a field trip. "Is it true," she asked, "that an alligator won't attack you if you carry a flashlight?" "That depends," replied the professor, "on how fast you carry the flashlight."



Is this Father O'Malley?" "It is." "This is the IRS. Do you know a Ted Houlihan?" "I do." "Is he a member of your congregation?" "He is." "Did he donate \$10,000?" Father O'Malley paused thoughtfully. "He will."



A sign at a propane filling station:
Thank Heaven for little grills.



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