

# AMERICAN BUSINESS MEDIA

The Association of Business Media Companies

**American Business Media  
Production/Manufacturing Technology Committee  
June 30, 2004  
10:00 am – noon**

**Attendance:**

Bill O'Brien, Committee Chair, President, Operations, Reed Business Information  
Keith Hammerbeck, Committee Vice Chair, Director, Manufacturing Services, Advanstar  
Communications, Inc.  
Robert Berkeley, CEO, Express KCS Inc.  
John Blanchard, Vice President Manufacturing, Reed Business Information  
Harmehesh Brar, CEO, RSB Systems, Inc.  
David Learned, Director, Business Development, RSB Systems, Inc.  
Dave Lewber -- President, Greenland Ventures, Inc.  
Karen Palmieri, Vice President Manufacturing & Distribution, VNU Business  
Publications USA  
Habeb Syed, Director, Technology, RSB Systems, Inc.  
Darryl L. Wiggins, Mid-Atlantic Regional Sales Manager, Publishers Press

**Teleconference:**

Ronald E. Brockman, Director of Production, Vance Publishing Company  
Paul Grieco, Vice President, Sales & Marketing, American Press  
Gail Utt, Production Manager, Stamats Business Media

**ABM Staff:**

Peter Loibl, Media/Educational Services Coordinator  
Jane O'Connor, Manager, Professional Development

**Not attending:**

Robert C. Adams, Group Vice President – Technology, Manufacturing, Circulation,  
Crain Communications, Inc.  
William Amstutz, Vice President of Manufacturing & Distribution, CMP Media LLC  
Chip Berry, Director of Magazine Sales, North America, NewsStand.com  
Kelly Bracken, Director of Production, Bobit Publishing Company

Melanie Bracken, Sales Director, CadmusMack  
Robert Brai, Director of Production, Northstar Travel Media  
James Buongiorno (Jim), Sales Manager, ActiveMagazine  
Gwen Connelly, Vice President, Operations & Creative Services, MediaTec Publishing, Inc.  
Glenn Filippone, Director of Manufacturing, American Lawyer Media  
Thomas Fogarty, Vice President, Production, PRIMEDIA Business Magazines & Media  
Bill Guthrie, Senior Vice President, Business Development, Clifford Paper, Inc.  
Joanne Harap, Vice President, Production, Hanley Wood, Inc. LLC  
Larry Hawkey, Senior Vice President Sales & Marketing, Brown Printing Company  
David Kamis, Corporate Director, Production & Manufacturing, Crain Communications, Inc.  
Barry Long, Manager, Digital Services, American Press  
Anthony Lucia, CIO, Northstar Travel Media  
Carlos Lugo, Manufacturing Director, Ziff Davis Media  
John W. Miller, Group Vice President, Sales & Marketing, Banta Publications Group  
Nick Mlachak, Director of Operations, Financial Services Group, Pfingsten Publishing  
Valerie Morris, Vice President, Manufacturing & Distribution, Fairchild Publications  
Kathy Murphy, Production/Circulation Director, MultiMedia Healthcare/Freedom LLC  
Philip Palmer, Eastern Sales Manager, Brown Printing Company  
Robert Polledri, Vice President, RR Donnelley Company  
Bradford C. Stauffer, Senior Vice President, Operations, 101communications LLC  
Patricia A. Wisser, Production Director, Edgell Communications  
Richard Zweiback, Corporate Director of Manufacturing, Lebhar-Friedman, Inc.

### **ABM Introductions:**

Gordon T. Hughes II, American Business Media's President & CEO, opened by introducing the two newest additions to ABM: Miriam Tomaselli, Manager of Meetings & Events, and Missy Gomez, Sales Development Representative. Ms. Tomaselli and Ms. Gomez will play integral roles in future ABM event planning, particularly the Creative Excellence in Business Advertising (CEBA) Awards on September 21.

For more information about the CEBA's or any upcoming ABM events (pertaining to sponsorship, attendance or speaking opportunities), contact Ms. Tomaselli at [m.tomaselli@abmmail.com](mailto:m.tomaselli@abmmail.com) or Ms. Gomez at [m.gomez@abmmail.com](mailto:m.gomez@abmmail.com).

**Dave Lewber -- President, Greenland Ventures, Inc. on behalf of RipAlliance: Online Pre-flighting Services**

Dave Lewber, President, Greenland Ventures, Inc. opened the series of digital presentations. The RIPAlliance is an online prepress service offered by Greenland Ventures, Inc. It is basically a service where publishers can send page files, in various formats, to be RIP'ed and trapped on their Rampage RIP's. Once the files are processed, the system sends a soft proof back to the customer. This entire process takes place within a few minutes.

Once the publisher approves the proofs, the final RIP'ed files are sent to the printer. Publisher's interested in maximum savings can use FPO's generated from the RIP'ed data to do their own imposition. Final imposed files are sent to the printer in this scenario.

The RIPAlliance offers this same service to advertisers. If you have advertisers that cannot provide you with a locked down file, they can send their native files to Rip Alliance and for a nominal fee, approx \$30, they will RIP the file to a PDF, TIFF-IT, or DCS2. RIPAlliance also has a hotline service to answer questions.

Bill O'Brien, Committee Chair, President, Operations, Reed Business Information, again expressed his desire for a more universal, industry-wide adherence to standards instead of educating one advertiser at a time. Mr. Lewber responded by saying that utilizing his service is a step in the right direction in accomplishing this goal.

**David Learned -- Director of Business Development, RSB: Content Conversion (print to XML):**

David Learned, Director of Business Development, RSB was the next to present.

RSB is a company with offices in the US, Canada and India, and is owned and controlled from the US. They specialize in conversion of content. RSB can take native files such as Quark Xpress documents, and convert them to XML following your DTD. Normal turn-around is 48 hours. Mr. Learned provided a complete understanding of the services that RSB provide and how they can be integrated into publishers and data management companies.

Following the presentation, Keith Hammerbeck, Committee Vice Chair, Director, Manufacturing Services, Advanstar Communications, Inc. pointed out that there has been a high rate of employment turnover pertaining to digital conversion, basically because it is a highly redundant process that simply cannot be tackled by an entry level person. Mr. Hammerbeck added that it is very difficult to handle internally, noting that outsourcing might be the most feasible answer for many companies.

**Robert Berkeley, CEO, Express KCS Inc: Offshore Outsourcing of Prepress Services/Graphic Arts Software Development**

Robert Berkeley, CEO, Express KCS Inc, concluded the presentations.

Express KCS Inc. is the international sales and account management arm of prepress house Express Colour Scan of Delhi, India. Established over 35 years, it has a history of using up to date technology within a fully color managed workflow that has attracted clientele such as Coca Cola, Benetton, J Walter Thompson and other such demanding global companies. Given the tremendous internet bandwidth now available to us all, its services are now available to US clients. Its Indian cost-base, coupled with a local account management and hi-tech workflow methodology, means that it invariably beats existing suppliers on both price and quality.

Following a brief question and answer period, Mr. O'Brien commended the value of the three presentations and encouraged committee members to "spread the word" regarding takeaway value at committee meetings (noting the low attendance).

Jane O'Connor, ABM Manager, Professional Development asked the committee to come up with ideas for potential future ABM and to email their feedback to [j.oconnor@abmmail.com](mailto:j.oconnor@abmmail.com).

The next meeting was not officially scheduled, but a tentative timeframe of late September was given.