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2015 Board of Directors

Officers

- Steve Doerfler
President
- John Freismuth
Vice President
- Dean Anderson
Treasurer
- Clydene Hohenrieder
Immediate Past President

Board Members

- Dean Anderson
- Ed Cook
- Steve Doerfler
- John Freismuth
- Brooke Hamilton
- Clydene Hohenrieder
- Lane Kagey
- Dolf Kahle
- Briggs Keiffer
- David Margulis
- Jeff Root
- Sam Wainer

Member Feedback

The GPI office would like your comments and suggestions to make GPI better than ever.

If you have a meeting presentation topic, a suggestion for the website, potential member information, or anything that would benefit GPI, please e-mail Association headquarters at gpistaff@thomasamc.com.



GPI HEADS WEST!

Registration for the 2015 GPI Annual meeting is open. Online meeting registration is available [here](#).

The Westin Kierland, in Scottsdale, Arizona will serve as host for the Annual meeting. Please make plans to join us April 15-17, 2015. You can't afford to miss this opportunity to hear top speakers, network with industry decision makers and be a part of the leading organization for the engineered graphics industry.

Here is a look at the incredible program that is scheduled for the Annual Meeting

- Thursday, April 16, Alden Mills, former Navy Seal, and CEO and Co-Founder of Perfect Fitness, will present on the key strategies outlined in his book, *Unstoppable*. These strategies will reinforce the concept that GPI members can accomplish anything if they put their minds to it. Following the presentation, Alden will moderate a roundtable discussion with the GPI meeting attendees. All registered GPI members will receive a copy of Alden's book prior to the Annual meeting.
- Also presenting on April 16 is GPI Legal Counsel, Naomi Angel. Naomi will give a legal trends report, hitting on hot legal topics business owners and managers should be aware of.

- The afternoon of April 16 has been reserved for the GPI Annual Golf Tournament. This golf scramble will be held at The Westin Kierland resort course. Start time is 1:30pm. A big thank you to GPI Associate Member, Sun Chemical, for serving as the Annual golf beverage cart sponsor.
- Friday, April 17, GPI will welcome Mr. Kelly Riggs. Kelly is a dynamic and engaging speaker who's presentation, *Winning Business In Any Economy*, will highlight the four critical areas business leaders must address in order to unlock innovation and provide a successful environment to deal with any obstacle.
- Also scheduled to present on Friday, April 17, is Dr. Allison Weidhaas, Professor of Communications and Journalism at Rider University. Allison's presentation will focus on what business leaders can do to prepare for media coverage. This presentation will give business leaders tips and techniques for successful media interviews, whether they are planned events or crisis situations.
- Friday afternoon, GPI meeting attendees will have the option of participating in the GPI Tennis Tournament. New Associate member, IPG Photonics is this year's tennis sponsor.
- Also scheduled for the GPI General Sessions are Associate Member updates, the launch of the new GPI web site and a presentation/review of the GPI long range plan.
- The GPI Welcome Reception is scheduled for Wednesday, April 15, 5:30pm - 7:00pm. The theme of the Welcome Reception is baseball! We encourage all attendees to wear their favorite team's colors, jersey or hat. You will receive your tickets for the reception when you check-in to the hotel.
- The Annual Banquet Dinner will recognize outgoing Board members and their contributions to the Association. GPI is pleased to announce that the GPI Lifetime Achievement Award will be presented Charles Gelatt for his contributions to GPI and industry.

GPI Future Meeting Locations

2015 Semi Annual Meeting	Ritz Carlton, Cleveland, OH October 4-6, 2015
2016 Annual Meeting	TBA
2016 Semi Annual Meeting & Business Expo	Ritz Carlton, Cleveland, OH September 18-20, 2016

Register [here](#) for the 2015 GPI Annual meeting. Please join us in Scottsdale for another incredible GPI meeting!

PRESIDENT'S MESSAGE



Steve Doerfler

I am looking forward to the Annual Meeting in Scottsdale April 15-17; not only to see everyone and attend the program, but to take advantage of some warm weather! John Freismuth has another strong program planned and we will have a different “roundup” for our reception with perhaps even a few search warrants issued for the Annual Banquet on Friday. So be alert for future details!

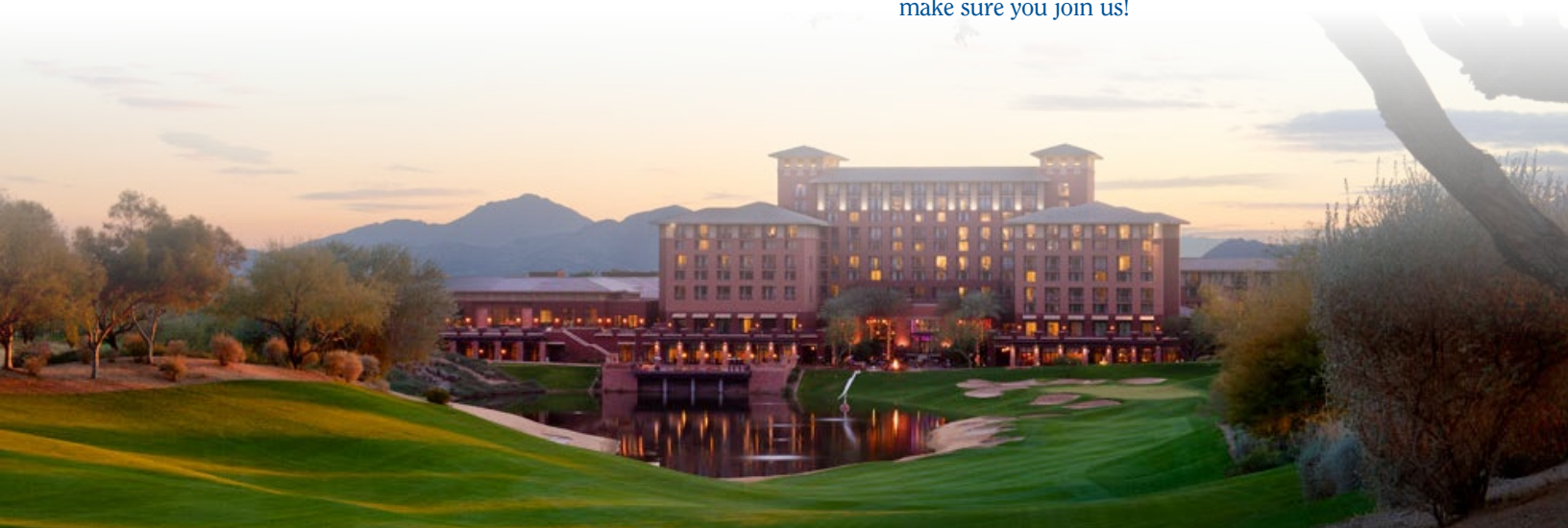
A year moves very fast and I am pleased with the progress the Board has made in a number of areas, including:

1. Membership Committee – this Committee is led by Board member Ed Cook with GPI members Jim Mellgren, Brian Sauers serving on this Committee. It has been a productive effort with two new Corporate members and two new Associate members joining since the Semi Annual Meeting last September. The new Corporate members are General Label, Minneapolis, MN and American Nameplate, Chicago, IL; while the new Associate members are Phoseon Technology, Hillsboro, OR and IPG Photonics, Oxford, MA. Great work Ed, Jim, Brian and Jim, congratulations.
2. Website Committee – we formed a new Website Committee at our Semi-Annual meeting last September to determine how we can create greater interactivity and value for all GPI members. Board members Jeff Root, Briggs Keiffer and Ed Cook volunteered to serve on this Board. The web site is scheduled to launch at the 2015 Annual meeting. We are excited to see the new look and feel that the website will provide to GPI.
3. Long Range Planning Committee – Clydene Hohenrieder is leading the Committee with Board members Sam Wainer, Joe O’Toole, Herb Wainer, and Bobby Welter volunteering to serve. The goal of this Committee is not necessarily to update the plan, but have a mechanism to effectively communicate and a process in place to update the plan when needed.
4. 2016 Expo – The GPI Board believes that the Business Expo provides value to the Corporate and Associate members. The next Business Expo has been approved to be held in the fall of 2016 at the Cleveland Ritz Carlton. Although it is about 18 months away, we wanted to establish a leader of the Expo, and GPI Board member Brooke Hamilton, has volunteered to lead this effort. We will officially initiate this effort at the Annual meeting.

We also have some other pending matters that we will discuss in Arizona, including compliant issues such as RoHS, REACH and Conflict Minerals from a perspective of how we can help GPI members address these issues.

The GPI Financial survey was sent mid-February and I encourage all Corporate members to participate. Yes, it takes some time; however, the due date is April 3, so there are several weeks to collect this data and submit. The detailed financial performance compilation will only be shared with those Corporate Members that submit information.

I am looking forward to great attendance in Arizona. We have an excellent meeting program in place, and The Westin Kierland, located in Scottsdale, AZ is a great venue to host the Annual meeting. Please make sure you join us!





New GPI Website

The GPI Website Committee continues to work on the development of the new GPI web site. Members were asked to share pictures of end products for inclusion in the new site. There is still an opportunity to submit pictures for consideration. If you have a picture you would like to submit, please email the web site developer [Pete Zeller](#), directly. The new web site will be launched at the 2015 Annual meeting.

GPI Annual Financial Survey

Industry Insights has distributed the Annual GPI Financial Survey to all of the Corporate Members. The Survey information is due April 3. You can submit your information directly to [Marcy Dolnieck](#) at Industry Insights. Those Corporate Members that participate in the survey will receive valuable financial performance data related to other GPI Corporate members. Those that have participated in previous years have noted that the information provided in the compilation is data that you can't get anywhere else. All GPI Associate Members will receive a summary of the information. If you are interested in participating, please contact the GPI office, or you may contact Marcy Dolnieck at Industry Insights directly.

GPI Membership Recruitment

GPI is always looking for new members. New members that will contribute to the association, participate and share their experiences and ideas with their peers. The sharing of experiences and ideas is just one of the valuable benefits of membership in GPI. If you know of a company that would be interested in membership, please submit their contact information to the [GPI office](#). We will send out a membership packet and encourage the potential member to attend a GPI meeting to see what the organization has to offer.

GPI Secure Virtual Office

As a GPI member, you have access to every association file, every meeting file, every presentation, any time of day, anywhere in the world. The GPI Secure Virtual Office gives members access to association files when you need, on your time. [Just log in](#). Every GPI member has their own unique login, please contact the GPI office if you need this information.

Board of Directors Highlights

Here are some of the highlights and discussion topics from your Board of Directors:

- Membership in GPI has increased to 54 Corporate and 27 Associate Members.
- The 2014 audited year end review will be reviewed and approved at the Annual meeting. GPI remains in a strong financial position.
- The new website is scheduled to be launched at the 2015 Annual meeting.
- Brooke Hamilton has volunteered to serve as Chair for the 2016 Business Expo, to be held September 18-20, 2016 at the Ritz Carlton in Cleveland, OH. More information on the Expo, including exhibitor information and technical seminars will be available later this year.



LEGAL NEWS AND COMMENTARY

By Naomi R. Angel, Esq., GPI Legal Counsel

WHAT'S THE FUTURE OF ASSOCIATION GOLF OUTINGS?

Golf is struggling to attract new players. One recent illustration of this trend is a decision by retailer Dick's Sporting Goods to largely drop golf equipment after another year of lower sales and revenues.

The decision will result in a one-time write-down of millions of dollars of inventory and trademarks, and severance payments to estimated 300 golf pros who will lose their jobs in Dick's retail outlets. The decision will also be a blow to Nike and Adidas, among others.

Many associations and businesses use golf events for social, sales, charitable, and networking opportunities. This is just one example of the wrenching changes facing the golf industry. Expect to see many other related consequences.

FTC CHARGES BARCODE RESELLERS WITH ATTEMPTED COLLUSION

The Federal Trade Commission has charged two resellers of UPC (Universal Product Codes) barcodes with attempting to persuade other resellers to fix prices. UPC barcodes are established by an international association that sets global supply standards. A product seller must join the group to obtain a barcode for its product.

However, there are also resellers of barcodes that charge less than the association's dues for a barcode. The FTC says that price competition in this secondary market has driven prices down. The Commission alleges that two resellers began talking to each other about raising their prices to a higher level, and then tried to talk a third reseller into joining this price-fixing scheme.

Someone tipped off the FTC, which launched an investigation. The two companies have settled and agreed to cease all discussions of prices with competitors, and cease any efforts to divide markets or collude on pricing.

The third party reseller was smart and did not respond to the invitations to collude on prices. Their failure to respond did not actually raise prices. But even attempted collusion can be both a civil and criminal offense.

SUPREME COURT: GET A WARRANT TO SEARCH THAT CELL PHONE

The U.S. Supreme Court ruled in late June that police need a search warrant to examine the contents of a detainee's cell phone in connection with an otherwise lawful arrest. The unanimous decision recognized that the contents of a modern cell phone are akin to a small computer. Chief Justice Roberts said a cell phone might contain more personal information than a search of a person's home.

If the police want to search someone's cell phone, they need a search warrant, and that means going before a judge and explaining why that search is necessary. But remember that different rules about searching your cell phone or computer may apply when you cross a U.S. border.

THE PROBLEM WITH NON-COMPETES

Many employers routinely require mid- to upper-level employees to sign non-compete agreements, and those can create a variety of problems for the employer and employee. State laws vary widely on the ability to enforce such agreements. Some states such as California prohibit non-compete agreements entirely, while others "blue-pencil" overly restrictive non-competes, striking or revising certain provisions. But state laws seem to agree that, if an underlying purpose of the non-compete is to protect the employer's trade secrets, there must be trade secrets to protect.

Information that is readily available from public sources or is not confidential undermines an employer's claim that its information should be regarded as trade secrets entitled to protection. This is true regardless of the broad language in the non-compete agreement.

Figure out the real reason and goal of requiring a non-compete agreement. Then have your attorney draft the agreement within the parameters of the laws of your state.

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