



# communiqué

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## 2013 Board of Directors

### Officers

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President

Steve Doerfler -

Vice President

Dean Anderson - Treasurer

Randy White - Immediate

Past President

### Board Members

Dean Anderson

Ed Cook

Steve Doerfler

John Freismuth

Clydene Hohenrieder

Lane Kagey

Dolf Kahle

David Margulis

Jim Mellgren

Tim Moore

Jeff Root

Nadine Tripodi

Randy White

## 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](mailto:gpistaff@thomasamc.com).



# EXPO, EXPO, Read All About It!

Well, it's time for the 2013 GPI Semi-Annual Meeting and Business Expo. The last Business Expo was held in 2011 in Chicago. This year's Business Expo will be held in conjunction with the Semi Annual meeting, September 23-24, 2013, at the Denver Downtown Sheraton.

We currently have twenty-one exhibitors for the 2013 Business Expo. There are a few booths still available, so we encourage any GPI member that is interested in exhibiting to contact the GPI office immediately.

The schedule for the 2013 Semi Annual meeting and Business Expo will be the same as the 2011 schedule. The Executive Committee, Past President's Luncheon, and the Board of Directors meetings will be held on Sunday, September 22. GPI general sessions will be held on the mornings of Monday, September 23, and Tuesday,

September 24. These sessions are for registered GPI members and prospective members only.

The Business Expo will officially open on the afternoon of Monday, September 23, and Tuesday, September 24. There will be technical seminars held each day. All GPI members, Expo attendees, and prospective members are welcome to visit the exhibitor booths and attend all technical seminars.

Some of the technical seminar topics scheduled during the Business Expo include: digital printing trends; UV LED technology; adhesives; and direct to screen printing.

The Business Expo can benefit everyone in the graphics engineering industry. Members are encouraged to bring multiple employees to the Expo. Those that work in purchasing, research and development, new product design, and engineering, will get direct contact with decision makers from supplier and manufacturing companies. The GPI Business Expo Committee would like to ask that all GPI members distribute Expo information to their customers. Encourage them to participate in the only trade show event designed specifically for the product identification industry.

If you have any questions regarding the 2013 Business Expo, please feel free to contact the Business Expo Chairman David Margulis, or GPI Staff. We look forward to seeing you in Denver.

## GPI Future Meeting Locations

**2013 Semi-Annual Meeting & Business Expo** *September 23-24, 2013  
Sheraton Denver Downtown  
Denver, Colorado*

**2014 Annual Meeting** *April 8-11, 2014  
Marriott Marco Island  
Marco Island, Florida*

**2014 Semi Annual Meeting** *September 28-30, 2014  
Omni Hotel  
Chicago, IL*

# PRESIDENT'S MESSAGE



Clydene Hohenrieder

It is an honor to be elected to the office of President of GPI for the 2013-2014 term. I make a commitment to serve you – the members of GPI – to the best of my ability.

Our 62nd Annual GPI Conference, held at The Lodge at Torrey Pines, in La Jolla, California, was a big hit, rated by many as a favorite. Our speakers received some of the highest ever ratings on your evaluation forms. From start to finish it was judged a winner! Good times were had by all.

Dr. Thomas William Deans received rave reviews for challenging us to give succession planning serious attention. To prepare, he asked us to read his book, *Every Family's Business*, prior to the meeting. Copies were sent to members with the request to attend with questions. This helped get us in the frame of mind to explore his thought-provoking subject titled, "Your Big Exit." Dr. Deans offered his compelling philosophies of wealth, family, and human nature.

Equally dynamic, Kraig Kramers presented "CEO Tools for Every Manager's Success" to equip us to be better leaders and managers of our businesses by setting meaningful goals and conducting ongoing assessments. Speaking from personal experience, he provided each of us with a CEO Tool Kit which offers more than three dozen ways to improve our businesses.

Our program was rounded out as Brett Hartvigson offered insights on business and personal wealth management with a practical application of financial planning principles.

Our "Taste of California" conference kicked off with a cocktail reception and bocce ball on the lawn overlooking Torrey Pines golf course and the Pacific Ocean. Thursday afternoon we had a great time playing golf where the pros play (if not exactly *like* the pros), on the renowned Torrey Pines Golf Course. Thanks to Joe O'Toole for setting up the foursomes so that all levels of talent were able to join together in the fun. Friday's tennis tournament was played next door at the Hilton La Jolla. The round-robin style kept it lively for everyone involved.

During our annual cocktail reception and dinner, Joe O'Toole received the well-deserved honor of GPI's Lifetime Achievement Award. We all appreciate Joe's more than 30 years of experience at GPI and his every-ready willingness to help whenever needed. Tim Merrifield and Herb Wainer outdid themselves in presenting a multimedia tribute to Joe that was both touching and humorous. Joe, thanks for your dedication to GPI. We are all proud to honor you. The Lifetime Achievement Award is given in honor and recognition of an individual who has made outstanding contributions to GPI and to the product identification industry. Way to go, Joe!

Warm and welcoming as always, Bob and Carol Boileau hosted our hospitality suite again this year. Bob made sure that the suite was well stocked with refreshments and games all day and late into the evening. It was a great place for old and new friends to sit and talk; for a rousing game of Left-Right-Center; or spending quiet time working side by side on a puzzle. Thanks, Bob and Carol. You always know how to make us feel comfortable and special.

A special thanks to our immediate Past President Randy White for his leadership during 2012-2013. His dedication and diligent effort throughout the years have contributed to the ongoing success of our association. Congratulations on a successful year, Randy. You leave behind mighty big shoes to fill!

Thanks to all of you, your participation helped make our time at the Lodge at Torrey Pines a GPI conference to remember.

Now is the time to mark your calendar: September 23-24, 2013, in Denver, Colorado, for our GPI Semi-Annual Meeting and Business Expo. Steve Doerfler and your program planning committee have assembled a dynamic roster of speakers on such frequently requested topics of interest as: healthcare and the Affordable Care Act; CRM; social media; and compliance issues. Dave Margulis and your EXPO committee have reserved over 20 vendors, and plan numerous technical seminars to make our second EXPO and meeting a truly valuable experience. This is two days jam-packed with information that will aid you in the successful running of your business. At the last EXPO, Lustre-Cal bought two new pieces of equipment based on the information it learned, and through conferring with other members who either already had that equipment or were planning on buying it. The information gained was priceless and reassuring. Plan now to attend.

It is a privilege to be a part of this wonderful organization, and to be given the opportunity to serve as your President. I look forward to working with each of you in the coming year. Let me know if you have any questions or concerns, especially regarding how we as an association can be of assistance to you and your business. I am here to serve you. See you in Denver.

Warmest Regards,

Clydene Hohenrieder

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925-216-0643



## Looking Back at the 2013 Annual Meeting

The Lodge at Torrey Pines was a wonderful location for the 2013 Annual GPI meeting. The property quaintly captured the old-school lodge feel of the West. Located on the shores of the Pacific Ocean, the Lodge at Torrey Pines is a location GPI meeting attendees won't soon forget.

The Annual meeting program featured great speakers that gave GPI members plenty to think about. Thomas William Deans shared his experiences and views on succession planning and selling your business. Each attendee received a copy of Mr. Deans' book prior to the meeting, and were asked to read it to familiarize themselves with the topics being presented.

Kraig Kramers shared some valuable ideas and concepts in his presentation entitled, "The Manager's Tool Kit." This presentation was beneficial to everyone. We received valuable takeaways which we were able to implement immediately.

Brett Hartvigson shared his company's views and tips on estate planning. He offered valuable feedback on working with clients on investing for retirement and preparing for life after work.

The 2013 Annual GPI Golf Tournament was played on the iconic Torrey Pines South Course. Small greens, tight fairways, and beautiful views were on the menu that day.

## Highlights from 2013 Annual Board of Directors Meeting

- The deadline to submit data for the annual financial survey has been extended and may be extended permanently in the future.
- The Board has set a goal of adding five new corporate members by the end of 2013.
- GPI members will be asked to submit contact information for prospective members.
- Estimated income for the 2013 Annual Meeting is \$2,500.
- Dolf Kahle, Lane Kagey, and Tim Moore were elected to the Board of Directors.
- The Board held a review of Thomas Associates, and will continue to hold this review annually.

### GPI News & Updates



#### *Membership*

The Board is making a push to recruit new corporate members in 2013. All members are encouraged to submit contact information for 1-2 potential corporate members.

#### *Economic Newsletter*

The GPI economic newsletter will now be distributed on a quarterly basis, rather than monthly. The change was made based on feedback from the members, and the increased costs from ITR to provide the newsletter monthly.

#### *GPI SVO*

The GPI secure virtual office (SVO) is available to all members 24/7 from anywhere in the world. To access the SVO, go to <https://secure.taisvo.com/gpi>. GPI members will have access to all bulletins, meeting information, meeting presentations, newsletters, and member contact information. If you need help with logging in to the SVO, please contact the GPI office.



# LEGAL NEWS AND COMMENTARY

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

## HOW MUCH SHOULD A REASONABLE ROYALTY BE?

Picture this scenario. A company patents a process or device which is later deemed essential for use in a complex technical standard, or a standard-essential patent (SEP). Now other companies that want or need to use that standard for their devices must deal with the SEP patent-holder who may be a competitor.

What should a license cost to utilize the SEP embedded in the standard? More and more companies face such problems where all the negotiating power seems to be on the side of the patent-holder. Standard-setters expect patent-holders to provide their patents at reasonable and nondiscriminatory (RAND) terms.

But who decides what is fair, reasonable, and nondiscriminatory? And by what criteria? The unhappy wannabe-licensee may resort to the courts, arguing the patent should be tossed out, or the patent-holder is violating antitrust laws. That puts courts in the difficult position of deciding what a patented technology should cost.

*TIP: U.S. courts are just beginning to make such decisions. And we can expect more as SEPs become more common, especially when patent trolls control them. European Union antitrust authorities appear much readier to make such decisions or to fine patent-holders in very high amounts, and impose access requirements under EU antitrust laws (very different from U.S. laws). If your company is in the standards arena, be aware of these trends. Think through solutions of utilizing SEPs or work around them.*

## JUDGE: MOBILE MAP-CHECKING WHILE DRIVING IS ILLEGAL

A California driver was arrested for using his smartphone while driving. The driver argued that the law bans phone calls and texting, but since he was using his cell phone's map service, the law did not apply. A judge in Fresno disagreed, basically saying that the law applies to all cell phone activities that cause distracted driving.

*TIP: As more drivers rely on their smartphones' map capabilities for directions, this issue seems likely to recur. Reading maps on a phone can be as distracting as reading a text message, and as deadly.*

## "SLOPPY, MISTAKEN, OR UNFAIR" TERMINATIONS MAY NOT BE ILLEGAL

An American Red Cross worker was fired for misconduct after other employees complained that she had instructed another employee to falsify records, gave out blank certifications for Red Cross courses, and told people that "the Red Cross was out to get minorities." The discharged worker denied making that last statement and sued the Red Cross, saying that she had actually been terminated because of her race and in retaliation for a complaint she had previously filed with the federal Equal Employment Opportunity Commission.

A federal appellate court in Chicago recently dismissed the charges, finding there was insufficient evidence to support the plaintiff's claims of a "phony reason." It appeared to the court that her firing had nothing to do with her previous EEOC complaint but only with her misconduct.

The court felt that the Red Cross' investigation of charges against her was "sloppy, and perhaps it was also mistaken or even unfair." But the court said that federal employment law "does not forbid sloppy, mistaken, or unfair terminations; it forbids discriminatory or retaliatory terminations."

*TIP: In a footnote, the appeals court hinted that the plaintiff might have been able to claim that the Red Cross unlawfully retaliated against her for saying that "the Red Cross was out to get minorities," implying racism existed there. However, she denied ever having made such a statement. "Needless to say," the court noted, the plaintiff "cannot win a suit based on events that she insists never happened."*

### Officers

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