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If you are looking for Penny Ann Dolin's new textbook *Exploring Digital Workflow* (featured in the November/December 2005 issue), please note that the tagline changed after the issue was put to bed. The final book title is *Exploring Digital Workflow: An Introduction to Managing Graphic Content in a Cross-Media World*.

■ **Printing Industries Association of San Diego (PIASD)** announced that three members were named winners in the **2005 Printing Industries of America Premier Print Awards**. The Premier Print Awards (also known as The Bennys) is the graphic arts industry's largest and most prestigious worldwide printing competition that recognizes outstanding achievement in print production. The three members who received recognition at the 2005 Premier Print Awards were: **Commercial Press**, an RR Donnelley Co., *Certificate of Merit, Programs* (four or more colors); **Continental Litho**, *Award of Recognition, Programs* (four or more colors); and **Performance Label International**, *Award of Recognition, Flexographic Printing*. The Premier Print Awards is sponsored by PIA/GATF. Now in its 56th year, the annual contest recognizes those responsible for the creation and production of print communications. Over 5,200 entries from 17 countries worldwide competed for honors this year.

■ **IPA**, the Association of Graphic Solutions Providers, announced the lineup for the 2006 IPA Business Development Conference to be

held **January 27-28 at the Caleo Resort and Spa in Scottsdale, Arizona**. The full program is online at: <http://www.ipa.org/conferences/business2006/>. The 2006 IPA Business Development Conference will focus on how to implement tools for understanding customers' challenges, goals and business and how graphic solutions providers can effectively articulate their value and vision for the future. Attendees will discover how to measure success in terms of meeting customer needs and improving bottom line and take away action items to implement what they learned. Keynote speaker, James Mikol, senior vice president, director of Print Management, Leo Burnett, will kick off the conference by explaining how "Quality by itself will not effect change; technology and change must create a value proposition, and change must equate to opportunity."

■ **Yvette Craddock**, founder of **Click Marketing Solutions** (Tempe, Arizona), has been appointed to a three-year term with the **Scottsdale**

Museum of Contemporary Art (SMoCA) board. Craddock anticipates combining her creative business background with her life-long patronage of the arts. "My goal is to bring a background of marketing and diversity to an incredible group of business people who strive to bring artistic experiences to all people in the Valley. I am very proud to have received this distinct position."



■ **Old Ina Corporation**, based in Tucson, Arizona, recently installed a POLAR 115 X cutter. Old Ina reports that the new equipment has cut labor by 50 percent, allowing for reallocation of the workforce to other areas in the shop. The general commercial printer also recently installed Heidelberg's Prinect Printready System to maximize workflow efficiency. The new cutter complements an all-Heidelberg shop that includes a 6-color Speedmaster SM 74 with coater, a 2-color Speedmaster SM 74 perfecter, a Stitchmaster ST 90 and a Heidelberg Stahlfolder TF 66 with gatefold attachment. Founded in 1981, Old Ina Corporation houses 60 employees and serves a wide range of clients, including advertising agencies and small to mid-sized businesses.

■ **Graphics Microsystems, Inc.** announced the appointment of **Gary C. Wetzel** to the position of president and CEO. Former president of GMI, Erik Tobiason, has accepted a promotion to be

president of another company within Dover Corporation, GMI's parent company. Wetzel earned a BS degree in Mechanical Engineering from Worcester Polytechnic Institute and an MBA from Columbia Business School. "Gary Wetzel brings 20 years of printing industry experience to GMI in the areas of press equipment engineering, print

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