

Social Media Frenzy? Don't Bother!

Are you scouring the Web to determine the scope of the impact of social media on your business? Don't bother! If you're a member of IPA, your company is about process, not output, and already well positioned to take advantage of its communication potential.

Google understood well that creating content was important, but managing it was key. It is the skilled management of digital data, destined for a growing variety of communication media, that is the key competency and differentiator for members of IPA.


The ways we communicate are multiplying like rabbits. Without much risk of hyperbole, this growth in ways of communicating will continue to multiply in numbers we can only imagine. As communication media come (PDA, Facebook, Kindle) and go (MiniDisc, pager, film) those companies that design their workflows to accommodate this constant evolution in communication will lead the pack in growth and prosperity.

Why? Because while competitors will be touting to their prospects a unique understanding of the hottest media trend, the IPA member will be touting its unique understanding of the prospect's long-term communication needs. It's about the client, not the output. More specifically, it's about the clients' data and their need for consistent and accurate distribution anywhere, anyhow.

A 2003 survey of publishing and media executives, conducted by Forrester Research, found that their two top challenges were enabling content reuse and lowering content creation costs. It's a safe bet that their budgets haven't increased, or their need for cross media hasn't lessened, in the past six years.

This is not to suggest a head-in-the-sand mentality when it comes to monitoring media trends. On the contrary, there are more than 2000 application media types on the Internet today and more than 100 image, video and text file formats. We can print the *King James Bible* on a small poster and wrap a building in print from the road to its roof. Those who design their workflows for cross media distribution will be able to more readily adopt new media in all of its present and future forms, integrating them into their arsenal of communication options.

Avoiding the social media frenzy sends the message to your staff and clients that your company is "media-neutral." Your company embraces production efficiencies that enable whatever media will accomplish your clients' communication objectives.



STEVE BONOFF, IPA PRESIDENT
email: steve@ipa.org

(ISSN 1539-137X) • Established 1911
July/August 2009
Volume 99, No. 2

THE IPA BULLETIN, published bimonthly, is the journal of the IPA, the Association of Graphic Solutions Providers.

EDITORIAL & TECHNICAL OFFICE

Bessie Halfacre, Editor
Becky Walroth, Editorial Assistant
Annette Wolfe, Editorial Assistant
552 W. 167th Street
South Holland, IL 60473
Phone: 888-596-5113
FAX: 708-596-5112
bessie@ipa.org

ADMINISTRATIVE & CIRCULATION OFFICE

Steve Bonoff, President
Molly Illes, Membership Dev. Manager
Donna McDevitt, Executive Assistant
7200 France Avenue South; Suite 223
Edina, MN 55435
Phone: 952-896-1908
FAX: 952-896-0181
info@ipa.org

STAFF RESOURCES

David Haradon, Webinar/TEAM Manager
106 Reynolds Lane
West Grove, PA 19390
610-869-9900

EXECUTIVE COMMITTEE

CHAIRMAN OF THE BOARD

Robert Childs, Phototype

1ST VICE CHAIRMAN

Gail Ludewig, TotalWorks, Inc.

2ND VICE CHAIRMAN

Chip Harding, Harper House, Inc.

SECRETARY

Kent Hatterick, Beck Premedia Workflow

TREASURER

Dan Stillwell, LAgaphico

PAST CHAIRMAN

David Schawk, Schawk, Inc.

APPOINTMENTS

Marriott Winchester, Southern Graphic Sys.

BOARD OF DIRECTORS

Charles Blanchard, Blanchard Systems

Jon Bracken, Kodak GCG

Bob Cockerill, Schawk Toronto

Cindy Calvert-Copeland, Professional Image

Mike Kaskavage, c3 Premedia Solutions

Larry Leto, North American Color

Peter Moore, Pitman Company

John Reilly, The CAPS Group

Steve Rokicki, Color 4, LLC

Mark Rutter, Group 360 St. Louis

MEDIA PLACEMENT

Ed Kelly, E.J.K. Associates

877-655-0789 (toll free)

edkelly355@aol.com

Information on new products, personnel, industry activities, and product research and development as well as comments and opinions are obtained from sources believed to be reliable, but the IPA Bulletin assumes no responsibility for inaccurate statements or omissions of fact, except in articles written by members of the staff. Copyright © 2009 by the IPA. Periodical postage paid at South Holland, Illinois, and additional mailing offices. Subscription in U.S., Puerto Rico-\$20.00 per year. Canadian and foreign-\$25 per year, surface; \$60 per year, air mail (U.S. currency). Single copies-\$5 each. Advertising rates upon request. Postmaster: Please send address changes to the IPA Bulletin, Circulation Department, 7200 France Avenue S., Suite 223, Edina, MN 55435. PRINTED IN THE U.S.A.