

Shopping for a printer?

Here are a few questions to ask – complete with our answers!

Do you have enough stock for my project, and if not, how easily can you get the amount needed?

At any one time, we have 3,500 tons of paper in our plant – yes 7,000,000 pounds of paper! We have every grade of uncoated offset stock available (not necessarily every basis weight or roll width). So chances are we should have enough stock for your project.

But what to do if we don't have enough or you desire a special stock? While your lead times may have shortened, we are encountering two-to-three week lead times for certain stocks – even from mills we have had relationships with for more than 10 years.

“Unique” – and even what may be thought of as “common” – stocks could take even longer. In our search for 50# #2 coated, we found there is only one mill in North America that manufactures this paper and it's located in Canada.

Hurricane Katrina also affected the paper industry. Besides increased delivery charges, some papermaking components are also in short supply. Titanium dioxide used as a brightener for hi-white papers is one such ingredient not readily available.

Can you do my mailing?

Yes, we can. We offer in-line

inside/outside inkjetting of saddle stitched products as well as outside-only inkjetting on perfect bound products. For small drops, we can print pressure sensitive labels. We also offer in-house mail list processing from your customer database files and purchased lists.

What is the highest line screen you offer?

Based on printing method and stock, here's what's available.

Heatset/#1, #2, #3 coated – 175

Heatset/#3, #4 coated – 150

Heatset/Super Calendered – 133

Heatset/Uncoated – 120

Coldset/Offset – 120

Coldset/Groundwood – 100

preferred, 120 acceptable
 Coldset/Newsprint & Directory – 100

Sheetfed/Coated – 175 preferred,
 200 available

Sheetfed/Uncoated – 133

Are there alternative stocks that would be less expensive and possibly save mailing costs?

If you are already using a 27.7# newsprint or 22.5# directory, there are not many other alternatives. A lighter weight paper may save on postage but at the same time cost

more due to manufacturing difficulties.


If already using a higher grade, we can offer alternatives either in our plant or easily obtainable.

Who will take care of my project once it arrives at your plant?

Each new customer is assigned a customer service representative (CSR) who will take care of all of your projects from arrival of files to out the back door. Each CSR has a designated backup who will also be familiar with you and be able to answer your questions – or seek out the answers.

In some instances, when a CSR takes off for a week or more, another CSR may assume responsibility for a customer and their jobs so the backup does not get loaded down.

What if a situation arises in the evening – who can I talk to?

From 11 p.m. on Sunday night through 11 p.m. on Friday night, we are open for business. If you, for example, determine at 8 p.m. there is a problem with a price or item availability in your catalog and your CSR has advised you your project will be printing early the next morning, we're here to take that call. Dial 

920-748-3137, then touch 5 – a second or third shift supervisor will take the call and direct you to the web press shift supervisor to discuss your situation.

Where are you located – is it convenient to come for a visit or a press check? Where can I stay?

We are located in east central Wisconsin – 90 miles from Milwaukee, 45 miles from Appleton and 70 miles from Green Bay and Madison. Regular airline flights are available to each of these cities.

There are three choices in the City of Ripon – a new Comfort Suites, AmericInn and a Best Western. There are more choices in nearby Green Lake – along with two nationally-known golf courses! RCP

On Growing Up

How do you know when you are a grownup? There are many milestones a child goes through on his way to becoming a



Andy Lyke

(be it high school and/or college),

getting married and possibly having children of their own. David, our five-year-old, entered our school system this year with enthusiasm and big smiles. No longer does he have to watch the bus pull away carrying big brother John while he sits behind! Other milestones for children include graduating from school

getting married and possibly having children of their own.

I'd like to add one more milestone to that list. The day when you start buying breakfast cereal based on fat grams and fiber instead of what toy might be inside is a sure sign that your youth is behind you. I've been gradually joining the "good for you" cereal club over the past couple of years and really went full tilt after our last company health assessment that revealed that my HDL count was too low. I now start many mornings with a combo of Post Honey Bunches of Oats and Kellogg's All Bran. I hate to admit this – I'm actually enjoying the taste! Say goodbye to Fruit Loops and Sugar Smacks and hello to Raisin Bran. In some twisted fashion, I'm silently mourning the disinterest that my taste buds now has for McDonald's and Taco Bell. To me, changing diet from what tastes good to "good for you" food is a sure sign of being a grownup.



Being a grownup does not mean that you can't continue to have an innocent child-like outlook on life. It's OK to fly kites, build sand castles and play with Match Box cars (all things I did this past weekend with my children). It's also important to look at life from time to time with fresh eyes and ask why and why not, rather than just accept things the way they are without question.



I'm hopeful that when you work with us you see a mature firm with highly trained technicians, exceptional customer service and systems that are on the cutting edge of technology. I also hope you will see we are still childlike, too, in our desire to please and to hopefully see your job in ways that you may not have considered in the past.

Anyone seen the oatmeal? RCP

Andy Lyke

Two Badger winners recognized with Premier Print Awards

Each Best of Category/Badger winner in the **Graphics Excellence Awards competition**, sponsored by the Printing Industries of Wisconsin, automatically moves on to the Premier Print Awards. This gave us six pieces in the competition.

In this, the 56th year of the competition, we were honored with two Certificates of Merit. Known as the industry's most prestigious awards program, this competition is spon-



sored by the Printing Industries of America/Graphic Arts Technical Foundation. There were more than 5,200 entries from 17 countries this year.

This is the seventh consecutive year we earned at least one Premier Print Award.

Certificate of Merit winners
Web Press Printing, Uncoated Paper (4 colors or more)

Weird New Jersey #23

Web Press Printing, Uncoated Paper (1, 2 or 3 colors)

Change Inc./Oklahoma Model Treatment Program – Personal Reflection

All of us at Ripon Printers share the concern of our nation for the victims of Hurricane Katrina and for our armed forces serving around the world. They are often in our thoughts and spurn us to action.

PRESS Lines

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Everyday relationships bring touches with greatness

Publishing house author honored with a Nobel Prize

Since 2000, we have been producing catalogs for **Booklight Inc./Lantern Books** of New York City. Founded in 1999 by Martin Rowe, Lantern publishes books on vegetarianism, animal advocacy, spirituality and natural healing.

On a trip to Africa in 2001 under the auspices of World Neighbors, an Oklahoma-based human development organization that sponsors grassroots projects around the world, Martin met with Wangari Maathai, founder of the Green Belt Movement. Her organization, started in 1977, has planted 30 million trees throughout Kenya. At that time, she was carrying around a revised version of a booklet she published privately about the movement. Martin offered to edit and publish it for her in the United States.

Expanded into a book that was published in 2003, *The Green Belt Movement* documents the internationally-acclaimed tree planting movement founded by Kenyans and run by and for Kenyans. In 2004, Wangari was recognized for her dedication to environmental and social issues with the Nobel Peace Prize.

She was elected to Parliament in the newly democratically-elected Kenyan government in 2003 and currently serves as the assistant secretary for environment, wildlife and natural resources. Quite an amazing journey for a woman jailed by the prior regime.

Booklight Inc./Lantern Books is a member of the Green Press Initiative.

Want to learn more?

www.gbmna.org; www.lanternbooks.com; www.martin-rowe.com; www.greenpressinitiative.org.



Wangari Maathai, winner of the 2004 Nobel Peace Prize

Martin Rowe photo



Andy Lyke prepares for his segment in the MAN Roland-produced video that was shown at Print '05 in Chicago.

RCP at Print '05 in Chicago

The installation of our MAN Roland Rotoman heatset press in mid-2004 is still causing quite a stir and keeping us in the industry's eye.

We were honored when MAN Roland asked to feature us in a video that would be played at the Chicago print show and available for viewing at their Web site: www.manroland.com/PROD/prod1_01_08.htm#Ripon – then click on Ripon and scroll down the blue list of segments in the video and click on Ripon Full Video.

Then QuadTech, supplier of our register, color and web control auxiliaries, asked for a testimonial from our lead web press supervisor, Russ Welch, that would also be featured at the show.

We certainly didn't think our choice of some of the best equipment available in the marketplace would continue to get us recognition beyond printing pieces that our customers are proud of.

Travel Guide showcases "My Kind of Town" community

Just southwest of Madison, Wis., is a region known as the Uplands, an area of Wisconsin untouched by the glaciers that shaped most of our state thousands of years ago. The unspoiled beauty of the area attracted many immigrants and the small ethnic communities that sprang up remain to this day.

We have been printing **The Uplands of Southwest Wisconsin**, a member-owned and produced travel guide, since 2003 and find that our

contact, George Sievers, is quite the cheerleader for the area. Uplands highlights the communities and their attractions and exhibits a great enthusiasm for the area. So when Mount Horeb – a quaint Norwegian town of 5,860 people – was selected by ABC to be a part of their new show, "My Kind of Town," George let us

know that 200 Mount Horebites were making their way to New York City to show their town to the nation! He "stayed behind to keep the lights on!"

Since Mount Horeb is known as the troll capital of the world (life-sized carved wooden trolls line Main Street), there had to be a troll in the show. George escorted Ivan the Troll to the pub where ABC set the scene that beer-hoisting patrons would not drink with Ivan. The then dejected Ivan was shown sitting on the curb outside the pub. Only the exterior shot of Ivan was seen in the final edit. But later in the show, Ivan presented a flat screen television.

Even the Mustard Museum got in the act. Yes, the Mustard Museum! Founded in 1992 with a collection of 1,000 different kinds of mustard, the museum now has the world's largest mustard collection – 4,200+ jars, tubes and bottles of mustard from all 50 states and 60 countries. Curator Barry Levenson was one of the locals in the unseen pub scene, hoisting a mustard squirter!

Want to learn more?

About Mount Horeb – www.trollway.com; www.uplands.wis, www.MustardMuseum.com. RCP



A dejected Ivan the Troll grabs his 15 minutes of fame during the taping of ABC's "My Kind of Town" in Mount Horeb, Wis.

George Sievers photo



Mark Kanitz holds his 2004 Wisconsin Wildlife Federation Artist of the Year print, "Marshland Melodies." His 1999 2nd place winner in the Ducks Unlimited Print Competition is behind him.

WOW! He did it again!

In 2004 we recognized **Mark Kanitz**, a member of our prepress department, when he was named Wisconsin Wildlife Federation (WWF) Artist of the Year. Well, he did it again.

The theme for the 2005 competition was songbirds. Mark's winning composition, entitled "Marshland Melodies," features many species of songbirds in a marshland setting complete with a setting sun.

Mark grew up in Milwaukee and has been painting since 1980 when he earned a wildlife management degree from the University of Wisconsin-Stevens Point. His works center around the outdoor life he loves. He has walked miles in Minnesota and Canada, looking for shed moose, caribou or deer antlers to use as "canvases" for even more artwork.

Among his other accomplishments, Mark was commissioned by the Wisconsin Bowhunters to create the Millennium Print for their organization. He earned second place in the Wisconsin Ducks Unlimited 2000 Sponsor Artist of the Year and a third place in their 2001 print competition.

Oh, and we forgot to mention he was the 2001 WWF Artist of the Year, too!

Prints can be obtained from the Wisconsin Wildlife Federation, 720 St. Croix St. Suite 101, Prescott, WI 54021; 800-897-4161.

Artists in our midst

Tickling the ivories... or the ink keys?

Is **Erik Helm** a concert pianist who can run a press... or a pressman who plays piano? It's an intriguing combination whichever way you look at it.

When he was 12, Erik began playing the piano "by ear" – able to play songs he heard. He quickly moved on to playing for services at his family's church which gave him the chance to play in front of large groups and develop performance skills.

As he entered high school, it was definitely time to learn to read music! Private lessons with Anthony Padilla, currently a professor at the Lawrence University Conservatory in Appleton, Wis., inspired his appreciation of classical music and earned him a performance scholarship at the University of Wisconsin-Oshkosh. Erik attended Oshkosh for two years and then began his "own journey... embarking on the concert stage... blurring the lines between the classical and the popular," according to Erik.

We first met Erik when he worked in our summer help program in the finishing department in 1998. He returned the next summer to work in the web press department and was offered a full-time position that November. In 2002, Erik took somewhat of a sabbatical to score music for a community theatre in Oshkosh and, according to Erik, "learn more about what it takes to make it in the music business." In August 2003, he returned to our web press department.

He has self-produced three compact disks – with a fourth in the works – that can be purchased through his Web site, www.erikhelm.com. Between work and local performances, Erik keeps his fingers on two sets of keys – playing the piano and setting color on our Goss G18 coldset press. And if he has

a week night performance, his second shift co-workers make due.

Seeking the big finish

Jared Stellmacher spent time this past summer in our summer help program, working third shift in our finishing department. But for a few days in June, he had a very important prior engagement.

You see, Jared, represented the north central United States at the American Guild of Organists (AGO) Regional Competition for Young Organists in Colorado Springs, Colo. To get here, he won first place at the Chapter level competition held in Minnesota in April 2005.

It was the chance of a lifetime to perform on the massive pipe organ in the chapel at the U.S. Air Force Academy. And the honor of a lifetime to take first place! Next summer, he will perform at the AGO national convention in Chicago.

Not bad for the five-year-old boy who sat with arms crossed, refusing to touch the keyboard during his first few piano lessons. Since then, he has progressed to playing one of the world's largest pipe organs – with 15,966 pipes – at the Crystal Cathedral in Garden Grove, Calif. In the future, he hopes to sit at keyboards throughout Europe where many famous composers sat.

In August, Jared started his fourth year as an organ performance student at the University of Wisconsin-Madison. **RCP**



Erik Helm, musically inclined press operator.

Mike Pomplin photo



Jared Stellmacher sits at the pipe organ in the Air Force Academy Chapel in Colorado Springs, Colo.