



# The **WOSSO** Journal

Where We Live on the Etch!

Volume 22 • Issue 146 • 2<sup>nd</sup> Quarter 2009

A publication for the customers and friends of Owosso Graphic Arts, Inc.

## We Deliver...

...a winning combination of quality dies and quick service, all wrapped up with good old fashioned customer service.



**No matter what type of die you require, you can count on OWOSSO!**

Brass, Copper & Magnesium Dies for:

- Embossing (single or multi-level)
- Membrane switch overlay embossing (etched or domed)
- Combination foil/emboss (single or multi-level)
- Debossing • Thermal kiss cutting
- Heat sealing • Copper intaglio
- Rubber stamp masters • Molds
- Foil stamping • Plaques
- Fabric embossing
- Letterpress
- Soap stamps



Do you

**twitter?**

All of the celebrities Twitter...so we thought "why not?" We're up to 21 followers (watch out Ashton Kutcher-2,116,099 followers)!

The most challenging thing about Twittering is having something to say...that other people will find interesting! We've tweeted with some nice people who are following us though, and it breaks up the day.

What is a Twitter?

Twitter (source: Wikipedia) is a free social networking and micro-blogging service that enables its users to send and read each others' updates, known as tweets. Tweets are text-based posts of up to 140 characters, displayed on the author's profile page and delivered to other users—known as followers—who have subscribed to them.

**Curious? [www.twitter.com](http://www.twitter.com), look for us under OWOSSOGraphic!**

# OWOSSO's Website

Have you visited [owossographic.com](http://owossographic.com)? Our website is packed with useful information.



If you click 'Placing an Order' you'll find a link for Who to Call at OWOSSO, How to Gang Your Artwork, Price List and more.

If you click on Shipping across the top you can track your packages shipped via UPS, FedEx or Priority Mail.

Missing an issue of The OWOSSO Journal? No problem! Just click on the link for Newsletter and you'll find issues dating back to 2006.

## Challenging Times

We are all doing the best we can to make it through these challenging times. Many of our customers have called or sent letters looking for a price reduction, because their customers are asking for price reductions. We wanted to share with you the increases we've received from our main supplier. While we implemented a 6% price increase in January, because our materials increased, we are absorbing a tremendous amount.

Paraphrased below are the notices we received:

- As a result a 23% increase on all chemicals offered will become effective on firm orders commencing September 15, 2008, relative to business levels now conducted between our companies.
- A 16% price increase will be implemented on precision magnesium engraving



## Upcoming Shows

### **The ASI Show** July 21-23

McCormick Place—Chicago, IL

Tuesday, July 21 • Education • 8 am—5 pm

Wednesday, July 22 • Exhibits • 9:30 am—5 pm

Thursday, July 23 • Exhibits • 9:30 am—3:30 pm

The ASI Show Chicago continually ranks as the industry's biggest show of the summer, delivering more than twice as many distributors than any other Midwest show. In 2008, 800 leading exhibitors and 4,475 distributors chose ASI Chicago to launch the second selling season.

{ [www.asishow.com](http://www.asishow.com) for further details }

### **PRINT 09** September 11-16

McCormick Place—Chicago, IL

Friday, September 11, 10 am - 5 pm

Saturday, September 12, 10 am - 5 pm

Sunday, September 13, 10 am - 5 pm

Monday, September 14, 10 am - 5 pm

Tuesday, September 15, 10 am - 5 pm

Wednesday, September 16, 10 am - 3 pm

Just in time, PRINT 09's innovative new programming responds to today's economic challenges with all of the information and solutions you need to move your business forward NOW — and position it to win for the impending upturn.

{ [www.print09.com](http://www.print09.com) for further details }

### **SGIA 09** October 7-9

Ernest N. Morial Convention Center—

New Orleans, LA

Wednesday, October 7, 9:30am-5pm

Thursday, October 8, 9:30am-5pm

Friday, October 9, 9:30am-4:30pm

At the 2009 SGIA Expo, the industry's leading suppliers and manufacturers will showcase the widest range of screen, digital and industrial imaging technologies available today. Special interest areas will focus on the never-ending application possibilities using the equipment on the Expo floor. { [www.sgia.org](http://www.sgia.org) for further details }

## Moving? New Phone Number?

If you have a new shipping address or phone number, please let us know. You can call us, send an email or give us a heads up on your order form. Thanks! OGA

## FSEA Gold Leaf Award Winners

Each year three levels of recognition—gold, silver and bronze are awarded for outstanding foil stamping and embossing by the Foil & Specialty Effects Association. The winners for 2008 were announced at the annual FSEA awards banquet which took place on May 13th. Congratulations to our winning customers:

### **Rose Engraving, Gold**

*Client Promotion*

### **Rose Engraving, Gold**

*Best Use of Foil Stamping/Embossing-Difficult Substrate*

### **Ar-En, Silver**

*Best Use of Foil Stamping/Embossing-Difficult Substrate*

### **NRP, Silver**

*Most Difficult Application of Foil Stamping/Embossing - Announcement/Invitation*

## Of Note:

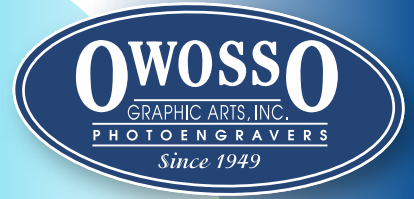
When emailing, remember:  
[imaging@owossographic.com](mailto:imaging@owossographic.com)  
There is no "s" on the  
end of graphic!

OGA

## Quote for the Day

The best way to cheer yourself up is to try to cheer somebody else up.

--Mark Twain



# Community

## Donation

The Associates of Owosso Graphic Arts raised \$1,055.24 for our local chapter of The American Red Cross Heroes campaign. Bake sales, various lunches and breakfast and a Wii bowling tournament were held to raise the money.



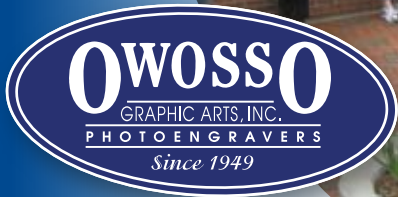
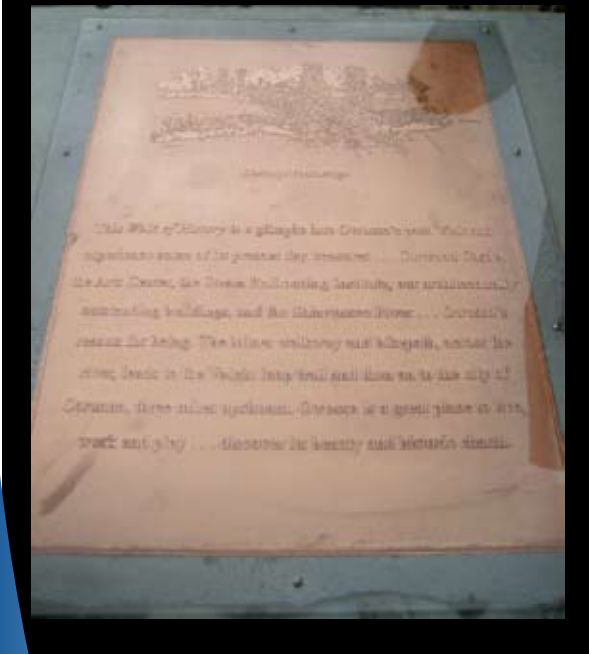
4

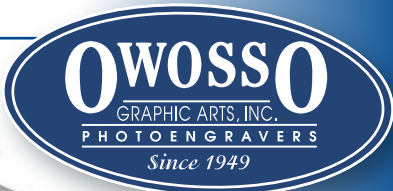
## Owosso Walk of History Unveiled

*When residents of Owosso walk in Curwood Castle Park, they will get just a taste of the spirit of the city.*

Officials unveiled the 'Owosso Walk of History' on May 16th, kicking off the start of the city's Sesquicentennial celebration. Sixteen copper plaques were produced by Owosso Graphic Arts to represent steps in Owosso's history, from the first settlement of the Chippewa's all the way to modern-day accomplishments.

**Top:** Copper plaques produced by Owosso Graphic Arts depicting the history of the city of Owosso.  
**Far left:** A day of celebration; unveiling the plaques with local school children.  
**Opposite:** Connie & Jerry Voight, owners of Owosso Graphic Arts, enjoying the celebration.





## Fitness Challenge

We invited our Associates to take part in a fitness challenge again. Our goal this year is, as a group, to walk from Owosso, MI to Los Angeles, CA—2,254 miles. Everyone that is participating is encouraged to walk at least 10 miles per week. We're off to a great start—already half way there!



2,254 miles

## Wants & Sales

The next issue of The Owosso Journal will be published in 3<sup>rd</sup> Quarter 2009. To run your classified, simply submit your copy by August 15, 2009.

Mail : 151 N Delaney Rd, Owosso, MI 48867

Fax: 989.723.5399 OGA

Email: engraver@owossographic.com

## OWOSSO Honor Roll

We implemented an Honor Roll system for all kids of OWOSSO Associates—grade school through high school. An 'A' report card earns the kids \$50.00, and an 'A/B' report card earns them \$25.00.

### All A's

Hannah McAvoy—6<sup>th</sup> Grade

Mariah Cornell—5<sup>th</sup> Grade

Annie Wilson — 11<sup>th</sup> Grade

### All A's & B's

Joshua Cornell—6<sup>th</sup> Grade

Sara Curtis — 8<sup>th</sup> Grade

Callie Kendrick—2<sup>nd</sup> Grade

Sarah Ketzler—11<sup>th</sup> Grade

Parker Pendergast—4<sup>th</sup> Grade

Payton Pendergast—1<sup>st</sup> Grade

Peter Pendergast—3<sup>rd</sup> Grade

Carmen Roy —2<sup>nd</sup> Grade

Jeremy Roy—Primary

Samantha Roy—7<sup>th</sup> Grade

Chloe Wilson — 6<sup>th</sup> Grade



"Before we begin our Productivity Seminar, did everyone receive a free coffee mug?"

## Spot & Win

How many times can you spot this symbol randomly placed throughout the *Journal*? Tell us and you could win an OWOSSO tee shirt! Simply fill out the form or include this information in an email:

**OGA Spot & Win!**  
Contest Entry Form

Answer: \_\_\_\_\_

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Tee Shirt Size (circle one): M L XL

Fax: (989) 723-5399

Email: engraver@owossographic.com

# Bytes & Pieces

## 100% Black and White

For those of you who have ordered your dies online, you may have recently noticed a change in our online ordering system. When you are uploading your images, you are asked if you are sure that your file is 100% black and white artwork, and that if it is not you will be charged a five dollar conversion fee. However, don't despair! The imaging department at Owosso Graphic Arts is always willing to lend a helping hand to our customers. To assist you with this task, we have put together the following "how to" tutorial just for you!

If your image is a vector artwork file (eps, ai or cdr) simply open it up in the native program that it was created in. Then, using the eyedropper tool touch it to a piece of the art. Check your color palette and make sure that the black areas are 100% K of the "CMYK". If they are a percentage, select all and change your fill and stroke to 100% black and 100% white.

Raster Files (tif, psd or jpg) will need to be opened up in Photoshop. When opening the file be sure that the images' input resolution is at least 600 dpi. You can find this information in the "Image" menu under "Image Size". (See example #1)

**Example #1**



Again using the "Image" menu, check the mode to ensure that the color mode is set to Bitmap. If it is not, in the same menu change the image to greyscale, then to Bitmap.

**Example #2**



Note: You may get a pop up that asks if you want to discard color information if so, pick "discard". When you save it as a bitmap you will get a dialogue box that pops up and asks for your "Output" resolution. Make sure this matches your input resolution which you entered earlier (at least

600 dpi). In the same dialogue box there is a drop down menu. Be sure that the threshold is entered as 50%. (See example #3) Finally, when these steps are finished you can save your file as a tif file in the "save as" menu.

**Example #3**



By following these simple steps you will have successfully converted your greyscale image to a 100% black and white bitmapped artwork file. This will ensure the best quality result for your die.

The Owosso Journal is published quarterly for the fun of it. We hope you enjoy perusing its pages as much as we enjoy putting it together. We only ask that you think of us next time you need brass, copper & magnesium photo-engraved dies!—Thanks! 2<sup>nd</sup> Quarter 2009

Design: Carrie Farr  
Lots of help from: Kathy Wilson & Kathleen Mahoney

**What is an OWOSSO?** Well, besides being a neat little town in Mid-Michigan, it's home to America's Largest Brass, Copper and Magnesium Photoengraver. We've specialized for over 60 years in producing the highest quality dies for the printing industry. We offer:

- Free technical support
- Free estimates

Contact Us:  
800-444-5552

Plant Manager: Craig Ellenberg  
 Tech Support Manager: Joe Holden  
 Imaging Tech Support: Kathleen Mahoney, Andy Huff, Janeen Moskal & Cary Britten  
 President: Kathy Wilson  
 Customer Service Specialists: Tina Davis, Lori Mills, Brandie Albring & Jackie Fospisil  
 Customer Service Billing: Stacy Davis  
 Office Manager: Dottie Roy  
 Nat'l Account Director: Doug Pendergast, 989-277-8369  
 Nat'l Acct Dir. Email: dpendergast@owossographic.com  
 Business Fax: 989-723-5399  
 Business Email: engraver@owossographic.com  
 On-Line Ordering available at [www.owossographic.com](http://www.owossographic.com)

### How are we doing?

Send us an Email, fax or letter and let us know what you would like to see in *The OWOSSO Journal*. Your thoughts about OWOSSO are important to us—Tell us! Thanks!



OWOSSO is Earth Friendly  
PRINTED ON RECYCLED PAPER  
WITH SOY INK

This issue's cover was foil stamped with an OWOSSO magnesium die. Foil provided by Nakai International #47 Gun Metal.

# Holiday Schedule

## 2009



We will be spending some time with our families during these days. Our answering system is always on to take your messages, and we will return your phone call the next business day.

July  
**3**

Independence Day

Sept  
**7**

Labor Day

November  
**26+27**

Thanksgiving

December  
**24+25**

Christmas

December  
**31**

New Year's Eve—  
Close at 3pm

### Owosso...

## A Great Place to Visit...and Call Home!

Like other small communities, our hometown is unique. We thought we'd share some of our area's special events with you, just in case you happen to be passing by. If you are in our neck of the woods, we hope a stop at Owosso Graphic Arts is first on your list!



**The Shiawassee County Convention and Visitors Bureau at 989-723-1199 [www.shiawassee.org](http://www.shiawassee.org)**

would be happy to answer any questions about the following events, or transportation & accommodations. Please give them a call!

### Farmer's Market

Every Saturday, May-October, Downtown Owosso.

### Owosso Amphitheater Summer Concerts

300 Block of Water Street. Every Thursday, June-August. All concerts begin at 7:30pm. Lawn seating (bring a blanket or chair).

### Owosso Curwood Festival

Annual event on the 1st full weekend in June. Parade, Raft Races and Arts & Craft Show. This festival bears the name of James Oliver Curwood (1878-1927). Famed conservationist and author of 33 novels.

### Fourth of July Family Day Celebration

McCurdy Park, Corunna. All day long activities, entertainment, food & fireworks.

### Train Festival 2009—Steam Railroad Institute

July 24-26, 2009, 405 S. Washington St. Locomotives from around the country will be on display at Owosso's Steam Railroading Institute. Visitors can tour the cabs, take photos, watch demonstrations, take short excursions and much more.

### Shiawassee County Fair

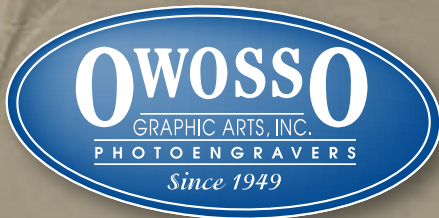
2900 E Hibbard Rd, Corunna. Held the first week in August.

### Fall Fly-In

Owosso Airport, Held in September. Enjoy a nice breakfast in an airport hanger while watching planes fly-in from all over Michigan, including classic War Birds.

### North Pole Express

Thanksgiving weekend through mid December. Passengers will board at the Steam Railroading Institute's Visitor Center in Owosso. Before departure, the North Pole Express train arrives, pulled by the Pere Marquette No. 1225, with lots of steam, bell ringing and whistle blowing.



PRSR STD  
U.S. POSTAGE PAID  
LANSING, MI  
PERMIT NO. 485

151 N. Delaney Rd  
Owosso, MI 48867  
800-444-5552

Fax: (989) 723-5399

Email: engraver@owossographic.com

Web Site: www.owossographic.com



- \* Delivering the Total Package
- \* Challenging Times **OCA**
- \* Gold Leaf Winners
- \* Walk of History
- \* 100% Black & White



Do you have a friend or co-worker who would enjoy this newsletter?

**Please Pass It On!**



## Answer Correctly and Win

### WHO AM I?

*I am your constant companion.*

*I am your greatest helper or heaviest burden.*

*I will push you onward or drag you down to failure.*

*I am completely at your command.*

*Half the things you do might just as well be turned over to me and I will be able to do them quickly and correctly.*

*I am easily managed—you must merely be firm with me. Show me exactly how you want something done and after a few lessons I will do it automatically.*

*I am the servant of all great people and, alas, of all failures as well.*

*Those who are great, I have made great.*

*Those who are failures, I have made failures.*

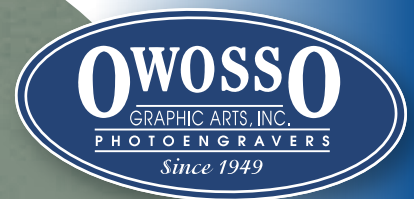
*I am not a machine, though I work with all of the precision of a machine plus the intelligence of a person.*

*You may run me for profit or run me for ruin—it makes no difference to me.*

*Take me, train me, be firm with me, and I will place the world at your feet.*

*Be easy with me and I will destroy you.*

### **WHO AM I?**



Answer  
correctly  
and we'll  
send you a  
**\$5 Subway**  
Gift Card!

Submit your answer by Fax 989-723-5399 or  
Email engraver@owossographic.com.