

TAGA HONORS AWARD 1989

to

DR. S. THOMAS DUNN

for his pioneering efforts in laser plate exposure systems which led to the organization of Dunn Technology Inc. and the well-known Lasers in Graphics and Electronic Printing Systems conferences; for his leadership of the DDES Committee which has led to the DDES standard, the ANSI IT8 Committee CGATS and a resurgence of interest in graphic arts standards; for his dedicated services to TAGA as a paper author, past member of the board, officer, and President, TAGA honors Dr. S. Thomas Dunn.



DR. S. THOMAS DUNN is a mechanical engineer who became a pioneer in the application of laser technology to graphic arts as Vice President of the EOCOM Corp. which is now a division of Gerber Scientific Co. He earned a BSME at the University of Missouri (Rolla) and his MSME and Ph.D. at Oklahoma State University. He founded Dunn Technology Inc. (DTI) in 1976 which is an international consulting company specializing in providing information to the electronic prepress, printing, publishing, and corporate publishing industries. He is also founder and Chairman of the Board of Dunn Technology Inc.-Japan (DTIJ), a Japanese corporation that conducts research and provides a variety of international services to the Japanese market.

Tom Dunn is organizer and chairman of the popular, well-attended Lasers in Graphics/Electronic Publishing in the 80's (LIG) which held its 10th annual conference last fall in San Diego, California, and Electronic Printing Systems (EPS) Conference which held its fourth annual conference in February 1989 in Orlando, Florida. He is also co-chairman of the EP, Professional Electronic Publishing Conference which is held annually in Japan, and the Lasers in Graphics: Europe Conference. In addition, Tom has found time in his busy schedule to present ten papers at TAGA conferences, and to serve as an active and dedicated member of the TAGA Board of Directors, as membership Vice President, conference Vice President and President of TAGA.

Tom has been a champion in the promotion and establishment of electronic prepress standards for graphic arts. The Digital Data Exchange Standards (DDES) Committee, now known as ANSI IT8, on which he served as chairman, was proposed and organized at the Lasers in Graphics Conference in 1985. He has been recently cited by GATF to receive a Special Intertech Technology Award for his pioneering role in the adoption of the DDES standard. Among his other honors is the Electronic Prepress Award by the Printing Industries of America (PIA) in 1985, and, in 1987, he received the prestigious Craftsman Award for the National Association of Printers and Lithographers.

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ACCEPTANCE SPEECH

by Dr. S. Thomas Dunn

We, at TAGA, have vast experience in the area of printing quality images. This experience needs to be shared and enriched. I believe TAGA should and could be an industry leader, and should provide direction in the new areas and technologies that are changing the graphic arts industry. TAGA is ideally positioned to bring a high level of technical and planning information to the graphic arts and related industries. Unfortunately, today there is a vacuum in the technical leadership of our industry. There is a lack of competent spokesgroups to bring our industry's message to our own people as well as to the new and evolving industries that are affecting us.

The future of TAGA is likely to be as challenging as the past. The main challenge is change. Change demands response, flexibility, and of course up-to-date information -- both technical and business.

At the same time, change creates instability and insecurity. TAGA must ask itself where and how it plans to participate in the changing world of graphic arts.

TAGA is just what it says: The Technical Association of the Graphic Arts. Many of you and your board members have been concerned whether TAGA is prepared to provide a guiding light for the cloudy, uncertain worlds of change.

Recently, TAGA reorganized in an effort to provide the management and structure -- organizational and financial -- that is believed to be required for TAGA to be THE Technical Association of the Graphic Arts.

We are undergoing a change to digital production and experiencing a continued explosion in the use of color. The change occurring now is probably equivalent to that during the rise of offset. TAGA was a strong and viable source of technical information and served the printing industry well during the offset era.

It is difficult to be a primary source for the underlying technical information that is the basis of the current and future changes in the graphic arts world. To increase the viability and impact of TAGA during changing times, TAGA also has to change.

From creation to ink on paper, the graphic arts world is changing. The future is bright, but it requires new technical approaches based on sound principles and experiences. It requires open minds--not just open systems.

In the area of ink on paper, education is required. For instance, a recent article in Macworld stated, "The successful ink manufacturers will be those that develop inks that look like the phosphors on a color display." Should I say more?

Change is difficult and needs to be conducted with care. My thoughts on what changes are needed in TAGA are broad-based, covering the ten years that I have been an active TAGA member. These are not just thoughts of the day, but integrated thoughts. There are three key areas:

1. Strengthen the technical programs.

I believe a significant strengthening of the technical program is needed in order to respond to the technical and planning issues underlying the changes in graphic arts.

We should examine the evolving industry structures through a series of presentations concerning the future by industry leaders. We need to provide leading-edge technical programs on the NEW issues based on the solid principles of printing already presented at TAGA. Too often TAGA dwells in the fine tuning of past issues, as opposed to discussing the evolution of the technical principles of our changing world. And we should broaden the coverage of the technical program.

All of these recommendations could be interpreted as "out with the old, in with the new", but that is not the intent. We do not want to throw the baby out with the bath water.

The careful blending of the current analog expertise with the new digital world is critical to short-term progress. There is no doubt that prior experience must serve as a foundation and a guide for our progress into the future.

Too often, the new electronic world thinks it can proceed without benefit and knowledge of prior hard-won experiences. This is a dangerous and expensive approach. On the other hand, TAGA tends to stick with the old too much. TAGA has a challenge to carefully blend the old and the new. This is the main area of contribution for TAGA, and should be reflected more strongly in our technical programs.

2. Increase TAGA's impact.

There should be a significant increase in the impact of TAGA information services on the graphic arts environment.

Issues abound for contributions from our workshops. For example, input to the ODA color addendum for color space definition is urgently needed. But such input demand integrated recommendations from workshops concerning ink/paper, color, and prepress, not just islands of discussion.

True systematic approaches to color communication and control are required. TAGA can help lay some foundations in these areas.

Further, in strengthening our impact, the TAGA Journal, joint sponsored meetings, and international affiliate programs should proceed with reasonable haste. All offer an opportunity to facilitate the development and communication of critical technical information. In the same vein, the excellent student chapter program should be expanded and strengthened.

3. Open TAGA's mind.

TAGA should open its mind and be aware of the new worlds: electronics, design, digital color communication, digital color control. We are moving closer to the "plug and play" environment; we need to open our minds as well as our systems.

TAGA continues to be a small club. We need to include more diverse members. We need to consider both the bindery and design functions of the process, as we plan for the seamless electronic flow of data from the mind of the creator to the distribution of the printed result.

At the same time, as we broaden our technical base, we need to open our mind and our association to a broader set of members. We need more participation, more resources, yes, more work from the membership.

At the beginning of this talk, I likened today's changing world to the changes that occurred during the earlier rise of offset. TAGA was a strong viable source of technical information and a significant impact during that critical period. The only difference today is that the changes coming upon us are more diverse, more pervasively impacting the entire process. The response to this change requires a larger, stronger, more dedicated TAGA.

I have enjoyed working with TAGA, and plan to continue to work with TAGA as we move into the future. Thank you very much for the honor of this award, and best wishes to TAGA and the TAGA members in navigating a successful course through these challenging times of change.