

Imaging Technology Council



Letters from the Chair

June 2003

CIPRA REPORT TO THE MEMBERSHIP

I. CIPRA GOALS & ACHIEVEMENTS 2002-03

CIPRA was started in 1998 to address the collective interests of industry members. At that time, it was recognized that a strong voice was needed to establish our products as a viable alternative in the marketplace, and to speak out against restrictive trade practices by OEMs. Since our origin, progress has been made in establishing a Canadian association with an identity in the North American industry.

CIPRA mission is:

- To promote the business of recycling and remanufacturing of cartridges.
- To raise the public image, awareness and acceptance of recycled and remanufactured toner cartridges and other related products
- To provide a forum in which to discuss common challenges facing our industry for its betterment and to promote new membership.

In achieving that mission, here's what was done in 2002 -03:

1. A survey was sent to the entire membership to obtain your input as a CIPRA member.

Based on the survey results, you told us that you wanted CIPRA to:

- Bring attention to, and fight trade restrictive practices by OEMs (prebate, chips, etc)
- Educate consumers that remanufactured toner cartridges and ink jets are a viable alternative to OEMs
- Be the spokesperson for the industry
- Police ethical business practices within the industry.

2. CIPRA embarked on a public relations campaign to create greater awareness of the remanufactured cartridge industry. General news releases were prepared and issued; and generic marketing materials were provided to members which could be sent to clients and prospects to educate them on the potential cost savings using remanufactured cartridges

3. Advocacy - CIPRA made a donation of \$5000 to ACRA in support of its lawsuit against Lexmark, and extended the full support of all Canadian companies involved in the cartridge remanufacturing industry. This donation was made possible by a special contribution, over and

above membership fees, which was paid by our vendor and other large members in support of trade restriction initiatives undertaken by CIPRA.

In March 2003, CIPRA's Trade Restriction Committee provided a template letter for members to use in support of Static Control actions regarding Lexmark.

4. Networking/Professional Development

- A successful national conference was held in June 2002 & 2003 conference underway
- Regional meetings were held in Quebec & Ontario in 2002 & 2003.
- A CIPRA reception was held during the Recharger convention in Las Vegas in October 2002
- A well-attended western region meeting was held in Calgary in May 2003.

These sessions provided an excellent opportunity to network and obtain valuable business information. Thank you to our vendor members for their generous support of these events - Future Graphics, Densigraphix, Oasis Imaging Products and Static Control Components.

5. Information Resources

- In addition to the generic marketing/PR materials noted above, members also received an extensive executive summary of the 2001 Evans Research Supplies Report
- 2002-03 Membership Directory was provided and members were encouraged to consider CIPRA members a resource that can be contacted on business and technical issues.
- Website revamp is completed and awaiting posting

6. Other Benefits/Accomplishments

- As a benefit of CIPRA membership, any CIPRA member interested in reprints of articles in the ITC Imaging Spectrum magazine was able to obtain them at the ITC members' price. Also, any CIPRA member was able to attend the ITC conference in Miami on May 8 and 9 at no charge.
- Professional association management was put in place to assist with special events, provide central communication and handle membership inquiries, and manage our administration & finance needs.

II. CHALLENGES GOING FORWARD

Membership

- CIPRA had 63 members but only 48 renewed when we invoiced last June (76% retention).
- Member drop-off in associations is the norm but CIPRA has not had enough new members join to replace those that were lost (current membership is 50 companies). While we've had good attendance at region meetings and prospects have been pursued, it has been difficult to turn them into members.
- The membership base generated less than \$15,000 for 18 months of operation, providing limited resources with which to undertake initiatives that would truly address member priorities.

Leadership

- The executive currently in place has fulfilled a 2-year mandate. There does not appear to be a core of new leaders prepared to take over.

III. OPTIONS FOR THE FUTURE

To increase our value equation and to streamline Board requirements, CIPRA has met with ITC and is recommending the following motion for the consideration of the membership at its June 9th annual meeting:

"THAT, effective July 1, 2003, CIPRA become a chapter of ITC and change its name to ITC Canada."

Benefits

All CIPRA members that renew their membership at the end of 2003 will be entitled to ITC benefits including free subscription to the Imaging Spectrum magazine, free admission to ITC trade shows and inclusion in all other ITC activities.

This offers tremendous value to the Canadian industry. For comparison purposes, joining ITC directly would cost anywhere from \$250 to \$1000 U.S depending on the number of employees in your company. Under the proposal being recommended, you'll be able to access ITC membership privileges and benefits for \$240 Cdn.

From an organizational standpoint, CIPRA will be able to tap into ITC's expertise in other areas allowing us to streamline our volunteer Board structure. As ITC Canada, we would form a smaller Chapter Executive consisting of a Chair, Membership Chair, Communications Chair and three Regional Chairs - West, Ontario, Quebec/East

Our mandate would focus on networking, education and communications within the Canadian industry. ITC Canada would stage five events per year - one in each region and receptions at the annual Recharger and ITC trade shows.

This proposal increases the value of "CIPRA" membership and reduces the industry volunteer requirements, meaning we all win. Your support of the motion on June 9th is encouraged.

Sincerely,
Derek Johannson
Chairman of the Board
CIPRA