



## April 23, 2001 – So California Chapter Meeting Minutes

President..... Calvin Palmer - Kaiser Permanente  
Vice President..... Rose Blombach - Wesk Mfg. Corp.  
Secretary..... Dana Cowe, EDP - DCA Consulting  
Treasurer ..... Ron Forbes - RF Services  
Mtg. Coordinator. .... Barbara Martine - Datapage, Inc.

The Southern California Chapter of Xplor International held its second quarterly meeting on April 23, 2001, at the Torrance Hilton Hotel in Torrance, CA. It was a full day meeting with 39 people in registered attendance representing 30 companies (see attached Attendees List).

After a continental breakfast and networking opportunity, **Calvin Palmer** called the meeting to order at 9:15AM, and welcomed everyone. Calvin invited participant introductions, and introduced **Jeannie Mowlds** to talk about [EDSF](#). **Ron Forbes** provided the Southern California Chapter Treasurers report. Then, Calvin introduced our first speaker:

**Dana M. Cowe, EDP**, Managing Director for [DCA Consulting](#), presented an "Overview of Approaches to Personalization". Dana's presentation covered the definition and importance of documents and the need for an enterprise-wide document strategy. The heart of the presentation exhibited various approaches to accomplishing personalization, including (1)Database Publishing, (2)Web Based Delivery, (3)Personalization at the Printer, (4)Personalization in the Fulfillment and Mail-Prep Stage. He also talked about the need for a partnership approach to gaining customer intelligence. And, utilizing NLP (Neuro-Linguistic Programming) to add value to documents via dynamically applied design characteristics.

Following Dana's presentation, we took a 15-minute break while the next speaker set up. **Barbara Martine** then reminded all attendees from our first quarterly meeting that attendees at today's meeting have an opportunity to **WIN a FREE registration to the Xplor Global Conference, a \$1,150 value!** The way to WIN is to attend is attend all of the Southern California Xplor Chapter meetings this year. The winner will be supplied with a Full Conference registration, provided that individual can chair a few sessions at the Global conference.

**Scott Samuels**, Director of Marketing Services for [Document Sciences, Inc.](#), gave a presentation titled "Keeping it Personal on the Web and in Print". Scott initially talked about handwriting analysis...an interesting segway to the Document Sciences Autograph product line of resources. Autograph consists of design GUI's (DLS Enterprise, DLS Web Express with Cardiff e-forms warehouse, and Visual CompuSet Pro), a composition engine – CompuSet, Various Emitters for outputting to different print environments and delivery to the web. Scott gave a demonstration of Visual CompuSet Pro Web Designer and how it can dynamically present custom user account information, as well as a conditionally presented video advertisement.

**Margaret Motamed**, Director of Project Management & Planning for [Electronics for Imaging \(EFi\)](#), gave a presentation titled "PPML – the New Personalized Print Language". EFi is a member company of PODi and the PPML standards initiative. PPML is Personalized Print Markup Language that is XML based. Margaret told us how PODi is going about implementing the PPML initiative. Other member companies include Adobe, HP, Indigo, Xerox, etc. You can see all members, along with everything you might want to know about PPML at the PODi web site at [www.podi.org](http://www.podi.org). Margaret explained the technical challenges associated with implementing

a personalized print standard. Determining feature priorities has been a challenge for PODi. For example, PPML has step and repeat imposition capabilities built in. Margaret opened the session up for a detailed question and answer forum.

At 1:20, after lunch, **Barbara Martine** reminded us about the global Xplor conference in Orlando, Florida this year. She then introduced our next speaker.

**Sue Guy**, Director of Strategic Consulting for [Sefas Innovation, Inc.](#) Sue presented “Data, the Common Denominator to Personalization”. The Automated Document Factory metaphor was used to exhibit the various elements of a complete document strategy using Sefas OpenPrint products. This includes; 1-Data Drivers, 2-Critical Document Factors, 3-Document Data “Musts”, 4-Data-Driven Document Technologies. The OpenPrint architecture includes the following components; Studio, Remake, Delivery, Director, Back Stage, and Projector. Sue also discussed the application of neuro-linguistic programming/the science of information design to your document designs for achievable business results. She physically tested our reaction to a particular document heading.

Barbara introduced **Ted Koch**, from [eXstream Software, Inc.](#) Ted presented background of the eXstream Software company and the Dialogue software product. Then **Joe Farina**, Senior Consultant for eXstream Software, Inc. gave us a demonstration of using Dialogue for personalization. Joe gave us an overview demonstration of the Dialogue product line. He exhibited the “document-centric” interface, the ability to handle marketing campaigns, and dynamic white space management. He then exhibited some of Dialogue’s intrinsic capabilities.

At 3:15, we took a brief afternoon break. Then, Barbara reminded us of our net quarterly meeting on July 19<sup>th</sup> at The Odyssey and introduced our next speaker:

**Tim Wood**, Solutions Operations Manager, [Xerox Corporation](#), presented on “DocuSP”. There are 3 different Xerox servers to front-end Xerox printers. There’s only one Xerox publishing server – DocuSP. DocuSP was introduced in 1995. DocuSP resides on a Sun workstation and is Adobe Redbook compliant. DocuSP uses what Xerox calls “decomp services” to accomplish the printing of PostScript at rated speed on an 180ppm printer. Then, Xerox developed VIPP to manage variable printing on the front-end to the printer. There are three options to creating VIPP script code; (1)manually write VIPP scripting, (2)VIPP IDE (a Xerox quasi-wysiwyg layout tool), (3) third party products like Lytrod or Elixer VIPP code emitting options. DocuSP works with all DocuTech printers; DT65, DT6100, DT6115, DT6135, DT6155, DT6180 and integration with DigiPath. Xerox EPS (Enterprise Printing Support) uses DocuSP to also ingest Xerox print streams for DP155 & DP180

After a prize drawing for tickets to a Dodger game, we concluded our meeting at 4:30pm.

**Barbara Martine** reminded everyone about our next chapter meeting, to be held on July 19<sup>th</sup>. If you’re a member, you’ll receive an invitation with further details. Otherwise, keep an eye on our website for details [chapters.xplor.org/southerncalifornia](http://chapters.xplor.org/southerncalifornia).

Regards,

Dana M. Cowe, EDP  
So. Cal. Chapter Secretary & PR Coordinator

**Attendees at January 25, 2001 Southern California Xplor Chapter Meeting:**

NAME	COMPANY
Ray Baggarley	Digital Quickcolor
Rose Blombach	Wesk Mfg Corp
Amber Bristow	Xplor International
Carlyn Campbell, EDP	Equitable Life
Dana Cowe, EDP	DCA Consulting
Marilyn Dannehower	GMC Software
Joe Farina	Exstream Software
John R. Finnell	Kyocera Mita
Ron Forbes	RF Services
Steve Freese	SystemWare
Steve Gin	Document Sciences Corp
Sue Guy, EDP	Sefas Innovation
Bob Guy	Sefas Innovation
Barbara Hinkson	Los Angeles County
Dieter Hulfachor	OPServer
Michel Isti	MPI Technologies
Cindy Johnson, EDP	Regence Blue CrossShield of OR
Ted Koch	Exstream
Axel Kruse	Bertelsman Services Inc
Ida Magsombol	LA County
Barbara Martine	Datapage
Stephen Matthews	Pitney Bowes docSense
Shena McKirdy	
Ligia R. Mora	Solimar Systems
Margaret Motamed	Efi (Electronics for Imaging)
Jeanne Mowlds	EDSF
Bruce Murray	SystemWare
Barbara Oswald	Xplor
Calvin Palmer Jr	Kaiser Permanente
Brenda Peterson, EDP	Xerox
Todd Potrykus	Bertelsmann Services Inc
Sandy Rabben	
Scott Samuels	Document Sciences Corp
Anthony Sassi, EDP	Digital Lighthouse
Cheryl Simerson	CGU North Pacific
Ed Sullivan	Weyerhause
Mike Tyler	Document Sciences
Brett A. Williams	Kyocera Mita
Jerri Young	PacifiCare