

# BIBLIOGRAPHY OF PUBLICATIONS & ARTICLES

## by BRETT RUTHERFORD

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“Why printing companies need customer service positions.” *Managing Print Sales*, December 1987.

“Why sales managers go astray.” *Managing Print Sales*, September 1985. 2 pp.

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## WORD PROCESSING AND OFFICE AUTOMATION

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 "Electrical problems and your word processor." *In Command*, 1987.  
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 "Getting help on word processing problems." *In Command*, 1985.  
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 "Making the most of 'search and replace'." *In Command*, 1984.  
 "Making the most of special print features." *In Command*, 1985.  
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 "Preparing documents for typesetting." *In Command*, 1985.  
 "Proofreading and editing skills." *In Command*, 1985.  
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 "Taking care of your word processor." *In Command*, 1985.  
 "Taking the aches and pains out of your work." *In Command*, 1984.  
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 "The word processing cycle." *In Command*, 1985.  
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## PRINTING EXHIBITIONS, EVENTS

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 "Advance report on GRAPH EXPO East shows role of micro-processors." *Printing News*, September 18, 1982.  
 AGA 43rd Annual Printing Exhibition. Three-part, detailed coverage of more than 100 winning printing specimens on display in New York. Specimens reviewed and analyzed by BR without consultation with competition judges. *Printing News*, April-May 1985.  
 AGA 44th Annual Printing Exhibition. Three-part, detailed coverage of more than 100 winning printing specimens. *Printing News*, April-May 1986.  
 AGA 45th Annual Printing Exhibition. Three-part, detailed coverage of more than 100 winning printing specimens. *Printing News*, April-May 1987.  
 AGA 46th Annual Printing Exhibition. Three-part, detailed coverage of more than 100 winning printing specimens. *Printing News*, April 1988.  
 AGA 47th Annual Printing Exhibition. Three-part, detailed coverage of more than 150 winning printing specimens. *Printing News*, April 1989.  
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 [AGA 49th Annual Printing Exhibition.] "See metro area printing in top form at AGA Exhibition until April 19." *Printing News*, April 8, 1991. 3 pp.  
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 "City council head predicts improved climate for N.Y.C." *Printing News*, November 19, 1983.  
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 "Electronic prepress at Time, Inc." *Printing News*, October 22, 1983.  
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- "Industry leaders voice confidence at 14th Annual NAQP convention and Quick Print Expo." *Instant Printer*, November 1990.
- "Industry trends of the future." *Printing News*, October 8, 1983.
- "Ingenious production approaches abound in Graphic Arts Exhibition." *Printing News*, April 18, 1987.
- Interview with E. Richard Zimmerman, board chairman of Association of the Graphic Arts. *Printing News*, December 17, 1983.
- "Litho Club hears how new equipment alters profile of the industry." *Printing News*, November 2, 1985.
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- "Mills welcome designers to Lindenmeyr Munroe's showcase." *Printing News*, October 12, 1992.
- "Navigators dedicate Franklin Night to specialties for print production. [A review of thermography, foil embossing and retouching.] *Printing News*, October 10, 1987.
- "Navigators, PEPMC hear speakers on solving production challenges." *Printing News*, December 1, 1984.
- "Navigators' technical session." *Printing News*, October 8, 1983.
- "Opti-Copy, text and image projection." *Printing News*, December 8, 1984.
- "Our real competition is other media, notes Donnelley chairman John Walter." *Printing News*, April 30, 1990. 2 pp.
- "Print buyers put on more graphic arts muscle as PC Expo showcases new scanners, printers." *Printing News*, July 13, 1998. 3 pp.
- "Print Outlook foresees a good year despite fresh economic uncertainty." *Printing News*, January 6, 1988.
- "Print/New Jersey's first meeting." *Printing News*, December 8, 1984.
- "Print Outlook Conference offered triple view of business prospects." *Printing News*, December 20, 1986.
- "Printing Week achieves new high." *Printing News*, January 26, 1985.
- Quick Print Expo, Boston MA, July 1988. Coverage and interviews under contract to Quick Print Expo management. Articles released as press release material to various magazines.
- "Quick Printing Expo and convention in Boston was NAQP's largest yet." Two-part series. *Printing News*, August 20 and August 27, 1988.
- "Reasons for success cited by Stettinius." *Printing News*, October 15, 1983.
- "Revolutionary laser font technology unveiled." *Printing News*, September 29, 1984.
- "Robert Rosen gives LIMNY his view of plant mergers with accent on the positive." *Printing News*, December 2, 1989, 2 pp.
- "Seybold scrutinizes technology turmoil — where will it lead?" *Printing News*, September 21, 1998. 3 pp.
- "Sneak preview of GRAPH EXPO show." *Printing News*, September 25, 1982.
- "System Brunner explained." *Printing News*, December 3, 1983.
- "PIMNY's Top Management Conference." Three-part series. *Printing News*, October 22, October 29, and November 5, 1983.
- "Print buyers put on more graphic arts muscle as PC Expo showcases new scanners, printers," *Printing News*, July 13, 1998.
- "Technical sessions at gravure parley [Gravure Association of America] focus on water-based inks and GCR." *Printing News*, May 20, 1989, 4 pp.
- "Top management parley." *Printing News*, October 22-October 29, 1983.
- "Wide screens, mice, laser printers, miles of cable, dazzled TypeX viewers." *Printing News*, May 2, 1987.
- "With updated name, NAPL seeks to win individual members." Interview with execs of NAPL. *Printing News*, June 21, 1999. 4 pp. with sidebar of association's history since 1933.

## OTHER PROJECTS

Catalogs and promotion materials for the Executive Certification Program (ECP) of National Association of Printers and Lithographers, 1985-1986. Extensive consulting with program director and graduate school faculty including editing of trade press articles prepared by marketing professors.

Editor and principal writer for *Print Catalog*, the first detailed catalog of the publications of Printing Industries of America. Project involved reviewing and selecting from among some 600 published items. Issued 1985.

Editor, *PrintEd Letters*, a member service newsletter of Printing Industries of America, 1985-1986.

Contributing editor, *Productivity Plus: The Practical Newsletter for Graphic Arts Waste & Spoilage Measurement & Control*. 1983-1984. Printing Industries of America.

Editor, *Managing Print Sales*, A monthly newsletter for printers, by Printing Industries of America, 1983 to 1990 (publication merged with *Successful Print Sales*).

Editor, *Successful Print Sales*, A monthly newsletter for printers by Printing Industries of America, 1983 to 1992.

Editor, *Practical Marketing for Printers*, a monthly newsletter for printers by Printing Industries of America, from September 1983 to the end of 1992.

Editor, *Vectors: New Technology for Printing and Publishing Executives*. Published from 1982 to 1985 by Printing Industries of America.

Contributing editor: *Printing News*, 1982 to 2004.

Editor, "Things from Afield," a twice monthly column in *Printing News*, October 1989 to 1992.

Editor, "Ideas for Action" pages of *Quarterly Business Indicator Report*, National Association of Printers and Lithographers, 1986-87.

Editor, *New Equipment, Products and Technology Newsletter*, National Association of Printers and Lithographers, 1974-75.

Editor, *In Command*. A series of 48, 4-page training newsletters for word processing operators, co-authored with Jane Madson. The Economics Press. 1984 to 1989.

## TEACHING AND CONSULTING

WebCT Consultant, University of Rhode Island, Fall 2004 through Summer 2005, developing web content for on-line courses, assisting instructors with technology issues, and assisting students with computer problems.

Internet consulting, writing and editing for ID Brands, Inc., a marketing business with offices in New York and Providence, since April 2004.

Consulting projects with a Manhattan directory publisher including conversion of data from mainframe computer to PCs; selection, installation and networking of PCs;

training staff in word processing and database management software; creation of custom database applications for publishing, advertising sales and other functions. Ongoing project to lead to complete desktop production of directories and integration of all computer activities at two business locations.

Word processing, database management and desktop publishing consulting engagements with trade associations, in-plant printing plants, design studios and publishers. Selected equipment, trained operators, and created automated correspondence systems.

Consultant to several small press publishers on design, typesetting, printing and bindery.

Instructor, Evening School, Printing Industries of Metropolitan New York, Spring Semester 1984, Seminar in "Word Processing for Printers."

Seminars for American Society of Association Executives, November 1983 and April 1984: "Word Processing for Meeting Planners," and "How to Buy Printing."

Promotional and consulting engagements for Technical and Education Center of the Graphic Arts, Rochester Institute of Technology.

Seminar for Meeting Industry Microcomputer Users Group, New York, March 1984.

Consultant to United Nations Personnel Division; with Don Merit, created personnel examinations for testing printing knowledge of employees seeking advancement to management positions.

Speaker at national and regional conferences of National Association of Printers and Lithographers, Southwest Litho Clinic, Typographers Association of New York, Long Island Graphic Arts Association, American Society of Association Executives, Gravure Association of America, and others.

Lecturer on "Elbert Hubbard and the Roycrofters," Providence Public Library Arts & Crafts Symposium, 2002.

Lecturer on "Edgar Allan Poe and Sarah Helen Whitman" in a series sponsored by the Providence Athenaeum and the Rhode Island Council on the Humanities, April 2003.

Lecturer on "Illustrated editions of Edgar Allan Poe," at the John Carter Brown Library, Brown University, for the John Russell Bartlett Society, April 2003.

Guest lecturer on "H.P. Lovecraft and the Horror Film," and "Edgar Allan Poe in Providence" at New England Institute of Art (AI), Brookline Village, Mass, 2003 and 2004.

Informal talks and presentations on many literary and musical topics including: H.P. Lovecraft, Chinese art and Chinese opera, the music of Gustav Mahler, Edgar Allan Poe, classical music, horror and Greek mythology, and other topics.