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Alvin Nesmith

Production Manager
Tampa Bay Times



N&T: What has been your most effective cost savings solution (workforce excluded)?

Here at the Tampa Bay Times, we have taken time to evaluate the things we do well and that have been the building blocks of our success. Using that information, we have channeled investments into new ideas that would create not only cost-saving opportunities, but new revenue streams. Each division of the newspaper shares in the vision that we as a newspaper have value to our readers and to our advertisers.

N&T: Is recycling currently being viewed as a revenue stream or a cost of doing business? Please explain your response.

Recycling in Operations has become a new culture shift over the last two years. We started looking at ways to reduce our waste stream by increasing our knowledge on the things that can be recycled. Today our Environmental Conservation Operations team, known as ECO, has focused energy, effort and behavior on expanding recycling and maintaining data on the things we have been able to capture. Today our efforts have proven that we have been able to bring savings and revenue to the company just by changing our behavior.

N&T: How does the annual ING meeting enable/empower you?

ING has long been one of the conferences that has given us the opportunity to explore many different manufacturing processes, which allows us to adapt and transform their success into practical use at our newspaper.

ING has always been a valuable resource, bringing together talented leaders from different parts of the industry. It helps promote and develop relationships where information sharing is encouraged, and collaboration helps to successfully solve challenging problems. The ING organization strives to bring to the forefront timely topics that represent present-day challenges and that many organizations will be faced with while trying to navigate through a changing industry.

It also gives managers an opportunity to develop their leadership skills by learning from others. Sometimes having a forum that creates opportunities for "think tanks" where ideas can be expounded upon and developed allows a person to bring opportunities back to their organization. ▲

Doug Wilson

Vice President of Production
Adams Publishing Group



N&T: What do you see as best-in-class solutions in the market now?

The most successful currently are solution that provide the clients with multiple platforms for their advertising and or businesses marketing. The successful printers are able to provide not only legacy print, whether it is ROP or inserts programs, but also can provide digital, variable data marketing in both print and web base, direct mailing services and higher-end production of niche publications.

As printers continue to consolidate, the opportunity newspaper groups have is to continue to expand our services and create partnerships that are driven by customer service and our name recognition in the market.

For printers with locations in multiple parts of the country or a state, regional and national selling is growing with our ability to present logistics savings, get to market quicker and have a better pulse on the area's desires.

N&T: What may be on the horizon for emerging solutions?

The continued improvement in digital printing technology that makes shorter runs for specialized products. The ability for smaller printers to cost-effectively provide focused material that uses the data they have amassed over the years and provide a product the end user and advertiser values.

N&T: Is recycling currently being viewed as a revenue stream or a cost of doing business? Please explain your response.

At APG East Central, we view recycling as a revenue stream. We know that by diligently sorting waste, we can dramatically improve the amount of revenue we get not only on paper waste but also on items like chip board and cardboard, to name a couple that come to us from inbound shipments. We also believe this has a positive environmental impact that has savings in our communities that would trickle back to our businesses. ▲

Joe Bowman

VP Operations
Plain Dealer
Publishing Company



N&T: What has been your most effective cost savings solution (workforce excluded)?

I am fortunate to work with a tremendous group of corporate and local Plain Dealer partners. We are all aligned to produce the best product available for the lowest cost possible. This means working together to ensure that content deadlines, production schedules, distribution requirements and commercial print partner expectations are in synch. Constant review of all schedule requirements and tweaking when necessary have contributed to product enhancements, cost savings and timely delivery.

N&T: Is recycling currently being viewed as a revenue stream or a cost of doing business? Please explain your response.

Waste in most forms is a cost of doing business. There is some inherent level of waste on many of the processes used to produce a daily newspaper. The goal is to find appropriate measures to limit the amount of waste produced through best practices, training, standards and a constant attention to detail. Waste becomes a revenue stream once you control it to the lowest levels possible, then regain some value from that waste through the recycling process. So yes, it can be regarded as a revenue stream once waste is driven to the lowest possible levels.

N&T: How does the annual ING meeting enable/empower you?

I have been an ING board member for over 20 years. Every three years I have the option to step away or to continue to participate with the group. I am still here. The ING board, along with many of our annual conference attendees, are decision-makers at the highest level of our organizations. I have gained tremendous insight from my colleagues on both short-term operational challenges and long-term direction for the industry. The ability to meet both socially and professionally over a weekend is invaluable to gathering the real-life experiences of others and helps shape decisions I make back at The Plain Dealer. ▲