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NASMA



Stephen Kahane, Chairman of NASMA, with Specialist Printing Worldwide's Frazer Campbell (left) and Bryan Collings (right)

AN INTERVIEW WITH STEPHEN KAHANE



As a new decade approached, *Specialist Printing Worldwide* took the opportunity to have a chat with the new NASMA Chairman

What does the role of NASMA Chairman mean to you?

I see my role as leading our executive committee in assuring that NASMA has clear direction, that the needs and interests of our members are met, and serving as a liaison to other affiliated organisations, such as ESMA. One of the real benefits of my position is the opportunity to interact on an ongoing basis with my fellow committee members, the NASMA membership, and our other industry peers.

How long do you expect to be Chairman for?

The NASMA Chairman serves a three year term, mine ends December 2012.

What do you feel were the main strengths that your predecessor, Parnell Thill, brought to NASMA during his time as Chairman?

Parnell brought a steady and collaborative

leadership style to his role as NASMA Chairman. Parnell made many significant contributions to NASMA, as its Chairman and as one of its early and most active members. We all appreciate Parnell's hard work and commitment, and I look forward to continuing to work with him on our executive committee.

What would you like your legacy to be after your term as Chairman?

I'd like to be remembered for advancing the accomplishments of my predecessors and helping our group realise its potential in serving our members and our industry.

What are NASMA's primary goals?

Our primary goals are to provide our members with a forum to interact, learn and contribute, and help them better serve the North American specialty printing markets and customers.

What do you think are the primary benefits for manufacturers who are members of NASMA?

There are several. As an executive forum, NASMA provides an excellent networking opportunity for industry leaders and decision-makers. Our meetings are informal and structured to encourage interaction. Members have the opportunity to build business relationships, gain and expand market perspective, explore new market opportunities and learn more about and from peer companies. Through our business initiatives and roundtables, members gain timely, relevant market and business information unique to our industry.

How can these benefits assist members during recovery from the current economic situation?

Three things come to mind. First, I find a lot of value, particularly during these

challenging economic times, sitting down and talking with people I respect about the challenges we all face. It's a great way to gain insight and knowledge. Second, our business initiatives and surveys provide our members with valuable benchmarks, metrics and other information. And third, we regularly invite industry-leading printers to our meetings to get our customers' perspectives on how they see their businesses and how we can better serve them as suppliers.

How does it benefit customers to know that their suppliers are NASMA members?

I think Parnell said it best in your interview with him last year. Our customers can be assured that NASMA members have as their primary objective, a fundamental focus on how best to serve them.

Does NASMA have any plans for new projects in the next year?

We are shifting our business model in the coming year to one that better reflects who we are and the evolving needs of our organisation. We plan to operate less as an association and more as an executive forum. This will allow us to better capitalise on our still relatively small size and better serve the industry-leading executives who are our members.

NASMA is a partner of its European counterpart, ESMA. What are the benefits of this relationship to your members, to North American printers and to the industry on a global scale?

ESMA has provided NASMA with ongoing perspectives on the international market and on issues such as REACH that may be regional but impact us all. We also continue to benefit from lessons learned from ESMA's established experience.

Will NASMA ever follow ESMA's lead in organising technology conferences?

NASMA has no plans to organise conferences or trade shows.

What is NASMA's relationship with show organisers and national associations such as SGIA?

We enjoy excellent and collaborative relations with the major show organisers. Most NASMA members belong to other major trade associations such as SGIA, and actively participate in their trade shows and specialty conferences.

NASMA has sponsored *Specialist Printing Worldwide* for two years, which has significantly contributed to the

magazine becoming established as a leading reference source in North America. Would you comment on the benefits to members and end-users of this sponsorship of a magazine aimed at spreading technology for the good of the industry?

Specialist Printing Worldwide has done an excellent job presenting developments and opportunities in the international marketplace. The information in *Specialist Printing Worldwide* is very helpful in navigating our increasingly global economy.

In general, how do you see the current status of the American market and what is your forecast for the short, medium and long term?

The economic experts tell us that the recession is now behind us, and that the North American economy is starting to grow again. But I believe

where we really are is at the bottom of a deep trough. The good news is that it doesn't appear the trough will deepen any further at this point – but it will be a slow climb out. The expectations seem to be that the economy will start to revive slowly towards the middle of 2010 and it will be several years before we are back to where we were before the recession. ■

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