

More than pretty pictures...

Environmental Report Requires Accuracy on a Budget

On some projects “cost is no object.” These require the very highest quality and professional production.

Much more often budget constraints loom large, and compromises in quality sometimes necessitate hard choices.

Copresco is here to help.

Case In Point

The 14 Mile Watershed Alliance, a 501(c)3 not-for-profit organization in central Wisconsin, faced such challenges when it was time to publish its Nine Key Element Plan.

The Alliance’s stated mission is to achieve measurable improvement in surface and groundwater quality within the 14 Mile Creek Watershed by supporting and implementing sound conservation practices and educating and creating partnerships with all stakeholders.



Nine Key Elements

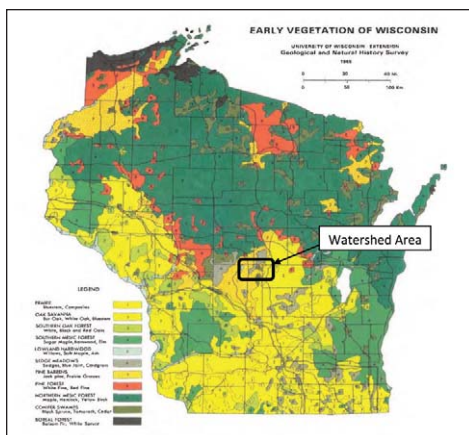
The plan in question was prepared by the Adams County Land Conservation Department, summarizing the result of an intensive study.

The plan was written to reflect the nine key elements identified by the US Environmental Protection Agency and specified by the 1987 Clean Water Act.

Technical Details

The finished plan was 250+ pages long. In addition to the text, it contains hundreds of charts, maps, graphs, photos, and exhibits of varying quality.

Reports and tables from multiple sources were produced in different formats.



Publishing Choices

The Alliance had no budget for printing the report, leaving it with hard choices. They could have bypassed printing, furnishing the report in digital-only format.

Of course, the report is available digitally on the group’s website, but it was wisely noted the printed copies were needed for credibility, readability, annotation, and field reference.

Hard Choices

The first impulse for printing was to use a local copy shop.

On reflection, however, the group realized that the very best, most professional look was needed for presentation to the non-traditional funding sources that were to be approached for grants to implement the plan.



Critical Color

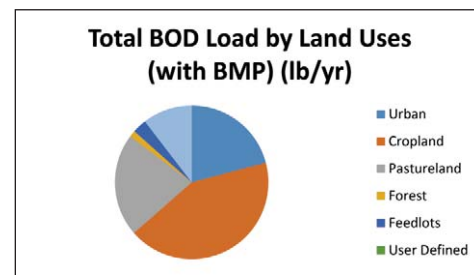
“Shoreline photos are not just pretty pictures,” noted the groups strategic direction chair, Rick Mervine.

“They are an example of shoreline restoration that are of value to the quality of the water. Such information is of great interest to potential granting organizations.”

Copresco To The Rescue

With great experience in producing technical materials, Copresco was the obvious choice.

“We are a data-rich organization,” observed Mervine, “and this is a data-rich report.”



Although there was no budget for a typesetter or graphic artist, Copresco was able to enhance the report:

- Furnished text was centered and sized
- Furnished scans were cleaned up and positioned
- Furnished photos were enhanced for optimal color
- Consistent page numbering was added

Extra Touches

These extra touches from Copresco’s prepress department added both aesthetic value and crucial clarity to the report, without breaking the bank.

“Not every project is a fancy work of art that will win us awards” said Copresco president Steve Johnson.

“For technical documentation the value is often much higher: in this case, a chance to have a real impact on the improving our natural environment.”



Digital On-Demand Printing

262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

When does a leprechaun cross the street? When it turns green.



I can't win. To warm up my girlfriend for Valentine's Day I had a rose delivered



to her every day for a month. Yesterday she ran off with my florist.



"Darling," a young man whispered into the phone, "I love you. I adore you. I'd climb Mount Everest in my bare feet for you. I'd walk across hot coals for you. I'd endure anything for you..."

"Oh, Ralph," she purred, "I love you too. When will I see you again?"

"I can pick you up at your place on Saturday," the suitor responded, "If it isn't raining."



You know you overdid it on St. Patrick's Day when you think you're kissing the Blarney Stone and then it kisses back.

A landlord in Florida told his insurance agent he wanted \$2 million of coverage on his apartment building. "Is it fire insurance you want, or hurricane insurance?"

"Fire insurance, of course," he replied. "Nobody I know can start a hurricane."



The primary problem with the cost of education these days is how to save money for your children's college education while still paying for your own.



FedEx and UPS have just announced



an impending merger. They plan to call it Fed-Ups.



A man entered a pun contest sponsored by the local newspaper. He picked his ten best puns and sent them all in, certain that one would win. Unfortunately, no pun in ten did.

My friend told me he glued himself to his autobiography. I don't believe him, but that's his story and he's sticking to it.



February was President's month. If you thought the candidates in the last election sniped at each other a lot, get a load of these quotes:

- "He is too illiterate, unlearned and unread for his station and reputation."
—John Adams on George Washington
- "His moral character is repulsive."
—Alexander Hamilton on Thomas Jefferson
- "He has been called a mediocre man, but this is unwarranted flattery."
—Theodore Roosevelt on John Tyler
- "A non-entity with whiskers."
—Woodrow Wilson on Chester Arthur
- "He is a fathead with the brains of a guinea pig."
—Theodore Roosevelt on William Taft.



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