

HD insights

May/June 2001

IN THIS ISSUE

Channel Surfing:

*HDi Business Drivers Set Sights on 2002
Digimaster 9110 Equipped with
CSP-Mercury Software
Business Driver Spotlight*

A Software Breakthrough

*Spotlight from IMFSA/Tijuana, Mexico
Heidelberg Joins Regional Library Council*

*Making an Impression at
ON DEMAND Japan*

Travelogue: Japan

Spotlight from Kiel, Germany

Community Relations: Warrior Spirit

HDi Human Resources

Cubicle of the Month

A Newsletter for Employees and Friends of Heidelberg Digital

Success at CeBIT 2001

From March 22 to 28, the most important trade fair of the IT industry took place in Hannover, Germany. There, Heidelberg presented its vision and portfolio of solutions which enable full integration of the digital workflow for the print media industry.

Highlights of the Heidelberg booth were the digital printing machines Digimaster 9110 and NexPress 2100.

The Digimaster printed travel guides for several major European cities. This work was initiated by our German Sales and Service Unit in cooperation with Marco Polo. The color cover was printed on a Quickmaster DI 46-4. Many thousands of copies were distributed to the visitors.

During the week-long show, Heidelberg's regional offices in Germany, France, and the UK contracted to sell and install 10 units of Digimaster 9110. The most exciting sale was a Digimaster sold to a customer with whom we have not had any contact or relationship before CeBIT.

More than 1600 qualitative good leads were generated and will be followed up within the next months. About 30 percent of the leads asked for a quote or a sales rep visit, which indicated a really high interest in Heidelberg.

By this event and the sales during the fair, Heidelberg and especially the Region Central Europe proved to be a player in the digital printing business — and demonstrated that they are prepared to start selling the NexPress 2100 as well. ●



Heidelberg's digital printing solutions were prominently featured at CeBIT 2001.

HEIDELBERG

Channel *Surfing*

HDi Business Drivers Set Sights on 2002

Earlier this year, Heidelberg Digital management sat down with business drivers from around the world for a planning session. For two and a half days at Heidelberg Digital's Rochester, N.Y. headquarters, business-unit management and sales-and-service leaders had an open discussion about current activities and

the HDi product roadmap for 2002.

Topics included Digimaster configurations, hardware, software, variable data printing, finishing and sales support.

While similar meetings are common in other Heidelberg business units, it was the first meeting of its kind for Heidelberg Digital. By all accounts, the Team Digital session was a success.

According to **Ray DiCenzo**, NexPress Black and White business development manager in charge of the Heidelberg channel, the main thrust of the meeting was to show the SSUs that the business unit is behind them. "The purpose was to bring all the key product managers and business drivers together to prepare the channel for fiscal year 2002. We had a tremendous exchange of information, from competitive analysis and best practices to upcoming sales and marketing ideas."

Business drivers were pleased with the result as well.

"The session was very well organized, as we received a wealth of information about future directions," says **Vahaaj Khan**, product manager for digital printing at Heidelberg USA. "But what made the meeting stand out was management's willingness to listen to the perspectives of people out in the field. It's clear that we have a team of people committed to making the Digital division a success."

That enthusiasm for the session is shared by Vahaaj's colleagues on the other side of the Atlantic.

Volker Leonhardt, channel manager for the central European region, said that it was important for the European business drivers and external vendors to have direct interaction with the product managers and Research and Development team. "It's one thing to hear about future plans over the phone, but it means so much more when you see things with your own eyes. It was tremendous for us to see the product demonstrations and to tour the production lines in person."

According to **Mark Clark**, responsible for HDi in the U.K., it was good to hear how the different countries market the Digimaster and how they achieved success. "We should encourage this type of meeting in the future as it is invaluable, sharing experiences and getting firsthand knowledge of the

“We should encourage this type of meeting in the future as it is invaluable, sharing experiences and getting firsthand knowledge of the current performance and future expansion of the Digimaster product line.”

current performance and future expansion of the Digimaster product line.”

Given the rave reviews for the first SSU meeting and the exchange of information, management and business drivers alike look forward to making this session an ongoing event.

Digimaster 9110 Equipped with CSP-Mercury Software

At the CeBIT show in Hannover, Germany, Heidelberg Digital announced new software that enables Digimaster 9110 users to link the print system to local networks and/or host computers so they can connect with the Digimaster from virtually anywhere.

HDi is now offering software for the Digimaster 9110 from CSP AG, a developer and manufacturer of printer connectivity software and hardware based in Karlsruhe, Germany.

CSP-Mercury software is capable of recognizing and processing practically all the popular file formats used in computer centers in industry, administration, banks and insurance companies. It works seamlessly with the Digimaster to enable highly flexible data exchange. Users no longer need to worry about the work involved to convert forms, typefaces or logos — the software handles it quickly, reliably and automatically.

So whether using XES, IPDS, DJDE, METACODE or IGP environments, users can keep existing resources and print what they want, when they want — via a network and/or host link in any desired format. The software distributes and organizes every print job and data flow so that the right output devices are utilized most efficiently.

The new software takes Heidelberg into a market for which, until now, Xerox was a primary supplier.

“Demand in the data center market constitutes thousands of high-speed digital printers per year, and Digimaster’s quality and reliability has proven to be ideal for this market,” said Wolfgang Pfizenmaier, Heidelberg Digital CEO. “Its short, straight paper path is extremely dependable, increasing data center productivity. This new software solution will greatly strengthen our penetration into that market.” ●

For more on CSP, see page 4.

Business Driver Spotlight

Ulf Malm is manager of Digital Nordic, responsible for building up the Digital business in Heidelberg Nordic. In that role, he’s assembling a solid team of sales and service experts from different leading vendors in the digital business.

Accustomed to the digital world, Ulf has been working with Nordic-region customers in the digital print arena for the last four years with the task of educating customers about handling the challenges involved in moving from the traditional business model to the new digital business model.

Prior to joining Heidelberg, Ulf worked as a production manager in a service bureau for seven years. Most recently, he spent six years in sales and marketing positions at Xerox.

During his last two years at the Document Company, he served as business manager for the graphic arts industry in Sweden. Managing the team, he helped Xerox

Sweden achieve the successful launch of the DocuColor 2060, a sheet-fed digital color press delivering 3,600 impressions per hour. Ulf and his team installed an impressive 60 units in just six months.

“My years of experience at Xerox and in a service bureau have prepared me well for the task at Heidelberg Digital Nordic,” says



Malm. “I’m enjoying working with a team completely dedicated to selling units and achieving results.”

When not working to build the Nordic business, Ulf spends his free time on the slopes — either sliding down ski slopes in the winter or navigating the slopes on golf greens during the summer. He and his family also spend many weekends at their country house or out on their boat. ●

Building
the Nordic
Business

A Software BREAKTHROUGH

CSP Expands Digimaster's Range

Through an exclusive partnership with CSP, Heidelberg Digital is poised to win over thousands of new customers, even those with long-time ties to Xerox Corporation. According to **Len Christopher**, Director, Worldwide Marketing at NexPress Black & White, this breakthrough has occurred because of CSP Mercury software, which can provide workflow solutions not just for the Digimaster, but for any digital printer.

At thousands of data centers around the world, huge IBM mainframe computers are linked to Xerox DocuPrints that print invoices, payroll checks, financial statements and the like. Known as 'transactional printing,' this type of service may require as many as two million impressions per month. Over the last couple of decades, 'intelligent' printers have transformed the way output is printed. Users can change a font, manipulate data or update a form via their PCs, instead of going back to the mainframe.

Of course the software that allows this to happen is proprietary to Xerox and up until quite recently this has limited DocuPrint customers to using Xerox's software. As well, data stored this way could only be printed on the DocuPrint, creating an interdependency that has deterred many DocuPrint customers with years of legacy data from exploring other vendor options.

Now all of that has changed. Through CSP Mercury software, Heidelberg can now provide those transactional printing customers with the ability to interpret proprietary data, transform it to industry standards, and print it ... on a DocuPrint, a Digimaster, or anything else. In short, customers now have more vendor alternatives.

"It's another example of Heidelberg's management listening to customers and to sales representatives to understand what's needed and to solve problems more holistically," says Christopher. "It's also important to note that Heidelberg is working within industry standards, which still provides for

coexistence of other vendors ... we're not forcing customers into a single solution."

As their contracts come up for renewal, transactional printing customers have the luxury of basing their vendor decisions on functionality, reliability and value.

This is where Heidelberg is at a distinct advantage over the competition, Christopher notes. The Digimaster 9110 was designed as a new machine and can seamlessly handle both transactional and document printing. This enterprise-wise strategy means quicker reaction times, greater reliability and, ultimately, better output.

Xerox, on the other hand, uses one engine but different front ends and finishing devices for different types of printing. One of the most prominent ways this affects the printing process is in the data center. The traditional analog copiers, on which the DocuPrint engine is based, print the last page of a document first. The finishing device of the machine anticipates that order. However, the traditional data center printer sends the first page first, so Xerox created different finishing devices for data centers to compensate for the difference.

“It's another example of Heidelberg's management listening to customers and to sales representatives to understand what's needed and to solve problems more holistically.”

"We designed the Digimaster to be first page first," says Christopher. "This allows us to run with the same finishing devices in both environments to finish more reliably. Our design is simply more modern."

Heidelberg's strategic — and exclusive — relationship with CSP will enhance overall workflow, providing benefits beyond the ability to interpret proprietary information. Explains Christopher, "With CSP and our better Digimaster architecture, we can provide the functionality of both a DocuPrint as well as a DocuTech, providing better utilization of resources by the customer." ●

SPOTLIGHT FROM

IMFSA/Tijuana, Mexico

Enrique Moctezuma

While technology has been the focus of **Enrique Moctezuma's** education and career for the last 15 years, it is managing people that brings him the most satisfaction. "I like to guide and coach people ... whether it's on the labor side or the professional side. My talent is dealing with people issues and being a leader."

As the Operations Manager for X-ray and Offset Press for Heidelberg Tijuana operations, Enrique manages the remanufacture of the Quickmaster 46, a Heidelberg traditional offset printing press. The Quickmaster represents a fairly new product line for Tijuana. "Dealing with new technologies and new customers is exciting as well as challenging," says Enrique.

On a daily basis, the challenge is often simply "maintaining the processes," he says. "We always focus our efforts on process improvements, particularly quality and cost. IMFSA's contribution to Heidelberg is low-cost assembly of high quality products."

Enrique's career with the company began 14 years ago when he was a technician in the production line. His steady professional growth included positions as a trainer, a group leader and a supervisor. In 1989, when he com-

pleted his studies in Engineering and Electrical Mechanics, Enrique joined the Process Engineering Group, became a manager there and five years ago moved onto his current position. "Step by step," he says of his professional ascent.

The environment in the Tijuana plant is quite supportive of personal and professional growth, according to Enrique. "Working for a world-class company and being a member of a small team of young and motivated professionals, communicating and accepting other people's ideas is ideal for creating an excellent work environment."

At home, Enrique enjoys playing baseball. He and his wife Nora are raising their three sons and often travel to South Baja looking for sunny and peaceful beaches. ●



Heidelberg Joins Regional Library Council

In March 2001, Heidelberg Digital became the 63rd area library to join the Rochester Regional Library Council (RRLC). The associate membership offers recognition for Heidelberg's developing library and the ability to borrow volumes from other RRLC libraries through interlibrary loan, according to information specialist **Jeanne Fielding**.

Since May of 2000, Jeanne has been busy creating HDI's library of technical information, which supports much of the research conducted throughout the company. Heidelberg previously had contracted with Eastman Kodak for all its library services, but determined it to be more cost effective to maintain its own library.

"There are technical reports and archival information spread all over the company," says Jeanne, who has worked at libraries in the Buffalo and Rochester areas. "My job is to gather it, organize it and keep track of it."

One of the ways the information will be tracked is through a bibliographic database, which will include abstracts for each item. Jeanne estimates Heidelberg's collection to be at around 1500 volumes and growing quickly. Most of the resources will be electronic, following the trend of other corporate libraries in the RRLC region. One of Jeanne's goals is to put a library catalog on the intranet. ●

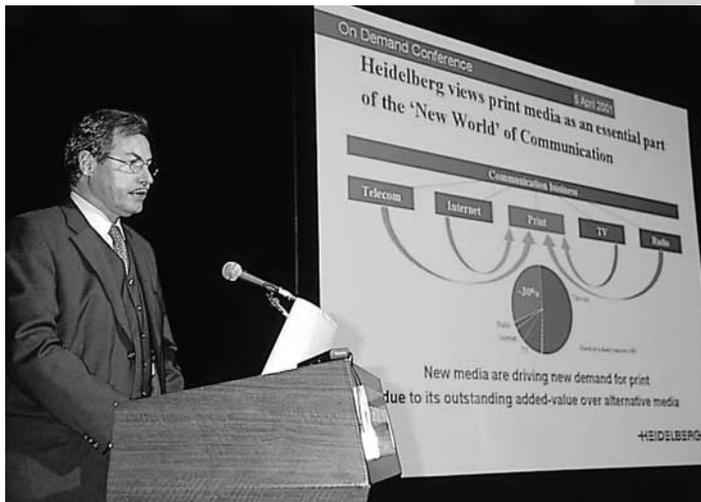
Making an Impression at

ON DEMAND JAPAN

This spring marked the second time that “On Demand Printing Japan” was staged and hosted by GSM (cooperation with CAP Ventures) in Tokyo. In total, more than 15,000 visitors came to the exhibition and conferences between April 5th and 7th.

A unique attribute of this show is that not only visitors from printing and publishing industries attended, but also many came from the clients’ side who typically place orders to printers and publishers.

On the morning of April 5th at Century Hyatt Tokyo, the keynote speech sessions were held. The keynote theme was “On Demand Printing – the Business Model from a New Perspective.” **Wolfgang Pfizenmaier** was invited to be the last (and in Japan that means the most important) of five keynote speakers for the day, and he gave a 30-minute presentation in front of over 500 audience members. CAP Ventures, Canon, Océ, and Kinko’s Japan preceded him on the stage.



Mr. Pfizenmaier delivered the keynote speech at On Demand Japan.

Wolfgang began by describing Heidelberg’s 70-plus years of service history in the Japanese market, conveying an impression of trust and long-term partnership. Then he described Heidelberg’s vision of print media as an essential part of the “New World of Communication.” His message was that telecommunications, the internet, TV, and radio are bringing added-value to print media instead of replacing them. Heidelberg clearly believes that print media will remain as a viable and valuable communications medium for the future. In particular, the category of digital printing will increase its demand tenfold; and Heidelberg Digital will be leading the market to fulfill the demand.

Wolfgang also pointed to clear distinctions between offset, direct imaging and DHV in terms of printing speed and image quality. He concluded his presentation with an introduction of Digimaster 9110 with options, and NexPress 2100 which will be launched at Print Chicago in September.

Many of the listeners found resonance in Heidelberg’s message of “Shaping the Future of Print Media.” Moreover, the aggressive movement and commitment of Heidelberg toward the growing digital printing market fascinated them. When Digimaster 9110 and NexPress 2100 appeared on his slide presentation, audience members were all leaning over trying to catch every word from Mr. Pfizenmaier. Only the NexPress 2100 launch-day was not mentioned in his speech on purpose.

The following day, Heidelberg Japan invited seven major trade magazine/press journalists to have an informal media gathering with Mr. Pfizenmaier. He expressed his and Heidelberg’s dedication to the printing community and gave a key message of not only survival, but great success in the digital printing world. ●

Mixing Business and Pleasure in Japan

As Heidelberg Digital's international presence reaches into Japan, employee travel to this culturally unique part of the world will undoubtedly increase. And for those who make the journey, the sights and scenes are quite memorable.

"It's an exciting place," says **Manny Maldonado**, Manager of the Electrical Engineering Expertise Center. "You have to be a little adventurous." Manny completed an 11-day trip to Japan in early April, his "seventh or eighth" visit to the country, he says. "The biggest challenge in Japan is that there are not many people you can communicate with. An interpreter is essential. At some of the hotels, you'll find many Westerners, but once you're away from the hotel, that's rare. Shopping — and ordering in a restaurant — is really a challenge."

The purpose of his recent trip was threefold, Manny explains: to select a supplier for a power module that will allow Heidelberg equipment to run on Japanese power, which is different from the rest of the world's power; to attend the On Demand show in Tokyo, at which **Wolfgang Pfizenmaier** was a keynote speaker; and to visit two potential customers.

For part of his visit, **Rika Tanaka**, Heidelberg's key contact for all its Japanese suppliers, joined Manny. She is Heidelberg Digital's only employee living and working in Japan, explains Manny. The two went from Tokyo on high-speed rail to Nagano, a company that already supplies electrical components to Heidelberg. This trip was mainly to discuss the power module for EG, a version of Digimaster to be sold in Japan. The meeting place was located at a spa-like resort. To prepare for the first meeting, which typically does not involve much actual business, the participants are expected to bathe. Contrary to the western image of unisex Japanese bathhouses, the baths are segregated by gender, Manny explains.

"You put on a Japanese robe and slippers, go down to the volcanic bath — there was a large bath inside and also one outside. To get the full treatment, I went to both," Manny says. "The idea is to cleanse yourself before the meal. You get back into your robe and slippers and go right to the dining room. There we had a very formal Japanese meal, which started with various types of sushi. After the meal, you go back to your room. The more formal business meeting takes place the next day."

About a year and a half ago, Manny and **Jim Walling**, Product Manager, OEM Products Worldwide, paid a visit to a supplier in Yamagata — a two-hour ride from Tokyo by plane or car. Yamagata is located in the mountains North of Tokyo, Manny explains, and is a very traditional Japanese town. "No one except the interpreter had any understanding of English," he says. "What was interesting is that the entire town sits on a volcanic hot spring."

During the last day of the trip, Manny and Riki visited Riki's hometown of Kyoto. Riki's mother met them at the train station and escorted them to two Zen Buddhist Temples — the Nanzenji Temple and the Sanju-Sangen-Do. At the latter, there is a shrine that contains 1001 life-size Buddha sculptures, all standing side by side — an incredible display, says Manny. Both temples featured tranquil grounds with sculptured hedgerows and rock gardens. "It was fascinating to see the

grounds and the areas where the monks live and meditate. It was easy to get absorbed in it all."

In Tokyo, Manny was lucky enough to experience the Cherry Blossom Festival. "Spring was busting out all over the place — it was great," he says. "It was like it was snowing in the park." Visitors spread tarps on the ground and picnic for the day, he explains.

He also visited the nearby Meiji Jingū, a shrine in central Tokyo, and saw a wedding procession exiting the temple. The bride and groom were dressed in traditional Japanese wedding attire, but, Manny explains, the Japanese have also become very enamored with Western wedding ceremonies and after the formal "Shintu" ceremony, often hold another ceremony, Western-style.

Being by himself in the midst of such festivity didn't phase Manny a bit. "I was really able to take it all in," he says. And at this point, Manny says he is quite "comfortable" in Japan now. Typically, he has been accompanied by Jim Walling, who has studied the Japanese language and knows his way around quite well. "This was the first time I was there by myself," Manny says. "Jim's been my mentor — he's done a good job." ●



Our man in Japan: Manny Maldonado

Spotlight from **Kiel, Germany**

Hartmut Wiese and Joerg Westphal



Hartmut Wiese

At Heidelberg Digital in Kiel, you will find an impressive number of people with both technical and business management skills. That is due, in part, to a university program that has graduated several Kiel employees. Called Nordakademie, or the University of Applied Science, the private school gives equal time to Industrial Engineering and Business Management. Heidelberg sometimes offers a contract to new hires, allowing them to work at Kiel while studying at the University.

Two of the Nordakademie's graduates, **Hartmut Wiese** and **Joerg Westphal**, are putting their dual talents to good use ... Hartmut as Product Manager for Topsetter and Joerg as Product Manager for a confidential, as yet unreleased, product.

HOW LONG HAVE YOU BEEN WITH HEIDELBERG AND HOW HAVE YOUR CAREERS EVOLVED?

Hartmut Wiese: I finished my studies in 1998 and worked with **Horst Steppat** (Senior Manager of Product Marketing) on the Systems Solutions Team. We worked out solutions and benchmarks for prepress. I also completed some return on investment

projects. Then after Drupa 2000, I became the Product Manager for Topsetter, which is the Heidelberg computer-to-plate thermal device.

Joerg Westphal: My program of studies began in 1996, when we were Linotype Hell. I finished my studies in September of 2000 and since October of last year I have been a Product Manager.

I'm 33, and was in the German army for eight years. I was an electrician for a short time before that. I studied electronic engineering in the army, but I didn't finish.

“ My challenge is to convince our customers that Topsetter, together with Heidelberg workflow solutions and printing presses, is better than the competition.”

Instead, I left the army and came to Heidelberg to work and study. Normally, during this course of program, they show you all kinds of departments. I worked in the plant, assembling the CTF device, just to see what has to be done from beginning to end. I worked in different marketing departments, in sales, in channel management, price listing, customer support. It was a very good thing to learn how the company works.

WHAT RESPONSIBILITIES DOES YOUR JOB ENTAIL AND WHAT ARE YOUR BIGGEST CHALLENGES?

Hartmut: My customers are sales reps all around the world and I provide them with information. My challenge is to convince our customers that the Topsetter, together with Heidelberg workflow solutions and printing presses, is better than the competition. I need to provide them with all the information necessary to sell the product, and the solutions that go with it. In addition to that I have the responsibility for all internal actions which are necessary in order to make and keep the Topsetter running.

Joerg: My work is very similar to Hartmut's. I'm dealing with the same problem, the only difference is that I'm responsible for a new product, a confidential one. But it is nearly the same work.

WHAT DO YOU ENJOY MOST ABOUT YOUR WORK?

Hartmut: I like the product itself. I'm an engineer and I appreciate the broad variety of state-of-the-art products at Heidelberg. Our products have a shorter life cycle and we always have to develop new things to fulfill the needs of the market. I like the international scope of my work and I enjoy working with my colleagues.

Joerg: What I really enjoy are my colleagues here in Kiel, and also in the rest of Heidelberg. If you are working to advance your career, then everybody is happy to help you. What I appreciate about my work is the high level of responsibility. We are able to do many things without someone saying, 'No, do it this way.' But if you need guidance, they will guide you in your own way.

ON THE PERSONAL SIDE, WHAT ARE SOME OF YOUR HOBBIES AND INTERESTS?

Hartmut: My hobby, in general, is fitness. I especially like snowboarding. Last year, I took holidays in France for relaxation, and I went to Austria and Bavaria to snowboard. I also like literature. I read not just to read many things, but to get familiar with certain authors — for example, Vladimir Nabokov, Thomas Mann and Albert Camus. I also love American writers such as Philip Roth and John Irving.

Joerg: I go Regatta sailing on a Danish boat on the Baltic Sea.



Joerg Westphal

That's something I do normally in summer. Regatta sailing is competitive, of course, but I do it just as a hobby. There are seven of us that go. It's really relaxing; sailing just blows your troubles away. I'm also pretty interested in all kinds of electronics stuff, and I like website programming.

TELL US WHAT'S GOING ON IN YOUR PART OF THE WORLD THIS TIME OF YEAR?

Hartmut: Kiel is quite famous for Kiel week, which is the world's biggest sailing competition. It takes place the last week of June. Kiel has nice beaches also, and the air is always fresh. And it is always windy! Kiel also has a great University and that forms the cultural character of this city.

Joerg: I live in Hamburg, which is around 100 kilometers from Kiel. It takes me about an hour to drive to work. Hamburg is famous for its harbor/port and its musicals and of course for the Reeperbahn. Also, it is surrounded by small canals and has more bridges than Venice. ●

warrior Spirit

For families with sons who have muscular dystrophy, hope is never in short supply. Funding for research, however, typically is. Project Manager **Christine Piacentino**, whose own seven-year-old son suffers from the severest form of the disorder — Duchenne Muscular Dystrophy — is working to change that. And remarkably enough, through a non-profit group called the Parent Project Muscular Dystrophy, Christine and other like-minded parents are achieving that goal.

Thanks to the Parent Project Muscular Dystrophy, the Children’s Health Act included a federal mandate to increase Duchenne Muscular Dystrophy research efforts. “This was the first legislation in history to address muscle research,” says Christine. “In the past, muscle research wasn’t getting funded by the National Institutes for Health, so no new researchers were entering the field of muscle research.”

This federal support and funding is a direct result of the Parent Project Muscular Dystrophy’s lobbying efforts. Christine and other members attended the congressional hearing and testified. Now, a bill to provide specific moneys to the National Institutes for Health to conduct muscle research is garnering support. “We’ve met with three members of the U.S. Congress: Louise Slaughter, Tom Reynolds, and Susan Kelly from downstate New York,” says Christine. So far, the bill has 275 co-sponsors. A total of 324 co-sponsors are needed to pass the bill in the House of Representatives. A bill has been introduced in the Senate and has 20 original co-sponsors.

Christine got her start in fundraising in a very visible way. Some three years ago, after Christine had a rather spirited interaction with another employee at a meeting, someone jokingly called her Xena, Warrior Princess. This prompted another employee to say he’d pay “good money” to see Christine in Xena costume.

That’s all it took. “I said if I get \$2000 in donations, I’ll wear a Xena costume around the office for the day,” remembers Christine. Twenty-five hundred dollars later, Christine found herself searching for a quality Xena cos-



Christine Piacentino has donned full Xena Warrior Princess garb on behalf of the fight against Duchenne Muscular Dystrophy.

tume, to no avail. “Finally I looked on the web and discovered a man who makes them for \$1500. When I explained what I needed it for, he let me borrow it for free.” While some may have balked at fulfilling such a promise, that’s just not Christine’s style.

“The way I deal with things is to get involved,” she says. “There are a lot of people out there who don’t realize that one person can make a difference. I go to bed each night knowing I’ve done the best I can for these kids.”

Another way Christine makes a difference is through an offshoot of the Parent Project Muscular Dystrophy, called The Kids for Kids Project, a performing arts group that teaches kids about disabilities, health care issues and inclusion. The group tours around the country, using both professional entertainers who donate their talents as well as local youth talent from whatever city they perform in. The group has also produced a CD, featuring Kathi Lee Gifford. You can hear such numbers as the “DNA Rap” at The Kids for Kids Project show in Rochester on October 20 and 21 of this year.

Duchenne Muscular Dystrophy is the most common inherited childhood disorder known to humankind, affecting one of every 3500 boys born worldwide. It results in a loss of muscle function, ultimately shutting down the respiratory system. There is no cure. “It’s an X-chromosome-linked recessive disorder,” explains Christine. “30 percent of cases are genetic, and 70 percent are spontaneous mutations.”

But a cure is within reach, many believe. Some of the \$1 million raised by the Parent Project Muscular Dystrophy last year funded extremely promising research conducted at the University of Pittsburgh involving successful trials on mice, dogs and primates. “Eventually, there will be success with humans,” Christine believes.

make a difference

HDi Human Resources

E-training and e-classrooms. A wellness program that includes on-site mammography screenings, massages, and an employee fitness center. Tuition benefits. Dedicated representatives for each department. Heidelberg Digital's still-evolving Human Resources Department is displaying a level of competence and innovation on par with the technology that drives the company.

"We're working to elevate Human Resources to a position within the organization where we are valued as a strategic partner in the business, involved in as many aspects of the business as possible," says **Mike Murray**, head of the department since May 2000. "We believe we can play a major role in Heidelberg Digital's success."

After 25 years in the business of employee support at various corporations throughout the country, Mike has seen the role of Human Resources change dramatically. "We have a serious responsibility to provide a safe, healthy and environmentally secure workplace. We need to see to it that employees are fairly compensated for what they do, that the benefits program suits the needs of all employees and their families, that they are provided opportunity for professional growth and development through training and educational opportunities."

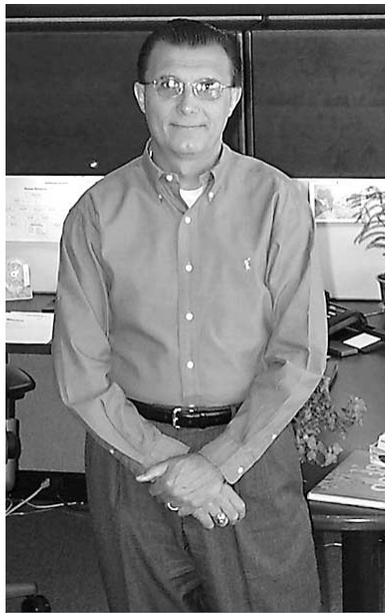
A relatively new arena for HR departments is Wellness. At Heidelberg, this includes at least two health fairs per year. Here, employees are encouraged to examine their eating habits, check their blood pressure and cholesterol levels ... even on-site mammography screenings are offered. The onsite Fitness Center offers free access to cardiovascular equipment, free weights and other exercise machines plus a massage therapist is available two days a week. "You spend well over a

third of your life at work," Mike says. "You should feel good about being here."

In creating the department from the ground up, Mike and his team have also focused on some fundamentals — the recently completed Employee Handbook, a still-in-the-works Compensation Program and an Employee Motivation Survey, designed to gauge "how we're doing in the process of creating a Heidelberg culture," says Mike.

Perhaps most fundamental of all is the day-to-day support provided to employees. "We'd like to be seen as proactive rather than reactive," says Mike, "offering advice and counsel to people with questions or problems." The department consists of two Designated HR Generalists — **Lisa Wainwright** and **Frances Gallagher**, each serving as front-line contacts for specific departments — three specialists, **Edson Bellis** (Environment, Health and Safety), **Mary Ainsworth** (Compensation and Benefits) and **Michael Tarcinale** (Training and Development). The administrative support staff numbers five.

Says Mike of his colleagues: "This is one of the best HR staffs I've ever worked with, which is very important. I'm only as good as the people who work for me." ●



HR vice president Mike Murray

“You spend well over a third of your life at work. You should feel good about being here.”

Cubicle of the Month

Joe Camel Go Home

“It all started with a dream I had about camels,” says **Debbie Flutts**, a secretary in the Engineering/Project Management group at HDi Rochester. “I woke up and started looking for camels around the house.” Two years later, Debbie has amassed a collection that would raise the eyebrows of any diehard connoisseur: camels of every shape and size, in porcelain, wood, and plush fabric. It’s an eccentric passion apparently shared by more than a few. “When I went looking around on the internet, I was surprised to see how many people are into collecting camels,” she says. “It’s quite popular. But unlike some of them, I’m not into the Joe Camel thing at all.”



HDi Insights is published monthly by the Communications Team at Heidelberg Digital.

Managing Editor:
Doug Sprei
+(716) 512-8054
doug.sprei@us.heidelberg.com

Correspondents
Wendy Lista
Soeren Lange
Bob Taylor
Tim Cook, *Saphar & Associates*
Benno Morlock
Joerg Albach

Design & Typography:
Kelly Letky, *Direct Design*

Production Supervisor:
Royce Klatt

HEIDELBERG

Division Digital
2600 Manitou Road
Rochester, NY 14624 USA

Printed in Rochester, New York, USA on a Heidelberg Digimaster 9110