Make Plans Now to Attend the 2015 Management Conference
April 26-28, 2015 • Omni Orlando ChampionsGate

Mark Your Calendar!

The Omni Orlando ChampionsGate provides the perfect place to bring business and pleasure together. And that’s exactly what we will do April 26-28, 2015, when we come together for the 2015 Management Conference.

In addition to 36 holes of championship golf, guests may choose to relax in the signature Mokara spa, dine in one of seven restaurants or enjoy 15 acres of pools and recreation activities, including an 850-foot lazy river.

The Speaker lineup at this year’s event will include:

- **Thomas Allen**, President & CEO, Association of American Publishers
- **Naomi S. Baron**, Executive Director, Center for Teaching
- **John Maine**, Vice President, Resource Information Systems, Inc.
- **Michael D. Manzella**, Senior VP/Chief Sustainability Officer, R R Donnelley
- **Dr. Patrick Moore**, Independent Ecologist/Environmentalist, Ecosense Environmental Inc.
- **Dave Nelsen**, President, Dialog Consulting Group
- **Mark Sniderman, Ph.D.**, Executive in Residence, Case Western Reserve University

# Save the Date 2015 BMI Meeting Schedule and Trade Shows

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<td>AA Exec. Conference Room; Admiral’s Club/ O’Hare Airport, Chicago, IL</td>
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## Trade Shows

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BMI Seeking Award Nominations

The BMI Board of Directors is pleased to invite your participation in the selection of the 2015 recipients of the BMI SIGNATURE AWARD and membership in the BMI CASED-IN-CLUB. Nomination forms for the two awards are included at the end of this edition of The Endpaper.

Please take a few moments to help us select those who have given more than their fair share toward helping improve our industry.

Nominations are due at the BMI office by April 20, 2015.

Heading the list of awards under the program is the DISTINGUISHED MASTER BOOKMAN AWARD. This highest honor will be bestowed on a person who has made an extraordinary contribution to the book manufacturing industry throughout a long and distinguished career.

Nominations for the DISTINGUISHED MASTER BOOKMAN AWARD will be initiated and assessed by the five-member Awards Committee and voted upon by the BMI Directors and the presentation will be made at the Institute’s Annual Conference in the Fall. Past recipients are:

November 1988 - Luther M. Child
November 1997 - George Q. Nichols
November 2000 - Thomas F. Sack
October 2003 - Stephen P. Snyder
November 2008 - Jerry D. Butler
May 2009 - Bruce W. Smith
November 2010 - Charles W. Nason
November 2014 - William L. Upton

The cornerstones of the Recognition Program are the BMI SIGNATURE AWARD. This award will be bestowed upon an individual who has made a valued contribution to the welfare of the industry, and/or the Institute, through the display of superior leadership qualities on an issue of particular concern to the industry or, for exhibiting such qualities over an extended period of time. The Awards Committee will administer the BMI SIGNATURE AWARD, which will also be presented at the Annual Conference.

The naming of the SIGNATURE AWARD came about as a result of a search to find a unique title for this prestigious recognition of one of our outstanding industry members. The signature, as we all know, is the basic unit of production within our industry and it is frequently used to measure our health and vitality. It seems entirely fitting and appropriate that we express our appreciation and thanks to an industry peer whose performance and conduct we have measured and found to be worthy of our esteem and plaudits. Past recipients are:


Recognition, through election to membership in the BMI CASED-IN-CLUB, will also be given to individuals who have served in the industry for more than twenty years and have served the Institute with distinction. Framed, personalized membership certificates will be presented to members elected to the Club and special recognition will be accorded to them at BMI conferences.

The search for an appropriate title for our service recognition award once again led us to the terminology of our own industry. It also led to the concept that one who has achieved a higher level of service, experience, and achievement deserves to belong to a unique circle of people, the CASED-IN-CLUB members. Past recipients are:

Continued next page

The BMI awards program shall be administered by the Awards Committee. The current committee consists of five (5) members: the Vice President, President-Elect of the BMI and four (4) members at large (at least one being an associate member). The members at large will have staggered four (4) year terms, one being replaced each year. Members will be appointed by the Board of Directors.

2015 BMI Awards Committee:
Kent H. Larson, Chair
James S. Wisotzkey
Janet McCarthy Grimm
Rob Mauritz
Ken Fultz

2015 BMI HR Roundtable

Mark your calendars for the 2015 BMI HR Roundtable which will be held May 20-21, 2015 in the Chicago, O’Hare area. Jackie Murray will be sending out registration packets soon. Suggestions for a speaker or Roundtable discussion items are appreciated and should be emailed to Jackie Murray.

2015 BMI Finance Roundtable

The 2015 BMI Finance Roundtable will be held on Tuesday and Wednesday, September 15-16, 2015 at the Dahlmann Campus Inn in Ann Arbor, MI. The registration packet will be sent later this year. Please email suggested discussion topics to Jackie Murray.

BISG Survey

The Book Industry Study Group (BISG) and BMI enjoy a strong working relationship. The BISG Manufacturing & Distribution Committee, chaired by Joe Upton is looking to survey stakeholders in the book manufacturing sector on how BISG can better serve the book manufacturing community. BMI has agreed to forward the survey to our members and would encourage everyone to complete the brief survey, which can be found at: https://www.survey-monkey.com/s/55BL6VV

Supplier Panel Session at the BMI Management Conference

More information to follow soon on a proposed “Supplier Panel” session at the BMI Management Conference which would allow for vendors to schedule meetings with their customers. The one-on-one sessions would be pre-scheduled through the BMI office and held on the Sunday afternoon of the Conference.

BMI Becomes Allied Organization with Consumer for Paper Options

BMI recently announced that it has signed on as an Allied Organization with with Consumers For Paper Options (CPO). CPO’s goal was to create a broad-based advocacy campaign that united the paper-based communications industry, consumer groups, advocacy organizations and everyday citizens to make sure that government resources remain available in paper format for those who want or need them. To read more about CPO, please visit their website at: http://paperoptions.org/.
Courier Terminates Quad/Graphics Agreement and Separately Announces Agreement with RR Donnelley

February 5, 2015 – NORTH CHELMSFORD, Mass.—Courier Corporation (Nasdaq: CRRC), a leader in digital printing, publishing and content management in the United States specializing in educational, religious and trade books, announced today that it has terminated its previously announced merger agreement with Quad/Graphics, Inc. (NYSE: QUAD).

“After a careful evaluation process, the Courier Board determined that the RR Donnelley transaction provides superior value to Courier shareholders and important benefits to our customers and employees.”

In addition, as separately announced today, Courier and R.R. Donnelley & Sons Company (NASDAQ: RRD) have signed a definitive agreement by which RR Donnelley will acquire Courier for $23.00 per share in cash and RR Donnelley common stock, subject to pro rata so that a total of 8.0 million shares of RR Donnelley common stock, representing approximately 51% of the total merger consideration, will be issued in the merger.

As previously announced, on January 16, 2015, Courier entered into a definitive merger agreement with Quad/Graphics under which Quad/Graphics would acquire Courier in a cash and stock transaction with a total purchase price of $20.50 per share. On January 27, 2015, Courier announced that it had received a non-binding, unsolicited proposal from RR Donnelley to acquire Courier for $23.00 per share in cash and RR Donnelley common stock. On January 28, 2015, Courier announced that its Board of Directors had determined that the RR Donnelley proposal was reasonably likely to result in a “Superior Proposal” as defined in the Quad/Graphics merger agreement.

Following discussions with RR Donnelley and consistent with its fiduciary duties, Courier’s Board of Directors, in consultation with its independent legal and financial advisors, carefully reviewed and considered the RR Donnelley proposal. In accordance with the Quad/Graphics merger agreement, Courier provided Quad/Graphics with the opportunity to match the RR Donnelley proposal. Quad/Graphics declined to make any new proposal and the Courier Board unanimously determined that the RR Donnelley proposal constituted a “Superior Proposal” as defined under the Quad/Graphics merger agreement. In accordance with the Quad/Graphics merger agreement, simultaneous with termination of the agreement, Courier paid Quad/Graphics a $10 million termination fee. Under the terms of the RR Donnelley merger agreement, Courier will be reimbursed by RR Donnelley for the entire $10 million fee payment.

James F. Conway III, Courier’s Chairman, President and CEO, stated: “After a careful evaluation process, the Courier Board determined that the RR Donnelley transaction provides superior value to Courier shareholders and important benefits to our customers and employees.”

Blackstone Advisory Partners L.P. is serving as exclusive financial advisor to Courier Corporation, and Goodwin Procter LLP is serving as legal counsel.
Preservation Week

Libraries and other institutions can use Preservation Week to connect our communities through events, activities, and resources that highlight what we can do, individually and together, to preserve our personal and shared collections.

Get involved! You don’t need a lot of time or money, you just need to get started:
- create a display about preserving and collecting personal, family, or community heritage
- offer a preservation workshop or event
- highlight Preservation Week on your website with a logo linked to ALA’s Preservation Week resources
- tweet about Preservation Week #preswk.

Find information, resources, templates, graphics, and ideas for celebrating Preservation Week at http://www.ala.org/alcts/confevents/preswk:
- Plan and promote your event with the Event Toolkit: press release templates, logos and artwork, handouts, videos
- Find preservation information and resources in the Preservation Toolkit: facts, videos, tips, statistics, links
- Share your event on the Event Map
- Find a local speaker for your event with the Speaker Locator

NEW! Bookmark with Quick Tips on getting started with Preservation.

Jet.com Gets Investment That Values It at $600 Million

*The New York Times, February 11, 2015 by Hiroko Tabuchi*

Jet.com, a soon-to-start online marketplace that aims to loosen Amazon’s grip on e-commerce, said Wednesday that it had raised $140 million in a new round of funding. The investment, led by Bain Capital Ventures, values the company at almost $600 million, according to people briefed on the funding round — an unusually high valuation for a start-up that has not yet opened for business.

It has generated buzz among investors with a novel approach to shipping and pricing. Jet.com promises to offer the lowest prices on the Internet by tackling what its founder, Marc Lore, says are gross inefficiencies that hobble e-commerce today. Read the full story here: [http://dealbook.nytimes.com/2015/02/11/jet-com-gets-investment-that-values-it-at-600-million/?_r=0](http://dealbook.nytimes.com/2015/02/11/jet-com-gets-investment-that-values-it-at-600-million/?_r=0).

The “Wild West” of Academic Publishing

*Harvard Magazine, January-February 2015 by Craig Lambert*

Capital in the Twenty-First Century by French economist Thomas Piketty was published by HUP’s Belknap Press in April. “Capital had leapt to the top of The New York Times bestseller list for hardcover nonfiction and stayed on the list for 22 weeks. It continues to sell robustly worldwide in 30 languages, and in English alone there are nearly
500,000 copies in print—the fastest-selling book in the press’s nearly 102-year history. The success of Capital is astonishingly unlikely…. Capital is an outlier. Holding the odd bestseller aside, the digital disruption of the print world that is transforming commercial publishing also affects publishers of scholarly books and journals—and is changing structures for teaching, research, and hiring and promoting professors.” Read the full story here: http://harvardmagazine.com/2015/01/the-wild-west-of-academic-publishing.

**Book Business Top 20 Book Manufacturers 2014**
*Book Business Magazine, December 2014*

This includes a ranking of the largest book manufacturers in the U.S. and Canada and is based on each company’s revenue earned within the book sector. The data was compiled by Printing Impressions. Read the full story here: http://www.bookbusinessmag.com/article/top-book-manufacturers-2014/1.

**From Net Neutrality to Copyright: Media Law Trends for 2015**
*The Guardian, December 11, 2014*
by Gill Phillips

"2015 looks set to be another year of important developments in media law. This piece highlights some of the key areas for media professionals to monitor.” Included are discussions of copyright and piracy, net neutrality, Edward Snowden and privacy, the increasing influence of the European Commission and the CJEU, regulation, and programmatic advertising. Read the full story here: http://www.theguardian.com/media-network/2014/dec/11/media-law-trends-net-neutrality-copyright.

*The Scholarly Kitchen, December 9, 2014*
by Phill Jones

"The growth of digital publishing and the desire to bring about reform in scholarly communication has led to a rapid expansion of library publishing programs….Librarian publishers have begun expanding the range of services that they offer (while still remaining lean and light-weight) to include things like marketing and peer review support. Most importantly for this post, 34% offer data publishing services….It is worth noting that many library publisher programs grew out of institutional repository efforts, which are traditionally focused on making data and self-archived author manuscripts publicly available….With publishing and repository solutions sharing much of the same infrastructure and history, it’s no surprise that many librarians see data and articles as just two types of scholarly output (albeit two very important types) among many that should be documented and shared….It is unlikely that institutions will disregard the impact of publishing in top tier journals in favor of supporting library publishing efforts. I would say, however, that convergent library publishing and repository efforts represent an increasingly important model for scholarly communication….Traditional publishers should closely follow the progress that institutional repositories and library publishers are making in this area.” Read the full story here: http://scholarlykitchen.sspnet.org/2014/12/09/whats-going-on-in-the-library-part-2-the-convergence-of-data-repositories-and-library-publishers/.

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Joint Adhesion Update

LBI’s August, 1983 edition of *The New Library Scene* featured this writer’s article on joint adhesion. It was an in-depth, technical article on problems libraries and end-users of books had with bindings coming apart. While tumble and UBT testing at our RIT book-testing laboratory, we experienced the same problems over and over again - joints coming loose. How times and technologies have changed!

During the most recent BMI/LBC meeting in Florida, a publisher’s representative shared this comment with the audience: "If I try to pull-off a cover from a book block, I have a hard time doing it – it is a virtually impossible task!” I’m sure that remark was valid for both soft and hardcover bound books.

Many decades ago, while employed as plant superintendent for major book manufacturing facilities, the first question of a new sales person selling adhesives coming to our edition book bindery used to be, "Do you have any problems with joint adhesion?” Of course, we all had them. We were all looking for viable solutions. Good joint adhesion is perhaps one of the most critical items if a binding is expected to cope with rough end-use treatments, like, for example, a hardcover bound book going down a slide into the basement of a library’s return department.

Why Hardcover Book Joints May Fail

- Hinges are too small. They cause too much stress on the joints when opening hardcover bindings. If adhesive bound, the first and last pages may split.
- Hinges too large. Book block will be loose, sagging out of the cover and exerting too much stress onto the joints. End sheets may peel off the boards.
- Either too little or too much adhesive. This causes poor cohesion and compatibility problems.
- Gauze filled with excessive starch. The casing-in adhesive is unable to penetrate through the fabric, causing weak adhesion in the joints.
- Adhesive binding and side gluing result in poor adhesion of the capping materials.
- Internal separation of back-lining material.
Continued next page

• In library binding, back-lining fabric tenting in the joint areas.
• Using stiff cover materials, which exert too much stress onto the hinge structure.
• Improper heat or joint creasing. The type of building-in irons used may affect the thermo-reactive process to seal the covering material with the book blocks reinforcing materials and end sheets.
• Building-in, joint creasing time too short.

(Library binding and POD operations)

The Better Joint Adhesion

Old-time master bookbinders like myself must often wonder what has caused our industry to come up with much better bound books. Luckily, after a lifelong career binding all kinds of books, one gets to know many specialized experts serving this exciting trade. After experiencing all those joint failures while working in our industry and conducting physical tests in an academic environment, one might wonder how it is that loose joints are virtually a thing of the past. Even in retirement, this expert is often asked to examine book structures and to furnish professional opinions. Yes, this publisher’s representative talking to the BMI audience was right-on. Pulling a cover off of a book block by hand is now a virtually impossible task.

Steps Taken that Secure Good Joint Adhesion

Chuck Cline is one of the nation’s leading experts on book-binding adhesives. During the Fall BMI meeting, this writer had a chance to discuss this particular topic with him. Although retired from a major adhesive company, Chuck is still busy consulting and conducting in-plant seminars on adhesive binding and all other aspects and tasks of binding that require adhesives.

Chuck shared with me his opinion on why poor joint adhesions are now essentially a thing of the past. He stated that in the early days, the 1970s and 80s, most of the hinge adhesives were applied as part of the casing-in process. Having personally operated Kolbus Compact and sophisticated, 70-books-a-minute hardcover binding lines, this writer is very familiar with the tear drop shape groove in the joint areas.

A classic case of an excellent text book joint adhesion. Note how the kraft paper is locking-in the first and last critical sheets; a most important item when adhesive binding book blocks. Photo courtesy of Werner Rebsamen.

Holding up a book at eye level lets you judge joint adhesion. Photo courtesy of Werner Rebsamen.

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in the glue rollers—a feature that applies extra cold glue into the joints during the casing-in operation. Chuck stated that binders using this particular method also experienced considerable amounts of warping of the cases due to the water-based adhesives used for casing-in. To address this problem, adhesive suppliers added certain materials to the adhesives to ensure the covers would stay flat. Unfortunately, these materials, such as humectants, also caused the adhesives to dry slower. As a result, extra heat was needed to dry the thicker deposition of adhesive in the joint areas. This heat is supplied and transferred by the building-in irons. When extra, higher heat was used, certain covering and laminated materials may have caused damage to the surface coating(s). In addition, bubbles or separation in the hinge areas may have caused unwanted defects. That is when major book manufacturers started to experiment, applying hotmelt into the joint areas. To avoid contamination of the hotmelt with the liquid in the casing-in process, the timing of the casing-in rollers had to be modified so that the application did not start until the joint area of the book block had passed. Additionally, the rollers were rotated slightly so that there was not an excess of adhesive applied in the beginning. As speeds of the casing-in process increased, the hotmelt option became even more popular, at least in North America. However, and most important, operators had to make sure that the water based emulsion casing-in adhesives did not come in contact with the hotmelt applied into the joint areas.

Testing for Good Joint Adhesion

In the past, on behalf of LBI, we used to conduct workshops throughout the U.S. and Canada, teaching librarians aspects of the manufacture of books and familiarizing them with quality bindings. As for joint adhesion, we instructed them to hold the book cover with two hands and lift the book up to eye-level. Letting the book block dangle free downward, one can easily observe any looseness in the joints. A book with loose joints will not last. In many such cases, when the books were returned to the library, they often received two items, a book and a cover. Of course, the main purpose of those workshops was to encourage and promote library bindings. These days, finding hardcover bindings with loose joints is virtually impossible. Kudos to all those dedicated book manufacturers and their suppliers who contributed to these valuable changes that result in our books staying in their covers.

Werner Rebsamen is Professor Emeritus of the Rochester Institute of Technology. He can be reached at wtrebs@metrocast.net.

Joint-gluing with hot melt. Photo courtesy of Jim Kaeli, Muller Martini USA.
Save the Dates • Future BMI Conferences

2015 Management Conference
April 26-28, 2015
Omni Orlando ChampionsGate
Orlando, Florida

2015 Annual Conference
November 8-10, 2015
Boca Raton Resort and Club
Boca Raton, Florida

2016 Management Conference
April 24-26, 2016
Wild Dunes Resort
Charleston, SC

2016 Annual Conference
October 23-25, 2016
Marco Island Marriott Beach Resort, Marco Island, Florida

Something to Think About

Johannes Gutenberg’s printing press created a surge in demand for spectacles, as the new practice of reading made Europeans across the continent suddenly realize that they were farsighted; the market demand for spectacles encouraged a growing number of people to produce and experiment with lenses, which led to the invention of the microscope, which shortly thereafter enabled us to perceive that our bodies were made up of microscopic cells. You wouldn’t think that printing technology would have anything to do with the expansion of our vision down to the cellular scale, just as you wouldn’t have thought that the evolution of pollen would alter the design of a hummingbird’s wing. But that is the way change happens. –Steven Johnson, How We Got to Now: Six Innovations that Made the Modern World


- The Accidental Universe: The World You Thought You Knew, Alan Lightman
- Letters of Note, Shaun Usher
- A Guide for the Perplexed, Werner Herzog
- My Favorite Things, Maira Kalman
- The Encyclopedia of Trouble and Spaciousness, Rebecca Solnit
- The Art of Asking, Amanda Palmer
- The Human Age: The World Shaped By Us, Diane Ackerman
- The Sense of Style: The Thinking Person’s Guide to Writing in the 21st Century, Steven Pinker
- How We Got to Now: Six Innovations that Made the Modern World, Steven Johnson
- Pen & Ink: Tattoos and the Stories Behind Them, Wendy MacNaughton and Isaac Fitzgerald
- Waking Up: A Guide to Spirituality Without Religion, Sam Harris
- Worn Stories, Emily Spivack
- The Oldest Living Things in the World, Rachel Sussman
- The Lion and the Bird, Marianne Dubuc
SIGNATURE AWARD BALLOT

I nominate _______________________________________ to be a recipient of the SIGNATURE AWARD.

My reasons for this nomination are as follows: (Important - If you do not have this background information, the BMI office will provide it)

1. Nominee has made the following contributions to the advancement of the book manufacturing industry in the following areas:
   
   A. Book Manufacturing/Production Methods & Technology:
      __________________________________________________________
      __________________________________________________________
      __________________________________________________________

   B. Management/Marketing/Financial:
      __________________________________________________________
      __________________________________________________________
      __________________________________________________________

   C. Services to Allied Industries:
      __________________________________________________________
      __________________________________________________________
      __________________________________________________________

   D. Government/Public Relations:
      __________________________________________________________
      __________________________________________________________
      __________________________________________________________

2. Nominee has held the following positions in BMI (Officer, Director, Committee assignments):
   
   __________________________________________________________
   __________________________________________________________

3. Other contributions and achievements:
   
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

Name ________________________________    Company______________________________________
Date    ____________________

RETURN FORM TO:
BMI, Inc. • Two Armand Beach Drive, Suite 1B • Palm Coast, FL 32137
(386) 986-4552 • FAX (386) 986-4553

NOMINATIONS ARE DUE BY APRIL 20, 2015
I nominate ______________________________________ for election to the BMI CASED-IN-CLUB. This person has served more than 20 years in the book manufacturing industry.

My reasons for this nomination are as follows: (Important - If you do not have this background information, the BMI office will provide it)

1. Nominee has made the following technical and business contributions to the book manufacturing industry.

_______________________________________________________________________________________________________
_______________________________________________________________________________________________________
_______________________________________________________________________________________________________

2. Nominee has contributed the following services to BMI (Speaker, Committees, etc.):

_______________________________________________________________________________________________________
_______________________________________________________________________________________________________
_______________________________________________________________________________________________________

3. Nominee has contributed the following services to allied industries and associations on behalf of the book manufacturing industry:

_______________________________________________________________________________________________________
_______________________________________________________________________________________________________
_______________________________________________________________________________________________________

4. Other significant contributions to the welfare and improvement of conditions within the entire book industry:

_______________________________________________________________________________________________________
_______________________________________________________________________________________________________
_______________________________________________________________________________________________________

Name _______________________________ Company _________________________________
Date _____________________

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NOMINATIONS ARE DUE BY APRIL 20, 2015