



Autumn 2008

The Unofficial News According to Document Publishing

Electronic Publishing | Print & Mail | Fulfillment | Business Relationship | Process & Service | Digital Print Services | TRP Exchange

Home Page
The Philanthropy File
Training and Development
DP Initiatives
Past Issues
Contact

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*Jim Mazarakis
Chief Technology Officer
for T. Rowe Price*

Innovation as a "How," Not a "What" Interview with Jim Mazarakis

by David M. Baker

Jim Mazarakis knows a thing or two about innovation. As the Chief Technology Officer for T. Rowe Price, it's his charge to promote, support, and implement the firm's technology strategy, and that's a tall order: the quantity of information is constantly increasing; more and more business is conducted online, making online infrastructure investment and support critical; clients need and require instantaneity, which in turn drives development of new and better data management tools for delivery of information at ever-increasing speeds. [Read more...](#)

Continental Collaboration at Oregon Ridge Fifth Annual Multi-Divisional Meeting goes *Global and Green*



Under sunny blue skies, the **fifth annual Document Publishing Multi-Divisional Meeting** was held on Friday, September 19, 2008, at Oregon Ridge Park. This year, the theme of the half-day meeting was continental collaboration. As promised by posters (created by EP's Jon Goodman) advertising the event, it was a "divisional meeting to discuss global initiatives, communications, cultural protocols, and corporate sustainability efforts."

DPulse! What Does Innovation Mean to You?



T. Rowe Price is emphasizing **innovation** in 2008 and beyond. More communication is being done electronically; workflows are moving from the paper to the electronic world.

Jim's Corner

by Jim Longnecker

It's Autumn, and that makes me think of cider, apples, and colorful leaves. Of course, here in **Document Publishing**, color isn't limited only to the leaves! DP is breaking new ground with the **Color Management Initiative**, well into Phase I. David Richter, Suk Kim, and Ian Mutton are heading up the team working with representatives from Print and Mail, Corporate Creative, MPC, and Statement Production to ensure consistent output across the globe by applying Gracol 7 print standards to the newly approved T. Rowe Price corporate color palette. Managing color across output devices both internally and externally plays a significant role in managing the T. Rowe Price brand. The team spent countless hours refining and proofing the colors and will soon launch a swatch book. Many thanks to the team and all who have helped move the Color Management Initiative forward.

Speaking of moving forward, the 2009 Planning process is complete