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Pacific Northwest  
Color Management Users Group

in association with *The Oregonian*, present

**Jim Dittmer** JDA Creative Color

# Technology Ruined My Life!

Printing, Change, and Why, Yes, You Do Have to Learn this Color Management Stuff.

Presenter, *Jim Dittmer*

Ever wonder why, all of sudden, it's your job to make sure the color looks right on your project? Who made that decision, and why you weren't invited to the meeting? Are you plagued with the "OMG, what do I do now?" feeling? Jim is going to take us

through the beginnings of modern color management from Albert Munsell through to the present. He'll explain how technology expanded the duties of content creators and left us wondering where all the experts went. He'll also explain why the situation isn't hopeless and how, using some simple techniques and basic knowledge, you can take back control of your life, feel confident again, and be a hero to your clients! *Sign up now at [pnwcmug.com](http://pnwcmug.com)*

## Join Us June 18

Photographers

Graphic Designers

Advertising Agencies

Print Production Managers

Color Specialists

Prepress Personnel

Printers

### Upcoming CMUG Events:

**August 6, 2009** at *Lucky Lab Beer Hall*: **With the digital age at hand, the need for color management across all media types is crucial.** Please join **NUREG** at the Lucky Lab Beer Hall, 1945 NW Quimby, for an international perspective on color, production workflows and how these affect the global industry. 6 to 9 pm. Private Party Room has been reserved.

**September 23, 2009** Tyler Boley **Bringing Traditional Photography Standards Into the Digital Age** at *The Oregonian*

**November 19, 2009** Barry Haynes, photographer, will offer a presentation at *The Oregonian* conference room.

## Where

The Oregonian,  
downtown Portland

1320 SW Broadway, Conf. Rm. A  
Enter on SW Columbia

## When

Thursday, June 18, 2009  
6:30 to 9:00 pm

**New!**

## Register Online

[www.eventspdx.pnwcmug.com](http://www.eventspdx.pnwcmug.com)  
Now register and pay online!

## Parking

Street parking available—  
meters at \$1.25/hour until 7pm

## Reduced! Cost

**\$20** Non-members

**\$10** Members of CMUG

**\$5** Students with ID

Pacific Northwest Color Management Users Group (CMUG), [www.pnwcmug.com](http://www.pnwcmug.com), is a user-based organization dedicated to the education of its members. It is designed to provide a forum to discuss Color Management issues, to test and discuss available technologies and products, and to help members get started or improve their existing Color Management. Sponsors include Alder Technology, CHROMiX, Inkspot Graphics, The Oregonian, PixelTeck and Zebra Graphics.