



MICHAEL H. BRUNO AWARD 2005

Presented in Toronto, Ontario, CANADA,
during the 57th Annual Technical Conference of the
Technical Association of the Graphic Arts

April 19, 2005

MICHAEL H. BRUNO TAGA AWARD

For Outstanding Contributions to the Graphic Arts Industry

The Technical Association of the Graphic Arts (TAGA) is an international organization of technologists, scientists, technical and production personnel in the printing and allied industries and students in accredited graphic arts programs. It was established in 1948 as a forum for reporting on new research and technology in the graphic arts. It has a long history of distinguished annual conferences at which technical papers on graphic arts subjects are presented. The annual volumes of *TAGA Proceedings* are the published records of these papers by leading technical and scientific men and women who have contributed measurably to the progress of printing technology and graphic science throughout the world. The Board of Directors of TAGA hereby singles out a professional with a distinguished career to receive the 2005 TAGA Michael H. Bruno Award as appreciation of her dedicated services and contributions to the advancement of graphic arts internationally.

As evidence of this honor, the awardee will receive the Michael H. Bruno Award. This award is named for the late Michael H. Bruno. Printing was his vocation for his entire working life. He was a kind and gentle man who was passionate about printing and the people who produced it. In his own words "I had the good fortune to be where the action was during the most active period since printing was invented." We, in turn, were very fortunate to know Mike. Everyone who knew him or knew of him respected him for himself and his incredible knowledge of the industry. What a wonderful legacy to leave for the world.

Presented here is a summary of the accomplishments of this year's distinguished recipient of the Michael H. Bruno Award.

Helene Juhola

Michael H. Bruno Award 2005 to Helene Juhola

For her 26-year career in printing technology exemplified by her prodigious output of 110 scientific and technical papers on such subjects as print quality control and automation, management systems and most recently eLearning, hybrid media, intelligent and communicative packaging; for her efforts to promote the value of cooperation among R&D organizations, especially her current Chairmanship of IARIGAI; for her pioneering work in coordinating joint international projects between Finland and Russia, Finland and Scandinavia and within the EU; for her outstanding scholarship which has brought awards from the Finnish Graphic Industry Research Foundation and the VTT and recognition from a Finnish parliamentary body and a listing as one of the "Who's Who in the World"; for her 23 years of active service to TAGA, including a dozen technical papers at TAGA Conferences; 5 years on the TAGA Board and her astute guidance, TAGA honors Helene Juhola.



Helene Juhola is the Director R&D of the Federation of the Finnish Media Industry in Helsinki, Finland—a central organization supported by the majority of the Finnish communication companies. They generate about 90% of the sales of the media advertising and represent 80% of the total value of the Finnish media market. She has been serving this organization since September 2004 after leaving VTT Information Technology. She is also the representative of two research foundations—the Graphic Industry Research Foundation and the Economic Research Foundation of the Media Industry in Finland.

Ms. Juhola holds a M. Sc. Tech. degree in graphic arts technology as major subject and information and paper technologies as minor subject from the Technical University of Helsinki. She joined VTT

already during her studies in 1978, and after the graduation in 1979 she was engaged at VTT as: Research Scientist (1979–1982), Senior Research Scientist (1983–1985), Leader of Printing Technology Group (1986–1990), Manager of Production Technology Section (1991–1993), Group Manager, Deputy Research Manager of Printed Communications (1994–1999), Research Manager, Media (2000–2004).

At VTT she served as a project manager of several different R&D projects and direct industry commissions. Her specific fields of interest have been print quality control and automation, automation of materials handling, digital printing business chains, intranet/extranet-based production monitoring, XML-based content management systems and eLearning, intelligent and communicative packaging and functional printing and the latest one—hybrid media. She has always emphasized the value of cooperation in R&D, and in the year 2001 she was named as a coordinator of the VTT wide Technology Theme project Active, communicative packaging systems (2001–2004). Ms. Juhola has been instrumental in developing several products that have been commercialized and which have also reached the international market.

Ms. Juhola has been active in international cooperation. In the 1980s she was actively participating in the projects of the Scandinavian Newspaper Technology Association and also in the Scientific Technical Cooperation between Finland and Russia. In the 1990s IFRA was an important cooperation partner. The cooperation in EU's Framework Programmes in media sector started around the year 2000. Ms. Juhola served as a project coordinator of the EU 5th Framework Programme project CustomDP—System for creating and offering customizable training material applied to digital printing (2000–2003) and CoCoNet—Context aware Communication in Business Networks (2002–2003). She was coordinating the planning and start-up of VTT's work packages in the Integrated Project SustainPack—Innovation and Sustainable Development in the Fibre Based Packaging Value Chain in the EU's 6th Framework Programme until August 2004.

In addition to her main job she has also been a part-time teacher at the Espoo-Vantaa Institute of Technology (1990–1995) and at the Technical College of Helsinki (1982–1984).

In the year 1989 she was named a member of the Education Committee for the Graphic Arts Industry of National Board of Education that works under the Finnish Ministry of Training and Education. She became a member of the National Standardisation Committee for Graphic Arts in 1990 and a member of the Training Council of AEL/GRATEKO (Centre for Technical Training) in 1999. In 2000 she was named a Vice Member of the Board of the Graphic Industry Research Foundation. In 2004 she received a nomination of a Member of the Committee for the Electronic Business, Content Production and Contents of the Finnish Information Society Programme, which is a special body under Finnish Parliament, and became a Member of the Judging Committee of the Prize "Book for the Book." She has also served as an expert in the Advisory Groups of High Tech Companies since 1999.

Ms. Juhola has been a member of Technical Association of Graphic Arts (TAGA) since 1982. She was elected a member of the Board of Directors in 2002. She has given papers at TAGA's Annual Technical Conferences since 1982. Ms. Juhola has been actively contributing to the success of IARIGAI (International Association of the Research Organisations for the Printing, Information and Communication Industries), and in September 2000 she was elected as a Vice Chairman of the Council of IARIGAI and in 2003 she became Chairman of the Council of IARIGAI. She has also been Member of the Programme Committee of ELPUB Conference since 2002.

Ms. Juhola's honors date back to her studies at the Technical University of Helsinki. She received the Technology Furtherance Foundation's award in the year 1975. In 1983, she received the Jenny and Antti Wihuri Foundation's award for the research on the automation of the ink and water feed control in the offset process. She received an award from the Graphic Industry Research Foundation in Finland in 1990 and the VTT award for the total quality development of the graphic arts production in 1992.

Ms. Juhola is referred in the *Who's Who in Science and Engineering 2002-2003* and in the *Who's Who in the World 2003-2004*. She has made more than 110 scientific and technical papers, articles, and reports. She has given more than 140 scientific or technical presentations at national and international conferences and seminars.

PREVIOUS HONOREES

1976

Michael H. Bruno
Paul J. Hartsuch
Frank M. Preucil
John A. C. Yule

1977

Albert R. Materazzi
Robert E. Rossell
Earl I. Sundeen
William C. Walker

1978

Bernard R. Halpern
Francis L. Wurzburg, Jr.

1979

Harvey F. George
Richard E. Maurer
John McMaster

1980

William D. Schaeffer
Philip E. Tobias

1981

John F. Crosfield
George W. Jorgensen

1982

Gordon O.F. Johnson
Herbert E. Phillips

1983

William F. Schreiber
William E. Somerville

1984

Robert W. Bassemir
Kurt Pfahl

1985

Jean Chevalier
Emilio Gerboni
Simo T.P. Karttunen
Bryan H.W. Sunderland

1986

John MacPhee
J. Tom Morgan, Jr.
Miles F. Southworth

1987

Werner F. Gerlach
Warren L. Rhodes
Kenneth G. West

1988

James R. Cox
Philip C. Evanoff
Lawrence A. Wilson

1989

H. Brent Archer
S. Thomas Dunn

PREVIOUS HONOREES

1990

Robert H. Downie
Dr. Thomas A. Fadner
Dr. Tapio Lehtonen

1991

Sven Ahrenkilde
Brian M. Chapman
Charles E. Rinehart

1992

Richard S. Fisch
Milton Pearson

1993

Paul F. Borth
Dr.-Ing. Uwe Gast

1994

Dr. Kurt Schlapfer

1995 – Orlando

Dr. Eiichi Inoue
Patrice M. Dunn

1995 – Paris

Anthony J. Johnson

1996

Gary G. Field
David Q. McDowell

1997

Dr. Edward M. Granger
Raymond J. Prince

1998

Jacqueline M. Fetsko
Franz Sigg

1999

Joel Rubin
Walter F. Zawacki

2000

Dr. Mitsuo Kaji

2001

Prof. Dr.-Ing. Helmut Kipphan
Irving Pobboravsky
Dr. William J. Ray

2002

Takashi Numakua

2003

Nils Enlund

2004

Harvey R. Levenson

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