



TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS

Michael H. Bruno

T A G A A W A R D

2011



**Presented at the 63rd
Annual Technical Conference of the
Technical Association of the Graphic Arts**

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Michael H. Bruno Taga Award For Outstanding Contributions to the Graphic Arts Industry

The Technical Association of the Graphic Arts 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 2011 TAGA Michael H. Bruno Award in appreciation of his 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 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.





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Michael H. Bruno Award 2011 to Richard Goodman



Richard M. Goodman graduated from the University of Michigan with a BS Chemistry degree in 1965 and a Ph.D in Physical Chemistry from the University of California Berkeley in 1969. He started his scientific career as a surface chemist in 1973 with the American Cyanamid Company, achieving significant success in the fields of water treatment and energy-related technologies. He was the recipient of 13 US patents during his tenure at Cyanamid. He then served as Director of Research for an alternative energy, clean coal technology company. One of his accomplishments was as prime contractor for a World Bank study that established the economic viability of an alternative energy technology for the Republic of Colombia, South America.

After the decline of the alternative energy business in the late 1980s, Dr. Goodman moved into the graphic communications industry starting as Director, Analytical and Surface Sciences for the Polychrome Corporation in 1990. His group provided the fundamental bases for a raft of new products, culminating in the launching of several new digital computer-to-plate products at PRINT 1997. He also supervised the senior customer troubleshooting group which solved more than 60 complaints, preserving millions of dollars of revenue for Polychrome. Some have even said that Kodak created the Kodak Polychrome JV (with Sun Chemical) in 1998 because the Polychrome CTP products were strong competitors.



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During the same period Dr. Goodman began his now 18-year love affair for TAGA, presenting his first TAGA Paper at the 1993 TAGA ATC in Minneapolis in conjunction with Jocelyne Rouis, then a student of Bernard Pineaux, last year's Bruno Award recipient. He has since written eight other TAGA papers. In addition to TAGA, Dr. Goodman has presented at TAPPI, PAPTAC (Canada), GATF, NPIRI and American Chemical Society's Colloid and Surface Sciences Division. In this period Dr. Goodman established himself as one of the world's leading experts on lithographic printing plate technologies. His work helped establish the technical and economic feasibility for a new waterless plate concept and he championed Kodak's Scorpion plate launch. Further, as Director, New Product Development, Kodak Polychrome Graphics, he directed five major new product development efforts, two of which led to new products, including one which was a consistent multi-million dollar revenue contributor over several years for KPG.

In 1997 Dr. Goodman was elected to the TAGA Board of Directors, where he served for twelve years including two year stints as VP, Technical Papers, 2001–2003, Exec VP, 2003–2005 and President, 2005–2007. During these twelve years TAGA went through several traumatic events and financial reverses. He guided TAGA through its most perilous period in transitioning from its free-standing status with its own Executive Director and staff to its current role allied with Printing Industries of America. In particular, thanks to the then dogged cooperative efforts of George Ryan, TAGA's financial decline was reversed and the organization was assured survival.

Professionally, Dr. Goodman took an early retirement from Kodak in 2003 but did not cease his efforts on behalf of the printing industry. On the contrary, as a consultant he assumed the role as expert delegate to the ISO TC 130 Graphic Communications Working Groups and expert to CGATS subcommittees. He has continued serving on these committees now for eight years, providing significant contributions to the numerous standards and technical reports issued by these bodies over the last eight years. Further, he has contributed several articles to *Graphic Arts Monthly* and the other graphic arts magazines. As a consultant, Dr. Goodman has provided technical support to several suppliers to the graphic arts, including chemical, aluminum and paper companies, in developing new products. He has been on the Research Advisory Committee to (then GATF) Printing Industries Research Committees for many years and has supported intellectual property and business development for several companies in the chemicals and allied businesses.

Dr. Goodman has been an Adjunct Professor of Chemistry for Pace University, New York, since 2004. He has maintained a consistent interest in keeping current in all technical aspects of the graphic communications industry and is extremely proud to accept the Bruno Award from TAGA in 2011.



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Previous Honorees

2010

Bernard Pineaux

2009

Patrice J. Mangin

2008

Tim C. Claypole

2007

Bruce Blom

2006

Robert Chung

2005

Helene Juhola

2004

Harvey Levenson

2003

Nils Enlund

2002

Takashi Numakura

2001

Ing Helmut Kipphan
Irving Pobboravsky
William Ray

2000

Mitsuo Kaji

1999

Joel Rubin
Walter Zawacki

1998

Jacqueline Fetsko
Franz Sigg

1997

Edward Granger
Raymond Prince

1996

Gary Field
David McDowell

1995 - Orlando

Eiichi Inoue
Patrice Dunn

1995 - Paris

Anthony Johnson

1994

Kurt Schlapfer

1993

Paul Borth
Ing Uwe Gast

1992

Richard Fisch
Milton Pearson

1991

Sven Ahrenkilde
Brian Chapman
Charles Rinehart

1990

Robert Downie
Thomas Fadner
Tapio Lehtonen

1989

H. Brent Archer
S. Thomas Dunn

1988

James Cox
Philip Evanoff
Lawrence Wilson

1987

Werner Gerlach
Warren Rhodes
Kenneth West

1986

John MacPhee
J. Tom Morgan, Jr.
Miles Southworth

1985

Jean Chevalier
Emilio Gerboni
Simo Karttunen
Bryan Sunderland

1984

Robert Bassemir
Kurt Pfahl

1983

William Schreiber
William Somerville

1982

Gordon Johnson
Herbert Phillips

1981

John Crosfield
George Jorgensen

1980

William Schaeffer
Philip Tobias

1979

Harvey George
Richard Maurer
John McMaster

1978

Bernard Halpern
Francis Wurzburg, Jr.

1977

Albert Materazzi
Robert Rossell
Earl Sundeen
William Walker

1976

Michael Bruno
Paul Hartsuch
Frank Preucil
John Yule



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