



Michael H. Bruno

T A G A A W A R D

2015



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Technical Association of the Graphic Arts
Albuquerque, New Mexico, USA
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Michael H. Bruno

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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 recognizes a professional with a distinguished career to receive the 2014 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.





Michael H. Bruno

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Michael H. Bruno Award 2015 to Frank Romano

RIT Professor Emeritus Frank Romano's career has spanned 56 years in the printing and publishing industries. Many know him as the editor of the International Paper "Pocket Pal" for over 30 years, or have read one of the thousands of articles he has written. He has edited newsletters for EDSF and PIA and was a founder of the Digital Printing Council. He was the editor and publisher of TypeWorld, the first publication for word



processing and typographic communication, which later was re-named Electronic Publishing when acquired by PennWell Publishing. He was also the founder and editor of *Print Buyer*, *Computer Artist*, and *Color Publishing* magazines.

He is the author of 56 books, including the 10,000-term Encyclopedia of Graphic Communications (with Richard Romano), the standard reference in the field. His books were among the first on digital printing, typography, computer-to-plate, desktop publishing, workflow, PDF, QuarkXPress, InDesign, and new media. Most of his books are co-authored with students. His latest books include the 450+ page *History of the Linotype Company* (RIT Press) and *History of the Phototypesetting Era* (CalPoly GrC). He is credited with coining the term "variable data printing."

He has written or edited the typesetting and/or printing sections of the *Encyclopaedia Britannica*, *Encyclopedia Americana*, *McGraw Encyclopedia of Science and Technology*, *Encyclopedia of Journalism*, and typesetting definitions for the *Random House Dictionary*.



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He lectures extensively around the world and was the principal researcher on the landmark EDSF study “Printing in the Age of the Web and Beyond” which projected the future of print by defining specific printed products. He has been quoted in many newspapers and publications, as well as on TV and radio. He appeared on the History Detectives PBS program and serves as president of the Museum of Printing in North Andover, MA and produces their quarterly newsletter.

He has been an expert witness in legal cases involving patents and forgery, most recently a case involving Facebook. He spent almost 20 years in full-time teaching at RIT and now serves as an adjunct teacher for RIT and CalPoly. He does not consult for suppliers, but has consulted for hundreds of print users from the United Nations and Government agencies to insurance companies and publishers.

He graduated from Brooklyn College and began his career with the Mergenthaler Linotype Company in 1959 and made the transition from hot metal to phototypesetting. He has held positions with Visual Graphics Corp., Photon, Inc. and Compugraphic Corp. before becoming an independent author and consultant in 1972. In 1990 he accepted a teaching position at RIT’s School of Print Media and later became administrative chair of the department.

He writes for publications around the world and is a regular columnist in *Australian Printer* and *South African Printer*. He travels extensively and attends most trade shows and conferences. He has been at every print exhibition since 1967 and in 2016 will attend his 11th Drupa in Germany. He collects books on printing and has a library of over 4,000 volumes. He has also collected one of every film, glass, and plastic photographic typesetting font.



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Previous Honorees

2014

Sam Ingram
Yoshiharu Komori
George Ryan

2013

Anthony Stanton

2012

James C. King
John E. Warnock

2011

Richard Goodman

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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