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Dscoop Announces New Board Members for 2010

Chicago — Dscoop (Digital Solutions Cooperative) announced the addition of two new members to its board of directors. Newly elected members, whose two-year terms began Nov. 1, 2009, are:

- Boris Bel, HP, Boston, Mass.
- Rod Key, R and R Images, Phoenix, Ariz.

“We are both pleased and very fortunate to have Boris and Rod join our team,” said Christopher Petro, 2009 Dscoop chairman of the board. “Boris provides invaluable support from HP and Rod has already been an active leader of Dscoop as an advisory board member in 2009 and the head of the marketing committee.”

In addition to the two new board members, Dscoop has also named an individual to the advisory board position:

- Yogev Barak, HP, Rehovot, Israel

“Dscoop plays a prominent role in the digital print arena and continues to provide an arena for progressive-minded digital print service providers and their vendor partners to collaborate,” said Francis McMahon, Dscoop board member and director of marketing, HP U.S. Graphic Arts. “Boris, Rod and Yogev will continue the momentum that has made Dscoop one of the best forums ever to capture business success.”

Board members Susan Moore and David Smith were both re-elected for another two-year term. Continuing Dscoop board members are:

- Christopher Petro, GlobalSoft Digital Solutions, Mahwah, N.J.
- Larry Vaughn, Ideal Printers, Houston, Texas
- Craig Curran, General Manager Strategic Initiatives, Nosco, Waukegan, Ill.
- Francis McMahon, HP, Boise, Idaho
- Susan Moore, Digital Printing & Imaging Inc., Kennesaw, Ga.
- Mark Sarpa, President, Progressive Solutions, Santa Clara, Calif.
- David Smith, Williams Visual Solutions, Chattanooga, Tenn.

About the Incoming Board Members

Boris Bel is the director of HP Americas Graphics Solutions Services, part of the HP Technology Services Organization. He has more than 20 years of experience in the graphic arts industry, most of it with Indigo and HP, where he has held a variety of management roles in services. Bel holds an engineering degree from Moscow University of Printing Arts, Russia.

Rod Key is president and CEO of R and R Images. Originally from England, Key moved to the U.S. when he was 15. He started in commercial photography and became a pioneer in digital photography. In 1988, Key founded R and R Images and over the years has grown the marketing company to include photography, creative services and print solutions divisions.

Yogev Barack is the director of business management at the Indigo Division of HP. He is responsible for marketing and business development for all of HP Indigo Digital Press and Workflow Solutions, Supplies and Media. Yogev holds a bachelor's of science in electrical engineering from Tel Aviv University.

Dscoop Honors Outgoing Board Members

Dscoop's officers and members are grateful for the leadership of those stepping down from the board of directors. Their vision and commitment since Dscoop's inception in 2005 have established the high standards and precedents that the group now uses as a foundation for continued growth. Retiring board members are:

- Todd Kalagher, Finlay, Bloomfield, Conn.
- David Leshem, HP, Rehovot, Israel

"We thank Todd and David for their years of service, and are confident that they will continue to be an integral part of the Dscoop community as active members," Petro said.

About Dscoop

Founded in 2005, Dscoop (the Digital Solutions Cooperative) is an independent global community of graphic arts business owners and technical professionals who use HP equipment and related solutions, including Indigo and Scitex. Dscoop is focused on educating and connecting its members with each other and with HP to improve members' business efficiency and profitability. To learn more about Dscoop, visit www.dscoop.org.

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