



Robert C. Tapella, Public Printer of the United States, returned to his alma mater, Cal Poly State University in San Luis Obispo, California and gave a keynote address at the "The Business of Green Media Conference" dinner banquet held on January 24.

Harvey Levenson, head of Cal Poly's Graphic Communication Department looked forward to Bob's keynote stating, "I've observed Bob's involvement in transforming the GPO to a more sustainable organization over the past several years, and I look forward to the advice that Bob can share with our industry to do the same."

Sustainable business practices, which support good corporate stewardship, a responsible use of natural resources, and the continuing development of employee skills was one of the major themes of this conference. Tapella talked about GPO's role in practicing these concepts by exploring new ideas of sustainable print solutions for GPO's customers, environmentally preferable procurement, and the eco-friendly initiatives currently in place at the agency. He believes that the greening of our nations printing process is his top priority.

Among some of the environmental initiatives taking place at GPO are plans for relocating to a LEED (Leadership in Energy and Environmental Design) certified building. This will reduce the cost of operations and make the workplace more efficient. Reducing the amount of printed materials by transforming the GPO into primarily a digital processing center will save on natural resources.

"It's wonderful to be back at Cal Poly. I learned a lot while I was here. The whole motto of 'learn

by doing' was really helpful to me in my career," said Tapella, referring to Cal Poly's motto and tag line.