

Season's Greetings

Warm Wishes to our Families & Friends

1997

Arlington, Massachusetts

Volume 4

Autumn in New England is a special treat- the vibrant colors, a crispness in the air. It's really sad to see it all go away and fade to cold gray winter. But just when the days are at their shortest, small white and multi-colored lights begin to spring up everywhere. The holiday season begins, and the electricity and excitement of the season permeates from every decorated house on the street.

It's the time of year to let the child inside come out and play in the snow, to decorate the house in brilliant hues and elegant whites, and to sit back with friends and family and celebrate. It's also time for us to take a respite from the business of the holidays and look back at where we've been, what we've accomplished, and ponder where we're going.



We're so happy to be able to share this little snapshot of the past year with you. This has been a year full of good fortune, adventure, growth. It's also been a year of hard work and challenges. We'll try to share all of the highlights inside, but the most important part is this:

We send you our most heart-felt wishes for a peaceful and joyous holiday and a prosperous new year.

Marc & Jeffrey

Now we get to work on the rest of the house...

Last year we shared with you our kitchen remodeling project—probably the biggest and most expensive thing we could have done to our home. But that was only the beginning!

Part of the charm of this older house is that there



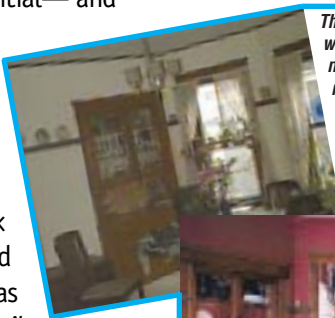
The guest room was transformed from dark and drab into a bright french blue. Jeff discovered a hidden talent for painting furniture. When not entertaining guests, the cats love this room

is so much potential—and we've been busy exploiting that this year.

Jeff completed the guest room while the kitchen work was under way, and over the past year has done a lot of detail work on that room. The remainder of his focus has been the downstairs areas: the living room, dining room, and a room that we haven't named yet, but it functions

as a great place to put our plants and Christmas tree.

Jeff used a color scheme that we've had great success with before, burgundy in the dining room and a warm gold in the living room. This time we also made built-up mouldings and used a faux finish/sponge



The dining room was very casual when we started— now the red makes it a bit more formal, but not stuffy. Marc added lighting and sound into the room to enhance the mood while entertaining. it's no surprise that we usually linger at the table long after dinner is served.



the rest of the house...

The "side room" used to be very white, and very bland. It has some nice details, including a fireplace. We incorporated it into the living room by using the same color scheme and textures. It's a great place for plants- living and otherwise.



texture for the walls which resulted in a rich, deep tone. We've completed renovations and updates to five out of the eight rooms... which means we're about half way there when you factor in the halls that need some work.



Jeffrey discovered yet another hidden talent when he got sick of looking at the old couch and chair that was left in the house, he reupholstered both pieces in a deep red velvet. He created a bunch of different pillows to complement the pieces. This room, with the mediterranean look and warm feel, is a cozy place to chat with friends or just sit with a cat and watch a movie.

Over the course of the next year, we are hoping to update both bathrooms and the hallways, but we're also going to try to take it a little easy and enjoy what we've accomplished. We've done enough work already to have learned to go slow and expect things to take longer, cost more, and be a bit more difficult than at first expected. Marc has had his eyes on the rose catalogs this year and he also wants to complete the front deck.



What a Difference a Year Makes...



Over the past several years the graphic arts industry has been in a state of turmoil. The traditional customers, pre-press shops and printers, are consolidating. Vendors like DuPont, Kodak, AGFA, Heidelberg, and Scitex are not only faced with a shrinking customer base, but are also watching a tsunami of change that is reshaping not only *who* does the printing, but *how* it happens.

In the "old" days (that's the late '80s), when you wanted something printed, you'd hire a designer who would hire the typesetter, illustrator, color separator, and finally the commercial printer who would actually produce the final product. Today, companies design their work in-house. Traditional typesetters and color separators are no longer needed, and commercial printers are as apt to produce digital photography and internet web pages as they are conventional printing.

For Scitex, this has meant a complete change from supplying high-end, expensive solutions to color trade shops to producing and selling equipment geared towards commercial printers. In addition, the way that

Scitex sells product has changed from a primarily direct sales force to a primarily multi-tiered dealer network.

The past several years have been tumultuous, and Scitex has had many reorganizations and restructurings amid two years of losses. Several takeover attempts were floated as Scitex saw its stock plummet to record lows. Huge write-offs, hundreds of people laid off, just as many quitting, dozens of offices closed. As the year opened, the picture was bleak.

The enemy of my enemy is my friend...
As the industry continues to consolidate, companies are merging and/or forming partnerships at breakneck speed. Companies who once competed are now strategic partners, and others become acquisitions. Scitex has forged a number of partnerships, while maintaining its independence.

Something happened in 1997. The industry looked at Scitex and saw that the products made sense. Scitex

had a better workflow—a better way of its products working together to make a printer more productive. The message that Scitex was promoting—a message that Marc and the marketing group at Scitex America spend much effort on crafting and delivering—was beginning to take hold. A turnaround plan was implemented, management was shaken up, and a new focus came about.

By September, the largest print show of the year was held in Chicago. Several months of planning and preparation led up to twelve days of sheer energy. The result was the most successful trade show for Scitex, with the entire industry taking notice and talking about the "New Scitex."



Excitement in Chicago: Print97! was a huge success. The Scitex booths were packed with prospects, customers, and journalists.

As a Product Marketing Manager for Scitex, Marc has been part of a team of people who have helped turn around the company—in terms of image, press coverage, products, and sales. As a new year rolls around, the task will be to capitalize on the momentum and continue to grow. Marc's plans for 1998 already include a lot of travel, and a lot of hard work, but the challenge is something he's always thrived on.



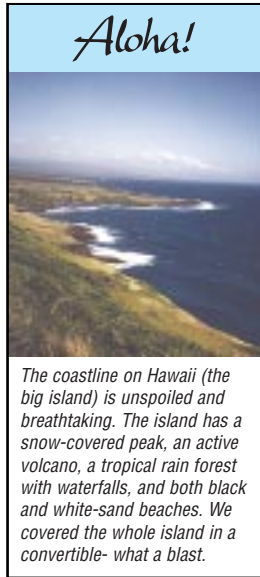
Big Splash: Over 100,000 visitors at McCormick place were wowed by Scitex's three booths. Scitex flew in over 500 people from all over the world to staff the show.



Northeastern University

After a ten-year break, Marc has started attending Northeastern University in September. He started off with a Critical Writing workshop on Tuesday evenings followed by an intensive Statistics class on Wednesday evenings. Adding six hours of classes and another twelve in homework has not been easy nor without stress, but he's looking forward to the outcome and Marc's genuinely enjoying the experience: learning, making new friends, and networking. He also enjoyed seeing two A's on his grade report.

1997 Wasn't Only About



Aloha!

The coastline on Hawaii (the big island) is unspoiled and breathtaking. The island has a snow-covered peak, an active volcano, a tropical rain forest with waterfalls, and both black and white-sand beaches. We covered the whole island in a convertible- what a blast.

Finally, after talking about it for a couple of years, we took a long awaited and much deserved vacation to Hawaii. We spent ten days enjoying the beauty of the "Big Island" and the north shore of the main island.



The sun, ocean, rain forest, volcano, swimming, horse-back riding, and rest were exactly what we needed. It was also nice to catch up with one of Marc's former co-workers who moved there.

Our agenda was simple: no structure, no timelines, just go with the flow, relax, enjoy. Our mission was accomplished, and we will definitely be going back— next time we're thinking about Maui.



Left: the active volcano's crater, with steam rising. We hiked the perimeter.
Right: in 1995, this road was blocked by a lava flow an eruption



No, Marc didn't try to steal a flamingo.

4th of July



A diverse group kept the party going into the wee hours of the morning.

We were thrilled to host a 4th of July get-together, including most of Jeff's and a bunch of Marc's co-workers, many of our friends from our old neighborhood, and a special visitor from Illinois. A good old-fashioned BBQ, a lobster, a keg, some homemade ice cream, and a badminton net for all us kids. This event will definitely be repeat-

Working and Renovations...



We were thrilled to host a number of our friends and family who visited this year.

Our 5th annual Thanksgiving



*Top: a feast for 10
Left: Jonathon likes Satin*



Circle Furniture

1997 has been another highly successful year for Circle, and Jeff has consistently been a sales leader in the store. The company continues to expand in terms of space, product, and sales. Jeff has also expanded, and has been involved in a number of at-home design consultations and has been opportunities to exercise more of his design skills at work through product merchandising and selection. He has also attended a number of seminars locally and out of town.



As many of you may know, Jeff was diagnosed early in the year with Crohn's disease, a common although serious gastrointestinal disorder. This disease is controllable with the right medical attention and drug therapy. Unfortunately, Jeff was hospitalized twice this year due to flare-ups and various drug interactions. Everyone— from our doctors to friends, family, and our respective companies have been very understanding about this illness and the occasional problems and needs that have arisen.

At present, everything is under control and we look forward to a year filled with better health, and fewer surprises. We also would like to thank everyone for the support and kindness we've received during the past year.



The Kat'z Box

by Satin and Shadow

As you may know, I was in the hospital right around the time Daddy Jeff was, and to be honest, it didn't look so good for me. But I had some great doctors at the hospital and both of my Dads are taking great care of me. I've got a nice cardiologist who says it looks almost like I never was sick. I've also been told that my recovery has been pretty remarkable. And yes, I'm back to my regular weight. I guess that love and medicine can mix to make miracles. Thanks to everyone who sent their good wishes and prayers!



This year has been crazy. People coming and going, both Dads on weird schedules- AND Satin was gone for a while too. He came back and I didn't recognize him for a while. The Dads got worried about me so I had to go for some tests when Satin got sick. I HATE the doctor's office! But we're healthy, and the best part is Satin has to take pills with dinner every day- so I get the good stuff too! We've seen a lot of visitors this year. That's good too- because we can never get enough attention.



We hope that we've been able to share some of our holiday cheer with you through this look back at our rather event-filled year. We also hope that your holidays are filled with happiness and your new year filled with good health, peace, and prosperity. We also hope, for our friends and families that are far away, that we have crossed the miles, at least in spirit, and that we will have the chance to be your guest or host in 1998.

Marc Johnson
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*From Our
Home To
Yours...*

*Season's Greetings
and Warm
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& *Jeffrey Taylor* 