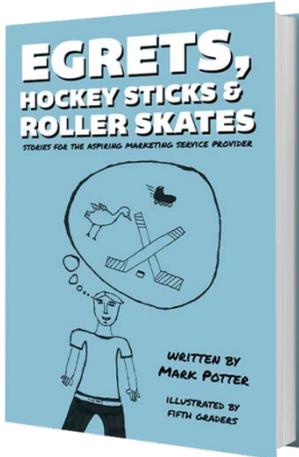




For Immediate Release

EGRETS, HOCKEY STICKS, & ROLLER SKATES– NEW BOOK BY MARK POTTER

Proceeds go directly to EDSF Scholarship Program



HURST, Texas (April 3, 2014)—The [Electronic Document Scholarship](#)

[Foundation](#) (EDSF), an international non-profit organization dedicated to enhancing the value and relevance of document and graphics communications is pleased to announce that Mark Potter, Publisher of Canvas Magazine has agreed to donate proceeds from his exciting new book, *Egrets, Hockey Sticks, and Roller Skates* to the EDSF scholarship fund. This fascinating book is a collection of entertaining sales and marketing stories offering an insight into the challenging and competitive world of graphic communications. Adding to the book's

uniqueness is the fact that some very talented fifth graders created the illustrations. Noted lecturer and futurist thinker Daniel Pink, author of *To Sell is Human* and *A Whole New Mind* had high praise for the book, saying: “Egrets, Hockey Sticks and Roller Skates” is a creative example of why stories work. Mark Potter has shared some of his experiences and a bit of himself to help move a group of people. We can all benefit from the moral to his stories.” To read three sample chapters from the book and to place your order, [click here](#) or visit www.egretsbook.com.

This book is also an example of state of the art print processes and was a collaborative effort. The cover and color inserts were printed on the Canon imagePRESS Color Series with Long Sheet Feeder, and the book block was printed on the Océ VarioPrint 6000 Ultra Series, powered by Océ PRISMAprepare. Neenah Paper donated CLASSIC CREST® Cover, SOLAR WHITE, 100 lb. Stipple – Digital finish paper. EDSF Executive Director, Brenda Kai stated that; “We want to thank Mark Potter, Canon and Neenah Paper for providing this unique opportunity to help provide funding for much needed college scholarships and this year’s scholarship recipients will add another chapter to his wonderful book.”

To learn more about EDSF and its industry scholarships and programs, contact EDSF Executive Director Brenda Kai at 817-849-1145 or via e-mail at brenda.kai@edsf.org.

About EDSF

EDSF is a charitable foundation dedicated to preparing the next generation of professionals for the document management and graphic communications marketplace. EDSF supports the industry's future by granting scholarships to students in support of their academic careers, by providing research grants to colleges and universities, by building awareness about industry careers, and by recognizing innovative educators and educational programs. EDSF serves vendors and users who design and implement document solutions for business applications. For more information, visit www.edsf.org.

About Conduit Inc.

Conduit Inc. is a marketing firm that uses highly designed and relevant content to deepen the relationship between client and community. It takes an integrated effort across all kinds of platforms to grab and hold onto relationships. With clients that range from smaller privately held firms to large corporate organizations, Conduit Inc. channels content and creates those connections through custom publications, social media management and campaign management. To learn more visit www.conduit-inc.com.

About Canon U.S.A., Inc.

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. With approximately \$36 billion in global revenue, its parent company, Canon Inc. (NYSE:CAJ), ranks third overall in U.S. patents registered in 2013† and is one of Fortune Magazine's World's Most Admired Companies in 2014. In 2013, Canon U.S.A. has received the PCMag.com Readers' Choice Award for Service and Reliability in the digital camera and printer categories for the tenth consecutive year, and for camcorders for the past three years. Canon U.S.A. is committed to the highest level of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. Canon U.S.A. is dedicated to its Kyosei philosophy of social and environmental responsibility. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting www.usa.canon.com/rss and follow us on Twitter [@CanonUSA](https://twitter.com/CanonUSA).

For media inquiries, please contact pr@cusa.canon.com.

About Neenah Paper

Neenah Paper is recognized as a world-class manufacturer of premium writing, text, cover, specialty and private watermark papers.

Headquartered near Atlanta, GA, Neenah Paper is entirely focused on the premium paper market. We are committed to producing only superior quality products and developing new technologies that meet the needs of designers, consumers, printers and merchants and ensure that paper remains a vital and vibrant medium of expression.

With multiple manufacturing facilities in Wisconsin, prime importance is also placed on offering recycled and alternative fiber products to our customers while we continuously focus on reducing our own environmental footprint. For more information, visit www.neenahpaper.com.

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