



Reaching New Peaks

Special Interest Groups, Sections, and Councils







A Letter from the Executive Vice President of PIA/GATF

Dear Industry Friends and Colleagues:

Are you searching for peers who have similar challenges, needs, and interests? This brochure is designed to help educate you on the multitude of opportunities that PIA/GATF has available. Our Special Interest Groups, Sections, and Councils provide programs and services that serve the diverse interests of the graphic arts community.

These groups' products, services, conferences, and workshops are tailored to fit your specific needs. Whether it's financial, sales and marketing, label converting and package printing, trade binding, loose-leaf manufacturing, web offset (heatset and coldest), digital printing, or e-business, PIA/GATF has the resources for your company to be successful.

We are driven to provide resources for the betterment of your company and strive to help you improve your bottom line, increase your knowledge, and experience unparalleled networking opportunities. Involvement in any of these groups will help set your company on the right path, and, more importantly, give a better understanding of the industry in which you work.

Sincerely,

A handwritten signature in black ink that reads "Mary D. Garnett". The signature is written in a cursive, flowing style.

Mary Garnett

Executive Vice President
PIA/GATF



BIA

Binding Industries Association



The Binding Industries Association (BIA) represents trade binderies, custom loose-leaf manufacturers, graphic finishers, and suppliers to those industries, and is a special interest group of PIA/GATF. Founded in 1955, the BIA is ***the definitive organization*** for the binding industry.

PIA/GATF members are eligible to join the BIA for a small additional fee. Being a member of BIA carries with it the distinction of being an officially recognized bindery, loose-leaf manufacturer, or supplier. BIA members actively seek to be the best of the best through their participation at conferences, competing in the award competitions, and other products and services.

BIA provides an important voice for its members, educating others in the value of using trade binderies and custom loose-leaf manufacturers. BIA is also a stalwart of its members, vigorously promoting them with press releases, helping with credit and collection needs, and hosting unparalleled networking events.

Why involvement with the BIA will benefit your company:

- *Findabindery.com* and *Bindingsuppliers.com*, comprehensive online directories for trade binderies, graphic finishers, custom loose-leaf manufacturers, and suppliers to those industries. Get noticed by your customers!
- *The Binding Edge Magazine*, the official publication of the Binding Industries Association, reaching well over 10,000 graphic arts professionals. Members get preferential media coverage and advertising opportunities.
- Product of Excellence Awards (POE)—the pinnacle of success in the binding and loose-leaf industry, with winners posted on www.bindingawards.com.
- BIA Email Listserv—a networking and problem-solving electronic forum made up of some of the industry's most knowledgeable people. Stuck on a trade or loose-leaf binding job? Need advice? Look no further!
- BIA Conferences—featuring conferences for top and mid-level management, BIA tailors programming to fit members' needs with relevant subject matter presented by industry experts and practitioners.
- BIA website—(www.bindingindustries.com) get the latest industry news, trends, and resources.



DPC

The Digital Printing Council



The Digital Printing Council (DPC) is open exclusively to PIA/GATF members, providing those in the graphic arts industry with tools and publications that allow them to be more productive, efficient, and generate more sales with digital technologies.

Basic DPC membership is free to all PIA/GATF members and includes the *Digital Printing Report*, a monthly newsletter inserted into *GATFWorld* and *Management Portfolio* magazines.

Of course, digital printing technology is changing everyday, and that's why the DPC offers members the opportunity to upgrade to Premier membership. Premier DPC membership helps printers stay ahead of the curve with in-depth and up-to-the minute intelligence on digital printing.

In addition to the *Digital Printing Report*, Premier members receive a number of other benefits and publications:

- *Digital Impact*, a comprehensive quarterly newsletter that focuses on the marketing, applications, and the business of digital printing
- *Marketing4Digital*, a meticulously researched study of 40 different vertical markets for digital printing
- White papers that look into vital business-management and technology topics
- Case studies that detail how specific companies deal with the business aspects of digital printing
- Publications, such as our upcoming two-volume book *Inkjet! History, Technology, Markets, and Applications*
- Online access to all of our archived resources, including past newsletters, white papers, and case studies, on our website www.digitalprintingcouncil.com



EBC

E-Business Council



The E-Business Council is a special interest group open to all members of PIA/GATF with a focus on e-business. Our goal is to target ways to help members reduce costs, increase revenues, and add value to their customer offerings using cutting-edge Internet-enabled technologies, such as Web-to-print systems, management information systems (MIS), JDF, and PURLs. There is a small additional fee for membership in the group.

EBC members receive a number of valuable benefits:

- The bi-monthly newsletter *Print E-Business Report*, which covers the latest trends in Internet-enabled printing.
- The bi-monthly e-newsletter featuring e-commerce news and stories.
- A free copy of the popular book *The Web-to-Print Primer*, a one-stop resource guide on the topic of Web-to-print.
- Online access to EBC's wiki that compares over forty different Web-to-print solutions.
- Online access to archived newsletters, white papers, and case studies.
- The new W2Print Test Drive site at www.w2ptestdrive.com.
- To find out more about the EBC, please visit www.ebusinesscouncil.org



LPIA

Label Printing Industries of America



The Label Printing Industries of America (LPIA), a special interest group of PIA/GATF, represents a membership of privately and publicly owned label converting, packaging, and box wrap printers throughout North America producing more than 75% of the glue-applied labels converted in North America for the consumer packaging industry, including food, beverage, household products, and pet products.

PIA/GATF members are eligible to join the LPIA for an additional fee. LPIA membership makes a powerful statement about your company. Whether you're a label converter, work in packaging, a supplier, or a box-wrap printer, LPIA is *the best source of knowledge* for the industry.

Membership demonstrates to your clients, your organization, and your colleagues that you are committed to high ethical standards, you make a substantial effort to broaden your knowledge and enhance your skills, and you support the advancement of your profession.

Here are some of the products and services members currently enjoy:

- LPIA *Labelgram* newsletter—our HTML newsletter that provides the latest on information, trends, and technology.
- LPIA Publications—some of the best and brightest contribute to our noteworthy publications such as *Label Industry Facts and Guidelines*.
- LPIA Conferences—Practical, relevant, and immediately applicable to any business—LPIA Technical Institute and the Fall Management Conference.
- LPIA Listserv—an email forum that allows LPIA members to network on issues, trends, strategy, and other industry-related information.
- LPIA Credit & Collections Service—is a powerful member-only resource that will help you secure the payment due while maintaining a positive relationship with your clients.
- Industry Recognition—LPIA Hall of Fame is conferred to that label printing executive (printer or supplier) who has reached an unsurpassed level of excellence and achievement in the industry.
- LPIA website—(www.labelsandpackaging.org) holds the key to technical and management information and features an online member directory with hot links to member companies.



PIFE

Printing Industry Financial Executives



Printing Industry Financial Executives (PIFE) is the graphic arts industry's premier network of financial decision makers. PIFE is a section of PIA/GATF. Every member company in the PIA/GATF family has a person in its organization that oversees all of their financial matters; he or she needs to have the latest industry-specific information.

Has your CFO or controller ever needed quick, timely, and practical advice? Have your go-to financial people ever been stuck on an issue? Who better than the other financial executives to help them answer their burning questions?

PIFE membership is free to all PIA/GATF members and a direct result of your membership at the local affiliate level.

How does one join this premier group of financial executives? It's simple; all they have to do to receive this information is "opt-in"—or provide us with your key contact information.

Here are some of the products and services members currently enjoy:

- PIFE Listserve – Emails to pife@lists.printing.org go to the entire PIFE membership. This email forum is the only one of its kind and a valuable networking and problem-solving tool.
- Networking Directory —A PDF of PIFE section members.
- *PIFELines*—A quarterly HTML newsletter dedicated to PIFE members' professional, personal, and company success.
- PIFE Conferences—Spring conference and fall meeting, where participants gain critical information on industry trends and make life-long contacts with other PIFE members.
- PIFE *Ratios* Report —A special report of *PIA/GATF Ratios* measures that shows how PIFE-member companies compare to all *Ratios* survey respondents.
- PIFE website—(www.pifegroup.com) holds the key to financial success in the printing industry. Check here for the latest news and announcements.



S&ME

The Sales and Marketing Executives



The Sales and Marketing Executives (S&ME) is a section of PIA/GATF. S&ME member benefits and conferences promote cutting-edge thinking in the print sales and marketing arena and address today's tough challenges—making your marketing plan work for you, training your sales force, dealing with tighter margins and commissions, and motivating yourself and your staff.

S&ME membership is free to all PIA/GATF members, a direct result of your membership at the local affiliate level.

How does one join this premier group of sales and marketing executives? It's simple; all you have to do is “opt-in” with your key contact information.

Here are some of the products and services members currently enjoy:

- S&ME Annual Conference—the only national conference for sales and marketing executives in the printing industry providing critical information on industry trends while providing networking that can't be reached on a local level.
- S&ME Listserv—the only forum in the graphic arts industry exclusively for sales and marketing executives, a valuable problem-solving tool with daily networking opportunities.
- Networking Directory—an online PDF of S&ME section members.
- *Sales & Marketing Success*, a quarterly HTML newsletter dedicated to S&ME members' professional, personal, and company success.
- S&ME Sales Training—a must for any junior level sales representative in the printing industry. Let us help your sales or marketing team shine with our award-winning instructors and real-world training.
- S&ME website— (www.smegroup.org) the definitive site for sales and marketing executives in the printing industry.



WOA



The Web Offset Association

The Web Offset Association (WOA) offers programs and services to web offset printers in all areas, including magazines, catalogs, inserts, direct mail, and general commercial printers. Founded in 1952, WOA is an affiliated association of PIA/GATF.

Members of WOA benefit from a continuous exchange of management and technical information on the web offset printing process. Typical WOA members range in sales from \$30 million to a \$1.3 billion multi-plant. Whether your vision is local or global, having an association partner at your side is crucial.

WOA has become the leading resource available to the offset industry by offering targeted programs and services to help printers tackle today's complex business environment head on. Membership in WOA is included with PIA/GATF membership.

Here are some of the products and services members currently enjoy:

- *Offset & Beyond*—the only conference of its kind for printers, *regardless of process*, that covers the spectrum of heatset, coldset, UV, sheetfed, digital, and green and sustainability issues all under one roof.
- *The Directory of Press Installations* is a powerful collection of offset printers—research printers by location, press size, specific cut-offs, roll size capabilities, and types of in-line finishing.
- Showcasing the “best of the best” that the industry has to offer, WOA holds an annual print award competition. Categories include heatset, coldset, UV, SNAP, and specialty or innovative printing.
- The Harry V. Quadracci VISION Award. . . *for leadership, achievement, and visionary excellence* is conferred to a web offset industry executive who has reached an unsurpassed level of excellence and achievement in the industry.
- The H. Howard Flint II Pressroom Manager of the Year Award is awarded to a web offset pressroom manager or supervisor who has excelled in their profession and contributed above and beyond to their company, customers, and the web offset printing industry.
- WOA *Quick Click* newsletter—our HTML newsletter that provides the latest on information, trends, and technology.



For more information on DPC and EBC, please contact Sam Shea at 412-259-1747 or sshea@piagatf.org.

For more information on the Special Interest Groups or Sections, please contact Justin Goldstein at 412-259-1806 or jgoldstein@piagatf.org.



