

January 8th, 2019 issue of The Loupe Update

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EVENTS & CLASSES

2019 PIM Events -

PIM – Profit Matters Webinar – Print Industry Consolidation: Change You Can't Avoid

Tuesday, January 22, 2019 1:00 PM – 2:00 PM
Located - At Your Desk or Conference Room

Red Cross CPR-AED-First Aid Certification

Wednesday, January 23, 2019 from 9:30 AM to 1:30 PM
Located - PIM, 1300 Godward St NE - Nokomis Room, Minneapolis, MN 55113

PIM Young Professional's Kickoff at TOPGOLF

Thursday, February 07, 2019 4:00 PM - 7:00 PM
Located - TOPGOLF, 6420 N. Camden Avenue, Brooklyn Center, MN 55430

SmartCafe' - Mastering Your Environment: How to Save \$1,000's and Add Customers

Tuesday, February 12, 2019 11:30 AM - 1:00 PM
Located - Twin Cities - Des Moines - Omaha

12th Annual PIM Print Showcase - Sponsored by Diamond Graphics Inc.

Thursday, March 7, 2019 from 3:00 PM to 6:00 PM
Located - Surly Brewery Co., 520 Malcolm Ave SE, Minneapolis, MN 55414

2019 Annual TAGA Technical Conference

March 17 - 19, 2019

Located - Millennium Minneapolis Hotel

[2019 Star Awards](#)

Thursday, April 25, 2019

Located - Hyatt Minneapolis Hotel

[PIM Young Professional's at Urban Growler Brewing](#)

Thursday, May 16, 2019 4:30 PM - 7:00 PM

Located - Urban Growler Brewing Company, 2325 Endicott St, St. Paul, MI 55114

[2019 Walleye Fishing Tournament for the Education Foundation](#)

Friday, May 17, 2019 – Saturday, May 18, 2019

Located - Arrowwood Resort Cedar Shore, 1500 Shoreline Drive, Oacoma, SD 57365I

PIM NEWS & UPDATES

Start sending in your 2019 Star Awards Submissions

The PIM Star Awards program is your chance to convey your capabilities to your customers and honor the hard work of your staff. This is your chance to show off! The PIM Star Awards honor every aspect of the graphic communications supply chain, from content creation to print distribution in every way imaginable. Awards honor our member's capabilities through the Best of Show, People's Choice, and other categories, as well as recognize the hard work of employees through our CSR, Production Professional and Outstanding Team of the Year Awards. In 2019, we add two new awards of recognition; Creative Production and Young Professionals. The awards are judged by a panel of independent experts from the education and creative fields, not other print providers. View the forms and more information about the Star Awards [here](#).



Mastering Your Environment: How to Save \$1,000's and Add Customers

Tuesday, February 12, 2019 11:30 AM - 1:00 PM



Some PIM members are improving their bottom line by implementing state-of-the-art environmental and employee health and safety operating procedures. These companies are saving thousands of dollars with projects that have benefited the environment and employee health and safety. In this SmartCafe event, representatives of companies who are excelling in the areas of environmental, health and safety regulations will discuss keys to effectively addressing their critical issues. [Learn More.](#)

Meeting: PIM FINANCIAL EXECUTIVES COUNCIL

Presentation: Implementing Traction/EOS

Presenter: Sara Stern, Family Business Council

Wednesday, February 20, 2019 11:30 AM - 1:00 PM

Online via audio/video conference and in-person at LB Carlson 605 US-169 Suite 650, Minneapolis, MN 55441

Presentation Description: The Entrepreneurial Operating System (EOS) is a framework that companies use to gain *traction*, with the goal of all staff to be 100% on the same page, making progress every day towards achieving their vision, and functioning as a cohesive and healthy team. At this meeting of the PIM Financial Executives Council, Sara Stern, EOS Implementer for Family Business Minnesota, will present an overview of the EOS/Traction system. Then, Sara will lead a discussion of representatives from PIM member companies who are currently operating this system, who will share their EOS experiences and its impact on their business and human resources. Register to attend this FREE event [HERE](#). (Registrants will be added to the Financial Executives Council and receive notice of future bi-monthly meetings.)

New Workforce Development Initiatives – How PIM Members Can Benefit Now!

PIM is deploying several new strategic workforce development initiatives to meet our member's needs to recruit and train their future workforce. Programs support workforce hiring and training needs, offering prospects for apprenticeship training and employee candidate access. For those seeking support in navigating these opportunities, PIM has created a new program called the [PIM Workforce Development Consultation Program](#). This program is led by two experienced consultants who have already been hard at work uncovering workforce incentives and resources for several PIM members. **Details at www.pimw.org/workforce or contact Kristin Davis (612.400.6208, kdavis@pimw.org.)**

TAKE THE PIM SALES CHALLENGE!

The PIM Sales Challenge is an economical 90-day program for sales people and selling owners designed to drive sales momentum and generate new business. Over 90-days, receive three 60-minute coaching calls (or six 30-minute calls) with sales expert, Bill Farquharson. Your personal coaching calls will address individual sales challenges and strategize new accounts. Participants set attainable sales goals and records results each day to the Sales Challenge web portal. Receive weekly accountability assessments and selling direction to keep you on track to achieving your goals. PLUS: The program includes twelve videos hosted by selling experts, Bill Farquharson and Kelly Mallozzi, with each video 20-40 minutes in length. Videos offer case studies and tutorials on key selling principles, specific to the selling of print. Members: \$547 for 1st registrant before February 1st. [Download Registration Form](#)

OTHER NEWS

PIM - Profit Matters Webinar – Print Industry Consolidation: Change You Can't Avoid

Tuesday, January 22, 2019 1:00 PM - 2:00 PM

Please join PIM for the latest Profit Matters webinar – the Printing Industry Midwest's effort to address all issues regarding profitability in the print industry.

The industry is changing rapidly, most notably the large number of mature owners that have decided it is time to exit the business and the impact it will have on the industry. However, how to value and sell the business continues to baffle so many. Attend this session to understand how to make the right decisions when selling or buying a print company. [Learn More.](#)

Twin Cities North Chamber of Commerce - Legislative Breakfast - IMMIGRATION AND WORKFORCE FOR BUSINESS

On January 18, 2019 from 7:30 AM - 9:00 AM. Two issues front and center in policy debates. Come hear from three guests representing different solutions that will impact business. They will also share opportunities for local business to adapt to changes being proposed. [Register.](#)

2019 USPS Mailing Promotions Calendar

Christopher Holder of the TC Postal Customer group will discuss the USPS 2019 Mailing Promotions Calendar at a free webinar event, scheduled for Wednesday January 16, 2019 at 11:00 am Central. Register by going to <https://www.twincitiespcc.org/upcoming-events/>. Details to join the webinar will be sent upon registration.

Embossing Plus Announces Acquisition of AMG Laminating

Leon Spencer, President of print finishing company, Embossing Plus, announced the merging of two leading Minnesota-based printing companies at the very end of December 2018. Starting 2019 will be with a considerable change for both companies. [Learn More.](#)

PIA UPDATES

Take PIA Legislative Priorities Survey

It's a new year of opportunity for the printing and graphic communications industry and the start of a new Congress in Washington, DC. The 116th Congress is set to open on January 3 and PIA is anxious to begin advocating on behalf of the industry. But first, we need your input to craft a grassroots-driven Federal advocacy agenda. Please take a few moments to complete PIA's biennial Federal Legislative Priorities Survey. The survey is open to all PIA member companies and the deadline for completion is January 18. [TAKE SURVEY.](#)

eLearning Week 2019 is Set

Did you know there are now 16 courses in the iLearning Center, all free for Printing Industries of America printer members? From Orientation to the Graphic Arts to Sheetfed Offset Lithographic Press to The Basics of



Prospecting (and more!), there's something in the iLearning Center for everyone. During eLearning Week, (January 28–February 1) we will have exciting new educational announcements along with a webinar presented on January 29 and January 31 titled [Learning and the Future of Work](#). During the webinar, Joe Marin will discuss the changing relationship between learning and working and what the perfect balance of training and education looks like for employee development. For more information, visit www.printing.org/ilearning or contact Joe at jmarin@printing.org.

Technical Association of the Graphic Arts (TAGA) 71st Annual Conference

March 17-20, 2019 in Minneapolis, Minnesota



Don't miss the Technical Association of the Graphic Arts 71st Annual Conference March 17-20, 2019 in Minneapolis, Minnesota.

TAGA along with the Inter-Society Color Council (ISCC) has created a line-up of session to provide you with the opportunity to:

- Learn about the latest industry advances and those of related fields
- Brainstorm with other experts to troubleshoot issues affecting the industry
- Network with attendees from all over the world and from all facets of the graphic arts industry

Thirty-five presentations and two posters will cover a myriad of research projects and innovations in graphic communications ranging from a study of the ability to recycle inkjet-printed products to breakthroughs in digital textile printing! Plus, our four keynote speakers will bring you a wide range of graphic communication topics, from story world development to 3D models of rare objects using photogrammetry. [Learn More](#).

Top 5 Reasons to Attend Color19:

January 12- 15, 2019 in San Diego, CA



#1 35 breakout sessions in 4 tracks covering Print Production/How-to; Brand & Design; Standards, Research & Emerging Technologies, and Wide-Format Inkjet.

#2 A totally FREE Color Management Foundations pre-conference session with equipment demos of color management processes.

#3 Fascinating big-name keynote and sessions speakers. You'll walk away with a head full of knowledge and great new connections.

#4 *THE* leading experts in color management are completely accessible throughout the conference—in sessions, at lunch, and during networking events.

#5 Leave the winter blues behind while you enjoy the sun and sand of the Hilton San Diego Resort and Spa.

[Learn More.](#)

2019 BUYERS GUIDE SPOTLIGHT ADVERTISERS

2019 Print Buyers Guide & Membership Directory online flipbook and print guide coming soon!

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Send your stories to PIM by contacting Sadie (Hagen) Johnson at sadieh@pimw.org



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