START THINKING ABOUT THE
2020 PRINT BUYERS GUIDE

Want to save money & obtain the Print Buyers Contact List?
Purchase an ad by the **EARLY BIRD** deadline & you will reserve
discounted prices plus a portion of the Print Buyers Contact List for **FREE**!

*Early Bird deadline is August 30, 2019

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**STAR AWARDS 2020**
4.30.2020

Save your best **2019** projects!

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**SPRING INTO SAVINGS**
BUYING PROGRAM PROMOTIONS

Lease a qualified, award-winning AccurioPress model through the Printing Industries of America Buying Program at a special members-only discounted rate and choose from one of these special offers **valued at $13,000 each!**

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**FREE Creo Controller IC-313**

**FREE Fiery Controller, IC-313, bundled with Impose & Job Master Software**

**Save more off the contract price OR take cash back instead of the discount when financed through KMPF:**
- AccurioPress C6100 - save $12,075*
- AccurioPress C6085 - save $10,418*
- AccurioPress C3085 - save $6,003*
- AccurioPress C3080P - save $4,456*

*off the contract

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Learn more about how you can save on the AccurioPress line of products at www.printing.org/kmbs or email Printing-PIA.Info@kmbs.konicaminolta.us.

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All promotional qualifying AccurioPresses must be approved and financed through Konica Minolta Premier Finance. Special offers cannot be combined. To receive cash back the qualifying Accurio Presses must be financed at contract price. Discount and cash back cannot be combined. Konica Minolta Business Solutions management reserves the right to alter or cancel this promotion at any time and without notice. Promotions are subject to other terms and conditions not shown.
MESSAGE FROM PIM PRESIDENT...
Integrating the advanced manufacturing processes and technologies available to today’s print service providers is helping managers steer their companies to a sustainable and solid future. You can read about a few of these principles in my interview excerpt with David Zwang, in this edition of the Loupe. There is a continual drumbeat of changes taking place in our industry. Embracing the label of “advanced manufacturer” is positioning companies in a direction that is more likely prepared to benefit from these technological advancements and serve future customer needs. Does your company have the requisite staff in place to meet your future needs?

Ensuring your team is up to the challenges of the future takes a great deal of present planning. The next PIM SmartCafe addresses the needs of succession planning to help you both develop an effective operating team as well as long-term strategic plan. Whether involving retirement or management transition, print management consultant, Jim Russell, will explore the process for identifying your leadership team of the future. He’ll address...

- How to analyze your current staff for succession planning potential.
- What is “talent management” and how to use it to maximize results.
- A process for effective succession planning, including establishing objectives, timing, financial considerations, and who to include in the process.
- How to do a SWOT Analysis for a successful succession plan.

Whether you can join us in-person for lunch or eat at your desk while viewing the online video stream, your future-self will thank you for making the time to ensure it’s well taken care of. Register at www.pimw.org/smartcafe/.

Sincerely,
Steve Bonoff, PIM President

PRINTING INDUSTRIES OF AMERICA TECHNICAL HOTLINE
Free to PIM members
Do you have an unusual technical problem that requires a solution ASAP? If so, you can turn to the Printing Industries of America (PIA) Technical Hotline for help! Our experts are ready to provide practical solutions and unbiased advice to members experiencing unique technical and/or production issues.

Common areas of inquiry include:
- Ink and coatings
- Paper stock
- Image register
- Prepress, printing & bindery issues
- MIS concerns

Let us help ease your frustration and save you time and money. For more information, please contact: Dillon Mooney, PIA’s Technical Consultant, at 1.800.910.4283 or dmooney@printing.org.
PIM EDUCATION FOUNDATION AWARDS $10,000 IN SCHOLARSHIPS

PIM’s Education Foundation Committee awarded five students scholarships for the 2019 to 2020 school year. These students are pursuing careers in print, graphic or media industry careers. Congratulations to the following students...

Scholarship Winners

Madisen Depew
College: Mesabi Range Community & Technical College

Sophia Norwood
College: University of Minnesota - Twin Cities
Major: Graphic Design
Expected Graduation Date: Dec. 2019

Emily Wicker
College: Dordt University
Major: Graphic Design & Spanish
Expected Graduation Date: May 2020

Elijah Kraling
College: Dunwoody College of Technology

Cinthia Young
College: Dunwoody College of Technology
Major: Graphic Design
Expected Graduation Date: May 2020

Ari Hytti
College: University of Wisconsin - Stout
Major: Game Design & Development
Expected Graduation Date: May 2023

To view more about the scholarship winners please visit... www.pimw.org/category/news/

DUANE POGUE MEMORIAL SCHOLARSHIP FUND
Duane Pogue passed away on March 31, 2018. Throughout his life, Duane founded multiple successful companies in the print industry. Duane’s philosophy was to always support student’s education and to getting young talent into our industry. PIM set up a memorial scholarship fund in Duane’s honor. The scholarship has been awarded to Ari Hytti, a Freshman attending University of Wisconsin - Stout. Thank you to everyone who donated to Duane’s memorial scholarship fund.

THANK YOU COMMITTEE
Thank you to our 2019 Scholarship Committee for their dedication and work to provide these deserving students support as they pursue a career in print:

- Pat McDermott – J-C Press
- John Barnhart – Barnhart Press
- Andy Olson – Ideal Printers
- Mark Anderson – Impact
- Dave Haugland – Impressive Print
- Dennis Bell – Smyth Companies
- Michelle Kamenov – MN Department of Education
- Hal Holden - Retired
- Brad Eslick – Record Printing
- Tom Moe – Daily Printing, Inc.

SPECIAL SHOUT OUT TO HAL!
PIM staff and the PIM Scholarship Committee would like to recognize Hal Holden Jr (second from left in photograph) for his many years of service to the Printing Industry Midwest’s Education Foundation. The Printing Industry would like to thank Hal for his expertise, knowledge and assistance to the PIM Scholarship Program. Happy retirement Hal!
HOW TO GROW THE PACKAGING SIDE OF YOUR BUSINESS
By Steve Carter [from a recent PIM SmartCafé]

Packaging is real opportunity for commercial printers

There’s a lot of talk and buzz around opportunities for commercial printers in the packaging market. Folding cartons and labels seem to be the areas of most interest, but these same areas are also the focus of almost all offset printers. While there are opportunities in this area, it is a very competitive field and subject to a lot of price pressure. What will make you different or appealing to a potential client? Do you know what your value proposition is? If it’s only price, you should reconsider your messaging and find a better differentiator to help you stand out from the crowd. Can you carve out a special niche that will fulfill a need in your region? Can you combine more than one service into an appealing package of services? The answer is up to you. Most often, the answer will be positive, but it may take some time and research to uncover.

Your culture needs to embrace the market you want to service.

You cannot be a passive participant and be successful. Your team needs to be all-in. If your sales and client-focused teams don’t understand packaging and all of the finer details, a potential buyer will quickly rule you out as a viable supplier. Do you know how to speak “packaging”? Can you discuss the nuances and workflow needs with a potential buyer? If not, do your homework before engaging in the sales process. Make sure you have a strong go-to-market strategy that is well communicated internally so that all team members know what the goal is and how to talk the talk with any future (or existing) client.

Don’t try your fake your way into the market.

While some entrepreneurial folks can wend their way through the process of packaging printing, they are few and far between. Those who are successful take the time to learn the market opportunities and areas where their talents can be leveraged. This doesn’t have to be a lengthy and exhaustive process. However, it’s critical that you don’t skip it or make light of this step. You only have one opportunity to make a first (and positive) impression.

You need to understand the basic rules of engagement.

A few things that almost all CPC (Consumer Packaging Companies) or CPG (Consumer Packaged Goods) businesses assume, is that you already know the basic rules of engagement for printing packaging. They usually will not invest any extra time to explain what they need from you as a potential supplier. They’re looking for your expertise, innovations, and problem-solving skills. They want to know how you can help them enhance their brand image, accelerate their product’s speed to market, and potentially save them money along the way.

Look upstream and downstream from printing for opportunities to add value.

What other skill sets does your company already have (or could easily develop) that would allow you to have touch points earlier in the packaging process? Do you have design skills for packaging? Do you have knowledge and expertise around the myriad of regulations that affect packages and how they need to be presented to the end consumer? Can you take some of that burden away from the client so you become a more valuable supply chain partner?

Workflow tools are key.

Packaging workflows tools are typically different from what you are used to deploying in your other commercial print services. A DFE (Digital Front End) is not a workflow. It’s only a piece of the overall production chain that compromises your workflow. Can your workflow handle the more stringent color requirements? Can you produce color accurate proofs that truly represent what will come off your printing presses? Do you understand what requirements the converter and/or filling plant will need from you after you finish the print run?

Also, do not expect the client, and more specifically the packaging buyer, to explain all of these workflow needs or requirements to you. They assume you already know what to do. They typically will not take the time to educate you. One way to gain this insider knowledge is to attend trade and user group meetings, especially those hosted by workflow vendors. Many times, the packaging buyers are represented there. During the sessions (and the networking opportunities available), you can learn a lot about their pain points.

At the end of the day, you can do this. Don’t think of this process as daunting, but as a journey of discovery. Do your homework. Plan and build a strategy that will better ensure your success. Engage with experts outside of your organization to help fortify the missing pieces in your strategy.

Steve Carter is a 30-year global expert in packaging prepress and available to assist your organization in strategic planning, workflow evaluations, internal training, external marketing communications, creating sales tools, and RFI & RFP support. Contact Steve Carter at smcarter08@att.net or www.linkedin.com/in/stevenmccarter.
David Zwang is the principal consultant of Zwang and company, where he specializes in process analysis and strategic development of producers of media and print. He is the technology editor of WhatTheyThink.com and a longtime consultant to brands and printers seeking insights on print production technology trends and standards. He recently spoke with PIM president, Steve Bonoff.

Bonoff: With increasing labor shortages and pressure to reduce costs, PIM advocates our members automate their workflows wherever possible. What are some keys to helping our members speed-up their production workflows?

Zwang: One of the most important things about workflow is automation. As skill sets become more difficult to acquire, turnaround times get shorter and cost pressures expand, you need to streamline your workflows. I think you need to look at workflows in a kind of holistic level. You can’t just look at what you do on the production floor, because while that’s important, workflow really starts with your customer. And interestingly enough, ends at the customer as well, or ends with the customer and distribution. How do you get work from your customer? How do you give information back to your customer regarding the progress in the work? You take that information and use it to drive the production in your facility, including not just print and pre-flight and all those other good things, but finishing... because automated finishing, especially with digital devices, is a very important part of the whole automation puzzle. When you begin to separate the independent components of your workflow and look at it in a broader way, you begin to really understand how it works and how it should be working for you.

Bonoff: What are some of the processes to determine the elements of workflows that could be automated?

Zwang: There are lots of fancy tools you can use, but what I recommend is go to a whiteboard and draw out boxes. Start with what you get from the customer and what you do with it. Just draw a diagram of it. It doesn’t have to be fancy. Have a collaborative discussion with the stakeholders in your organization and get agreement on how you’re doing it right now. Where are you having to use manual intervention? Is that intervention necessary or can it be automated? I think that one of the points of confusion that a lot of people have is they assume that when they buy a piece of equipment from a manufacturer that the workflow that comes with that piece of equipment is really their overall workflow, when in reality it’s nothing more than a connector to what their workflow should be. DFE [digital front end] software is not a workflow. It connects to your workflow. If you only consider the DFE’s as a workflow you stand to create many production silos.

Bonoff: So, you need to determine how the information is being gathered and then communicated across all your process partners. Any suggested automation tools?

Zwang: There are a lot of tools out there. I’m a big believer in using what I would consider to be agnostic workflows that are not tied to a specific piece of equipment, but as a way to drive processes. Just about everything is capable of being automated. However, that doesn’t mean it should be. There is no such thing as an “easy button.” I tell clients, if you can achieve 80 percent of the work you put through your business in an automated fashion that’s a significant savings. Even 40% is an amazing amount of labor and time to extract from the overall process. So you should have a level set of expectations in terms of what to automate. The question is, the more customizable you get in terms of the kind of work that you bring in, the more difficult it is to automate. Try and constrain the design and input to the point your customer will allow. If you can’t constrain it, then you begin to normalize what comes in. And then you begin to see what you can automate off of that normalized input.

To listen to more of the conversation with David Zwang on topics of workflow automation & the state of inkjet technologies, go to www.pimw.org/smartpod/zwang. David can be reached at david@zwang.com.
Can Owning Your Own Insurance Captive Improve Your Bottom Line?

Big businesses have used captives for years to realize significant savings by setting up their own insurance companies to handle general and professional liability, workers compensation, automobile and specialty insurance.

Companies with sales volume in the 25 to 30 million dollar range and more may now be able to take advantage of the captive concept to enhance their bottom line.

The experts at United Insurance Company Ltd. have the experience to help you explore the feasibility of a captive for your company. Contact Cyril Whitter at (441) 295-2144 or cwhitter@iml.bm to arrange a discussion with one of our experts to find out if a captive makes sense for you.
Streamworks Acquires 121 Marketing Services Group in Rogers
Purchase Adds Strength & Expands Capabilities in Fulfillment & Loyalty & Membership Programs

BLAINE, MN - April 15, 2019 - Streamworks LLC, a Twin Cities’ leading direct mail and digital marketing communications company, announced that it has acquired 121 Marketing Services Group, located in Rogers, MN. 121 Marketing Services Group was founded in 2000 as a fulfillment house specializing in highly complex personalized fulfillment kits with plastic cards and is a leading plastic card personalization resource. It also boasts a wide range of capabilities to support the loyalty club and membership programs. The acquisition will especially benefit Streamworks’ clients seeking solutions for highly personalized membership and loyalty mail and fulfillment programs. The 40 employees of the 121 Marketing Group company are expected to keep their jobs with the Streamworks’ takeover. Terms of the deal were not disclosed.

“We see the demand for personalized card imaging increasing within direct mail and loyalty programs. The addition of both DOD (drop on demand ink jet) and embossing (raised print) imaging technology on plastic cards will allow us to compete in the evolving direct response landscape,” said Tony Zirnhelt, Streamworks President. “We believe that further diversifying our service offering is essential to continued success for our clients. Streamworks, along with our full-service creative and digital agency, Imagewerks, and now 121 Marketing Services Group, has created a marketing services platform unmatched by our competitors.”

Streamworks Recently Added Laser Printing & High-Speed Inserting Systems
Streamworks also continues to grow production capabilities at its Blaine headquarters, with the recent addition of a Canon Oce Variostream 7650 Twin continuous duplex laser printing system. This system is beneficial for campaigns that require larger formats and high print volumes. Streamworks has also added a new Pitney Bowes Mailstream Direct inserting system, an ultra-high-speed inserting system that can insert 22,000 envelopes per hour. It is ideally suited for letter-sized envelopes, while the MCS Eagle 40 read-and-print inline systems delivers high quality personalization with up to 600x600 DPI.

These expansions strengthen the Streamworks portfolio offering while providing over 200 jobs in central Minnesota and offering clients a deeper range of services and the ability to create cohesive marketing messages across all channels all within Streamworks two facilities.

ABOUT STREAMWORKS
For more information or to interview Tony Zirnhelt of Streamworks about the 121 Marketing Services Group acquisition, or other issues related to the company’s expanded businesses please contact Christine Finnegan, Director of Marketing, Streamworks, 651.605.2230 or email Christine.Finnegan@streamworksmn.com. For more information on the expanded offerings provided by Streamworks, please visit www.streamworksmn.com.

IWCO Direct Honored with Awards for Safety and Creativity
CHANHASSEN, MN - April 30, 2019 - IWCO Direct, a leading provider of direct marketing solutions, announced three recent honors were awarded to its team members, underscoring their accomplishments in creative design and commitment to safety.

PIM Creative Professional of the Year: Laura Karels - IWCO Direct senior designer Laura Karels was recognized with the first annual Creative Professional of the Year Award at the Printing Industry Midwest’s 2019 Star Awards, held April 25 at the Hyatt Regency Hotel in Minneapolis. Nominees were evaluated on their use of creative talents to create or enhance print communications materials and ability to interpret customer instructions to effectively meet their needs. Judging criteria also included their efforts to engage staff to ensure an efficient production process, as well as testimonials from leadership, clients, or colleagues. Karels’ creative talents, thirst for learning, and ability to create more personalized direct mail by optimizing data and technology played a significant role in her selection for this prestigious award.

“Along with her creative talents, everyone recognizes and appreciates the great attitude Laura brings to work every day,” said Jim Andersen, CEO of IWCO Direct. “She brings a passion for the graphic arts and a commitment to mentoring co-workers so that all of our clients benefit from her perspective.”

Governor’s Safety Award for Meritorious Achievement - IWCO Direct
Direct will once again be honored by the Minnesota Safety Council with a Meritorious Achievement Award at the 85th Annual Governor’s Safety Awards Luncheon on May 8. IWCO Direct was judged on several years of injury data as it compares with national statistics for its industry and progress in implementing a comprehensive safety program. The Meritorious Achievement Award recognizes companies with incident rates that are better than the industry average for at least three years, and score between 50 and 74 on a 100-point safety program evaluation scale.

EMI Industry Safety Leader Award - IWCO Direct
IWCO Direct was also presented with a 2018 Industry Safety Leader Award on April 12 from the EMA during the EMA 2019 Spring Meeting in Tucson, Ariz. The Industry Safety Leader award recognizes companies with a Lost Time Case Incident Rate (a combination of injuries and illnesses) of 1.5 or below.

“These awards are a powerful testament to the expertise of IWCO Direct’s employees,” continued Andersen. “The recognitions for creativity and safety show once again how our team members are committed to helping our clients succeed by working creatively and collaboratively in a safe environment.”

ABOUT IWCO DIRECT
As a leading provider of data-driven direct marketing solutions, IWCO Direct’s Power your Marketing™ approach drives response across all marketing channels to create new and more loyal customers. The company’s full range of services includes strategy, creative, and execution for omnichannel marketing campaigns, along with one of the industry’s most sophisticated postal logistics strategies for direct mail.
New Account Executive at Tandem Printing

EAGAN, MN - Chris Marshall has joined Tandem Printing as an account executive. His focus is on business development. Chris has 40 years in the printing industry and brings his knowledge and energy to our team. In addition to selling offset and digital print, he is excited to be able to offer expanded capabilities including: wide format, corporate branded apparel, and promotional products. If you would like to contact Chris he can be reached at 651-289-4343 or by email chrism@tandemprinting.com.

One Million Impressions Club Certificate - Brett Jackson from Tandem Printing

EAGAN, MN - Earlier in May, iJetColor presented Brett Jackson from Tandem Printing, Eagan, MN, with a One Million Impressions Club certificate (and chocolate bar!) Brett delights in discussing the operational and cost efficiencies that compelled Tandem to purchase this machine so they can produce envelopes on this short-run, inkjet press. Brett’s enthusiasm for this little machine that sits next to Tandem’s large offset & digital presses is contagious. This experienced offset operator is thrilled to produce full-color envelopes with color consistency, full bleeds, and variable data with only a click of a button—all while cutting costs in half. Congratulations Tandem Printing and Brett Jackson!

Priority Envelope Gives Back

Interfaith Outreach is a human service nonprofit serving struggling families and individuals in the Twin Cities, specifically the Plymouth, MN area. Since 1979, Interfaith Outreach has been engaging cross sector community partnerships in delivering family support, food, affordable housing, education and youth, employment, and transportation services that open doors to new and hopeful futures.

Interfaith Outreach rallies resources and ignites the community to ensure all families live their best lives, all children succeed, and the entire region prospers. This was something that everyone at Priority Envelope could stand behind, especially as it was serving individuals in the community where they work.

Nearly half of those who go to Interfaith Outreach for the first time need food. Hunger is all around us. The primary cause of hunger in our resource-abundant community is not a lack of food. Instead, it is a lack of access to food due to poverty. Poverty in the Twin Cities suburbs has grown three times faster than poverty in Minneapolis and St. Paul over the past 10 years. 14% of people in the Interfaith Outreach service area live in poverty.

So in efforts to combat this. Priority Envelope held a food drive this spring, and raised over $1000 in monetary donations and 273 pounds of food. Throughout the drive the team at Priority Envelope were engaged and motivated to help others. They were also able to get a glimpse into some of the other ways in which they can stay connected to the community through working with Interfaith Outreach.

A community becoming the best version of itself is an aware community, one that is positioned for collaborative action, and we here at Priority Envelope are proud to contribute to and work with the team at Interfaith Outreach in support of the community as a whole.

GPA Debuts New Swatchbook

MCCOOK, ILL – To remain competitive in today’s rapidly shifting print and marketing landscape, graphic arts professionals need tools that help them express the breadth of opportunities available to their customers. With this in mind, GPA introduces their new product swatchbook, a revolutionary book of innovation and possibilities.

Comprised of over 500 pages and weighing over four pounds, GPA’s new swatchbook contains an unprecedented compilation of papers, synthetics, and specialty substrates perfect bound into one volume. Never before has a book of this size combined papers and synthetics and been perfect bound, which is an achievement that demonstrates GPA’s innovation in action.

GPA’s swatchbook expresses their commitment to breaking boundaries and supporting their customers’ business growth by providing greater product intelligence. It serves as the foundation that all their resources are built upon, as well as a cornerstone of their new brand identity. With this new book, the power of possibilities converges in one comprehensive tool.

ABOUT GPA

GPA expands brand potential, providing substrates to help our partners and clients innovate and shape the printing industry. Collaborations with strategic partners, creatives and printers help facilitate ideas through our substrates. Our Global Fedrigoni Network team manufactures and distributes an unparalleled range of products in support of Digital, Offset and Flexo press technologies. For more information about the GPA’s new swatchbook or GPA contact them at 800.395.9000, hello@gpa-innovates.com or visit www.gpa-innovates.com.

DO YOU HAVE COMPANY NEWS?

We want to hear what your company is up to! Send Sadie Johnson your company’s press releases or educational articles.
Recruit, Retain, Reward & Retire

Do you want to gain a competitive advantage in recruiting, retaining and rewarding employees? You can, with a Smart 401k Plan Design and an organized course of action. By offering employees an optimized 401k plan in plain language, you can have a competitive advantage.

According to a recent Betterment for Business survey, approximately 70% of the respondents described a good 401k plan as an important or very important consideration in a job offer and 78% of the respondents indicated that they deferred the amount to capture the full employer match.

This is an opportunity to set your company apart from the rest. By changing expectations and how you position your 401k plan to current and prospective employees. This will provide your company a competitive advantage in any labor market and strengthen your company’s viability.

How do you change the expectation? Simple, you change the conversation. As an example, you have a prospective employee named Sam, who is 25 years old and who you are looking to pay $36,000 a year. When it comes time to make the benefit program offer, most companies communicate the benefit of the 401k plan in some sort of match formula that most employees do not understand. It is typically communicated as “We match 25% of the first 6% you contribute to the 401k plan.” That is, of course, if the company offers a match or chooses to highlight the program.

Whether a company match is offered or not, re-frame the message to “how” the program benefits the perspective employee thus changing the conversation, and putting the focus on the prospective employee. Position the 401k program as the benefit it is, by say... “We offer a retirement savings account for our employees and by participating in the program and taking full advantage our employer contributions, you could accumulate assets of $15,723 after 5 years, $36,939 after 10 years and $480,240 by the time you reach age 65.”

Our company match is free money that allows us to significantly increase the total amount you can put away towards your retirement. It is important to us, as an organization, to help provide our employees with the opportunity to have a successful retirement.” This is a format an employee can understand and provides the employee with a vision of their future and longevity with your organization.

Final Advice: Remember all employees have an interest in accumulating assets just as you do; very few have been shown how or have had it clearly explained to them to this point. It’s no secret; a happy work environment equates to employee satisfaction and retention.

ABOUT PRINTERS 401K
Contact Joe Trybula CFP®, CPFA® at 800.307.0376 or joe@diversifiedfa.com to learn more about Smart 401k Plan Designs and plain language to optimize your company 401k program.

Ideal Printers Celebrated 40 Years Gatsby Style!

Howard and Rhoda Siewert founded the company in 1979 and came back from Florida to help celebrate with Generation 2 and many of their employees and spouses. They had a meal followed by casino night and many wonderful prizes donated by vendors and friends of Ideal. Ideal Printers originated in MPLS and moved to St. Paul in 1981. They are currently located just outside of downtown St. Paul.

Our Condolences to Leroy Jessen

Family & Friends

Leroy “Lee” Jessen, age 89, died peacefully on April 27, 2019 in Mound, MN. Lee was a loving husband, father and grandfather. He will be remembered for many things including his great sense of humor, caring heart and love for family. Lee graduated from Anoka High School in 1948 and operated an ice delivery service. He served in the U.S. Army during the Korean War and upon his return studied at Dunwoody College where he fulfilled his 8th grade dream of becoming a printer. In 1963, Lee purchased Curle Printing and operated the business for 32 years until selling to his son Mark, who runs it today as Jessen Press. Moving to Mound in 1973, Lee and Phyllis loved the lake and were active in the community and at St. John’s Lutheran Church. He enjoyed hunting, fishing and time with friends. He is preceded in death by his parents, Henry and Minerva. Survived by his loving wife of 64 years, Phyllis; children, JoEllen (Bill) Ambrose, Dave (Holly) Jessen, Mark (Peggy) Jessen, and LeeAnn (John) Melin; grandchildren, Dan (Krista), Laura (Caleb), Erik (Erica), Ben, Ryan, Henry, Kelly, Luke, Jackson and Mitchell; sister Cathie Willmert; nieces and nephews.

International Paper Recycling Welcomes New Team Member

International Paper Recycling’s Roseville, Minnesota location welcomes Ron Hansen to their team as Account Representative. Ron brings a combined 35 years of experience in the commercial printing and paper recycling industries and holds a degree in Graphic Arts & Printing Technology from Dunwoody College of Technology. Ron grew up in Robbinsdale, MN and he and his wife Anita reside in Shoreview. They enjoy summer weekends at their cabin located in NW Wisconsin where Ron likes playing golf, biking, and spending time outdoors. Feel free to call Ron at 651.635.1401.
NEW MINNESOTA COLLABORATIVE PROVIDE CAREER PATHWAYS

MINNEAPOLIS, MN — A Minneapolis Pathways Fund grant through the City of Minneapolis was awarded to a new Minnesota collaborative between Printing Industry Midwest (PIM), Avivo, Goodwill Easter-Seals Minnesota (GESMN), and employer partners, to recruit potential employees into the printing industry. The partnership will create a curriculum repository and training resource for employers to hire new employees with up-to-date, required skills needed to help address the workforce shortage in the industry.

According to Kristin Davis, director of education for Printing Industry Midwest (a not-for-profit trade organization representing the Midwest’s leading print service providers) printers have been struggling to find workers for the past five years. Two years ago, PIM became actively engaged with its members to help develop solutions for the workforce shortage.

“It’s been 10 years since higher education closed its doors on skills-training for the printing industry,” shared Davis. “We don’t have access to high schools and student graduates so we need to find ways to recruit workers for careers in the print services industry.”

Thanks to funding from the Minneapolis Pathways Fund through the City of Minneapolis, the collaborative will provide in-demand education pathways for workers to enter and advance in the printing industry. Employees will benefit from better onboarding of new employees and improve retention, setting new employees up for success.

Avivo and GESMN were selected to partner and combine expertise in training, career navigation, and job placement. Avivo will provide assessments, employer-informed industry training, as well as soft-skills, and work-readiness training. GESMN career navigators will provide outreach, intake, and job placement with printing employers. They will follow students on their training and employment journeys, providing the necessary supports to succeed and enter employment. Both organizations provide strong resources from which to recruit a diverse group of participants—with Avivo’s treatment programs and both organizations’ employment services, with more than 65% being people of color. Avivo and GESMN serve nearly 3,500 diverse individuals combined.

“This really is a workforce solution,” adds Davis. “Printers have had so much trouble for so long finding entry-level workers. They would like to find people who might want careers in print. This is exciting to Minnesota employers — tapping into a recruitment resource they would never have had the opportunity to access.”

In addition to employer-informed curriculum, workplace readiness training, and career planning and navigation support, students will experience job shadows at partnering employer locations. The training program is approximately three weeks long with the goal of placing 40 individuals into high-demand, entry-level positions with employers in the Twin Cities printing industry. This new initiative will be enrolling participants the first week in July.

PIM CERTIFIES MAIL PREP SPECIALISTS

MINNEAPOLIS, MN - Mid May 2019 PIM certified 13 new Quality Mail Preparation Specialists through its two-year certification program from Mailer’s Hub and Postal 911. This course offers learners a thorough knowledge of Postal Service regulations and their relationship to both mail-piece design and postage costs, PIM Quality Mail Preparation Specialists are known for their high level of expertise in mail-piece design, proper mail processing and postal regulations. Companies whose employees have earned these certifications will find increased credibility with their customers, prospects and the Postal Service.

*Obtaining postal discounts is becoming more complex. A thorough understanding of how the USPS processes and delivers mail is critical to attaining both maximum discounts & minimum delivery times. These PIM students now have the necessary tools to ensure their clients are getting the highest level of mailing services,* commented George Heinrich, course instructor and ‘Postal Professor.’

Certified as Quality Mail Preparation Specialists include:

- **Amidon Graphics**  
  Kris Lunde

- **Bolger Vision Beyond Print**  
  Rim Bolger & Laura Smith

- **SeaChange Print Innovations**  
  Cheryl Smith, Tina Psyk, Shelly Angen, & Sang Phanthavong

- **Seven Corners Printing**  
  Wade Dahlberg & Renee Becker

Streamworks, LLC
  Justin Cowles & Dale Torgerson

**Tru Art Color**  
  Shawn Livingston

**Wolverton**  
  Tim Berberich
WHAT IS THE BUYERS GUIDE SPOTLIGHT?
PIM members who place an ad in the 2019 Print Buyers Guide will be spotlighted in our newsletters one time during the year, as well as on our website! View more ads at... www.pimw.org/category/2019-buyers-guide-spotlight/.

CARLSON PRINT GROUP
Eden Prairie, MN
Capturing the attention of customers starts with exceptional print that communicates value and desire. This requires more than just experience and technical skill; it requires a printer that creates and pushes the boundaries to produce compelling print that exceed customers’ objectives. Carlson Print Group is pioneering new dimensions in print, with the latest in UV and conventional sheet-fed litho and digital printing technologies. Whether it’s merging cold foil into images or creating eye-popping lenticular graphics, the award-winning work of Carlson Print Group is transforming print into a new medium for more powerful marketing communications. Established in 1996, a division of American Spirit Corporation.

CASE PAPER COMPANY
Chicago, IL
One of the largest paper merchants and converters in the United States, Case Paper Company is Tri-Certified (PEFC, FSC, & SFI) and supplies printers, packagers and designers with fine paper products from paper mills around the world. Along with our converting facility in Chicago, a warehouse of over 280,000 sq. ft warehouses the following products: with Alta Gloss and Dull text, Sunshine Opaque, GPI Everest SBS, Pro FBB, and Prime FBB by Metsa, Folding box board grades including Cartulinas products and specialty packaging products including our Sonata Silver (silver met pet.)

COMPETITIVE FOLDING, LLC
Brooklyn Park, MN
Competitive Folding is uniquely suited to handle your most challenging folding projects and bindery needs. Our pharmaceutical/miniature folding capabilities enable us to offer folding services for almost any size piece. This can be accomplished while providing superior quality and the most COMPETITIVE pricing in the industry.

COPELAND BUHL & COMPANY PLLP
Wayzata, MN
We believe business should be personal. Our tax and accounting experts build meaningful business relationships with you so you get the best advice for long term success. That's how we've always done it, and that's why we have clients who've trusted us for over four decades with their tax, accounting, assurance and consulting needs. Accounting isn't about saving a few dollars this year. It's about planning for the future and making sure you're on track to succeed for many years to come. We help make that planning easier, and we do it in a way that makes sense for you. We're not just your accountant. We're your business partner.

D & G PACKAGING
Burnsville, MN
Specialty bindery and packaging services include high speed fin sealing (coupons, mailings, booklets, retail packages with peg hole), high speed shrinkwrapping (retail, bundling, industrial), diamond wrapping, blister packaging, banding, padding, high speed labeling, automated card/magnet/sample affixing, transfer taping, wafer sealing, perf/score/slitting and assembly (promotions/displays). Established 1962.

DAILY PRINTING, INC.
Plymouth, MN
A full service communication provider utilizing 1-8 color conventional and UV offset and the Xerox iGen 150 digital platform. With Web to Print and Print on Demand literature management, Daily offers a full digital platform for true integrated marketing. A full mailing services providers also, Daily is your expert in Direct Mail and Postage Optimization programs. Daily also offers a large mix of in-house bindery and finishing services including Die-Cutting, Embossing, Kitting, Fulfillment, Warehousing and Distribution. Let us show you what a little ink, paper and imagination can do for you! Daily is An Employee Owned Company!

DIAMOND GRAPHICS, INC.
Ramsey, MN
Diamond Graphics is a total solution card and packaging manufacturer, serving the stored value gift card, reward and loyalty card and direct mail markets for over 20 years. Utilizing UV offset and Digital print technologies to produce plastic, paper and Teslin cards. Diamond offers a wide variety of card formats CR 80’s, M6 snap and no snap laminated and surface printed. Finishing processes included DOD imaging with encoding, match affixing card to carrier, RF sealing, score/slitting and assembly (promotions/displays). Established 1962.

FEIEREISEN, INC.
Cedar Rapids, IA
Feiereisen, Inc established in 1935. Leader in High quality finishing services for the Printing Industry nationwide. We service the largest of printers to the smallest of printers.

FEDERATED MUTUAL INSURANCE CO.
Owatonna, MN

The Loupe by Printing Industry Midwest
Feiereisen, Inc. have a staff of experienced dedicated associates to get your projects done right and when promised. Our estimators are driven to get your quotes back to you fast and accurate. We are committed to the print industry by always investing in the latest technologies to bring printing to life with capabilities such as Digital UV and Digital Foil stamping, Scratch Off Inks, Encapsulated Glitter Coating, die-cutting, Folding & Gluing all types of Cartons and Pocket Folders, Mechanical Coil and Wire binding, Perfect Binding, Collating 4-Knife Trimming and all other finishing services to numerous to mention. Our 80,000 square foot facility is climate controlled to assure the best results for all of your finishing needs.

QUANTUM GRAPHICS, INC.
Eden Prairie, MN
From concept to delivery, Quantum Graphics is a single-source provider of print in any size or quantity, and offers promotional products, kitting, mailing and fulfillment services to match. For anything from brochures to banners, pocket folders to presentation boxes, signage to self-mailers, contact the Q.

QUAZAR CAPITAL CORPORATION
Plymouth, MN
When it comes time to sell or buy a business, experience counts. For nearly three decades, Quazar Capital has been advising Midwest-based companies in M&A transactions, specializing in businesses with $2-10 million of EBITDA. For businesses worth $1 - $10 million please contact Quazar Business Brokerage. Our clients appreciate the experience and knowledge we bring to each transaction.

RICOH COMMERCIAL & INDUSTRIAL PRINT GROUP
Bloomington, MN
Ricoh is the leading provider of innovative document management systems and services, enabling customers to improve document workflow and increase efficiency. Ricoh delivers customized production solutions that are designed to address any customer's specific business solution. From full color scanning to 300ppm high-quality, professionally finished output, and all document management applications in between - Ricoh is the single source for workflow solutions. The portfolio includes an integrated Suite of products: JDF front ends, Web2Print, Campaign Management, PURL technologies, and MIS back-end solutions.

RR DONNELLEY - TWIN CITIES
Chanhassen, MN
RR Donnelley - Twin Cities is one of the largest and most diverse commercial printing companies in the Upper Midwest. We help our clients communicate with customers, members, prospects, employees and other stakeholders via cost-effective and targeted printed materials. Over 300 experienced and dedicated employees providing a customer experience and manufacturing. Our vision is growth as we connect with the opportunities present in the multi-channel, consumer-driven marketing environment. When connected to RR Donnelley’s national manufacturing platform, we can service the largest of client needs saving time and money by producing materials closest to the distribution point while maintaining uniform quality and delivery standards. Locally, we leverage the same capabilities to provide clients the assurance that partnering with us is a good business decision and great experience.

SEACHANGE PRINT INNOVATIONS
Plymouth, MN
Since launching in 2014, SeaChange Print Innovations has been busy finding new ways to transform its customers’ print, structural design, packaging, kitting, mailing, web-to-print storefront, fulfillment and digital needs by offering refreshing solutions. We have invested in new equipment and technology as well as people, creating a team of curious, driven experts who believe in relationships and thrive on solving complex print challenges. Our GATHER online portal enables easy ordering, secure online proofing and real-time production tracking, SeaChange prioritizes security, is HIPAA-compliant and has active accreditations in SOC2 and HITRUST. In addition to Great Printer certification, SeaChange is the largest WBENC-certified printing company in MN.

SEATON, PETERS & REVNEW, P.A.
Minneapolis, MN
As the "Lawyers for Employers", we provide clear, decisive and effective legal representation to management in employment, labor, human resources and employee benefits matters. Seaton, Peters & Revnew provides employers with what they expect from law firms: honest advice, straight answers, accessibility, responsiveness, experience and aggressive representation.

SEVEN CORNERS PRINTING COMPANY
St. Paul, MN
Since 1913 Seven Corners Printing has provided quality Union printing for the Twin Cities area and beyond. We are a full service commercial printer offering one to six - color sheetfed printing, digital and wide format with complete bindery services. We cover all types of projects from marketing materials, books and direct mail services from stitching, die cutting and gluing to high-speed printing for the Twin Cities area and beyond. We are a full service commercial printer offering one to six - color sheetfed printing, digital and wide format with complete bindery services. We cover all types of projects from marketing materials, books and direct mail services from stitching, die cutting and gluing to high-speed production. SeaChange prioritizes security, is HIPAA-compliant and has active accreditations in SOC2 and HITRUST. In addition to Great Printer certification, SeaChange is the largest WBENC-certified printing company in MN.

SHAPCO PRINTING, INC.
Minneapolis, MN
Services including color scanning, retouching, and GATF certified proof to press color management. Our Benny Award winning pressroom includes 1 through 8 color plus aqueous conventional printing or 1 through 8 color UV printing plus UV coating. Format department can print on a wide variety of substrates. Finishing services from stitching, die cutting and gluing to high-speed packaging, kitting, online pick-n-pack fulfillment services and ordering system, and warehousing. Mailing services include database management through final delivery to the Post Office. We run 24 hours 7 days a week to accommodate rush orders.
### MARK YOUR CALENDARS

#### UPCOMING EVENTS & CLASSES

<table>
<thead>
<tr>
<th>WHEN:</th>
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<tr>
<td><strong>WHEN:</strong></td>
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<tr>
<td>August 6 - 7</td>
<td>The Print Event</td>
<td>Lumber Exchange, Minneapolis, MN</td>
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<tr>
<td>Thursday, August 8th</td>
<td>Minnesota PIM Golf Tournament</td>
<td>Bunker Hills Golf Club, Coon Rapids, MN</td>
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<tr>
<td>11:00 AM to 8:00 PM</td>
<td></td>
<td>12800 Bunker Prairie Road</td>
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<tr>
<td>Coon Rapids, MN 55448</td>
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<tr>
<td>Wednesday, August 14</td>
<td>PIM SmartCafe: Putting the Success in Succession Planning</td>
<td>Twin Cities - Des Moines - Omaha - Remote</td>
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<td>11:30 AM to 1:00 PM</td>
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<tr>
<td>Thursday, August 15</td>
<td>PIM Workshop: Red Cross CPR-AED-First Aid Certification</td>
<td>PIM Office - Nokomis Room</td>
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<td>9:30 AM to 1:30 PM</td>
<td></td>
<td>1300 Godward St NE</td>
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<tr>
<td>Minneapolis, MN 55113</td>
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<tr>
<td>Wednesday, August 21st</td>
<td>Nebraska PIM Golf Tournament</td>
<td>Tiburon Golf Course, Omaha, NE</td>
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<tr>
<td>11:00 AM to 8:00 PM</td>
<td></td>
<td>10302 South 168th St.</td>
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<tr>
<td>Omaha, NE 68136</td>
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<tr>
<td>Thursday, September 18</td>
<td>PIM Young Professionals at Second Harvest Heartland</td>
<td>Second Harvest Heartland</td>
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<td>1:30 PM to 3:30 PM</td>
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<td>7101 Winnetka Ave N</td>
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<td>Brooklyn Park, MN 55428</td>
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<tr>
<td>Friday, September 20th</td>
<td>PIM Paper Drive - Paper Drop Off</td>
<td>Lindenmeyr Munroe, Fridley, MN</td>
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<td>Lindenmeyr Munroe, Fridley, MN</td>
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<tr>
<td>Saturday, September 21st</td>
<td>PIM Paper Drive - Teacher Pick Up</td>
<td>Embassy Suites Minneapolis North, MN</td>
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<tr>
<td>Thursday, October 3rd</td>
<td>PIM Women In Print</td>
<td>Dallas, TX</td>
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<tr>
<td>October 23 - 25</td>
<td>PRINTING United Expo</td>
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**EVENT RECAP**

Five classes, training sessions and events where held in May. Along with the Iowa Golf Tournament that was held in June.

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**PIM OFFICE - SUMMER HOURS**

Office will be closed by 2:00 PM on Fridays

As summer approaches, our office hours will change slightly. May 28 through August 30, we will be closing the office early on Fridays. The rest of the week hours will remain the same. Summer hours are:

- **Monday - Thursday:** 8:00 AM to 4:30 PM
- **Friday:** 8:00 AM to 2:00 PM

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**BEST RATES AT DELTA HOTEL**

If you are coming to Minneapolis for an upcoming PIM event, we have negotiated to get you the best hotel rates at the Delta Hotel by Marriott Minneapolis Northeast (1330 Industrial Blvd NE, Minneapolis, MN 55413) - located just steps away from our office! Book your corporate rate for Delta Hotels Preferred Clientele.
Iridescent Colors & Specialty Embellishments Never Seen Before in Digitally Printed Pieces Are Now a Reality

A high speed, six-station color press that combines four-color printing with up to two specialty dry inks in one printing pass. The Xerox Iridesse™ Production Press is the only digital press that can print metallic gold or silver dry ink, CMYK and clear dry ink in a single pass, giving you an immediate competitive edge in the growing digital print enhancement market.

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Learn more online at LindenmeyrMunroe.com
PIM GOLF OUTINGS
Join us for an exciting day of golf, prizes & networking! Find the closest location, assemble a team & get out to the course.

Minnesota Golf Outing
DATE: August 8, 2019
TIME: 11:00 AM- 8:00 PM
WHERE: Bunker Hills Golf Club

Nebraska Golf Outing
DATE: August 21, 2019
TIME: 11:30 AM- 8:00 PM
WHERE: Tiburon Golf Course

SMARTCAFE - AUGUST
This SmartCafe session will cover succession planning to help you both develop an effective operating team as well as long-term management transition planning.

DATE: Wednesday, August 14, 2019
LOCATION: Twin Cities, Des Moines, Omaha & Remote

AMERICAN RED CROSS
This course teaches your associates basic first aid and life saving skills. Upon class completion, attendees will be certified for 2 years.

DATE: Thursday, August 15, 2019
LOCATION: PIM Office, Minneapolis, MN

YOUNG PROFESSIONALS
We will be volunteering at Second Harvest Heartland. This volunteer shift will provide a month of meals for a neighbor in need! Lets have some fun and do some good!

DATE: Wednesday, September 18, 2019
LOCATION: Second Harvest Heartland, Brooklyn Park, MN

SURPLUS PAPER DRIVE
For more than 40 years, PIM members generously donated their surplus paper to schools across the state that helps thousands of students every year!

DATE: Friday, September 20, 2019
LOCATION: Lindenmeyr Munroe
41 Northern Stacks Dr, Fridley, MN 55421

WOMEN IN PRINT
Women from the printing industry come together to network and celebrate one another’s accomplishments at this annual luncheon.

DATE: Thursday, October 3, 2019
LOCATION: Embasst Suites Minneapolis North

More information, sponsorships & registration for all events can be found on www.pimw.org/events