



March 24, 2020 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

We Are Here to Keep You Informed

The COVID-19 pandemic is a rapidly changing situation. Printing Industry Midwest (PIM) is closely monitoring all governmental regulations on a federal, state, and local level, that may affect your business or that of its employees' health and safety. Please read below for several updates for today, Tuesday, March 24.

[View COVID-19 Resources...](#)

- [PIM Connect. \(If you need log-in support, contact Ben Dally\)](#)
 - Letters sent to Governors of MN, IA, NE, SD & ND
 - USPS Essential Business Memo
 - About SBA Emergency Loans
 - Conference Call With President Trump: RECAP
 - How to respond in case of a "Shelter-in-Place" order
 - Communication Templates and Other PIM Resource
- [PIA's Resources.](#)

NEW TOPIC: PIM Financial Executives Council Meeting – Financial Management in a Downturn: Print & COVID-19

March 25, 2020 | 11:30 AM to 1:00 PM | Online Only

Due to changing business conditions, PIM changed the topic for the upcoming PIM Financial Executives Council Meeting to address the COVID-19 pandemic.

Business and financial managers from PIM print service providers will connect virtually for a round-table discussion on how to effectively respond to the fast-changing environmental and business conditions from COVID-19. This isn't the first downturn and it won't be the last. We'll hear from our colleagues and experienced pros on what's worked in the past and what hasn't.

[Learn More.](#) [Register.](#)

Print Focused. Expert Designed. Online Convenience.

The iLearning Center - Online Training & Certification

If you find yourself with more down time or looking for something to work from home on - check out Printing Industries of America's (PIA) The iLearning Center. The iLearning Center is an included member benefit for all PIA printers-- features printing industry-focused courses developed and presented by industry expert instructors. There are free courses for every professional in categories such as print production, sales, marketing, customer service, and Lean manufacturing. iLearning Center premium content includes industry certifications, Power Selling, and more.

[Learn More.](#)

Unique Ways of Connecting

Throughout the last few weeks we have all had to adapt to new situations. Tell us if you're open and what **unique ways** you meet essential client & public needs during this time. **We're compiling a list** of members and what they're offering (drive-up, online portals, new services etc.). So let [Sadie Johnson](#) know — we will publish and continually update the list on our website.

[Learn More.](#)

Is Your Company Hiring or Not Hiring?

We know the next month(s) looks unpredictable but we want to help

PIM wants to provide resources to those companies who remain active in their hiring efforts, as well as support those with diminishing labor needs. Please email [Kris Davis](#) and let her know if your company is continuing to recruit new employees?

If you're still actively searching for new employees, we encourage you to connect with [Cassandra Avery](#) from Goodwill/Easterseals and [Tara Munroe](#) from Avivo, our community based partners for those seeking careers in print and entry level jobs.

Also, please be sure to visit the PIM's [Staffing Assistance](#) page on our website for additional staffing resources including our new staffing partner Seek, who may be able to assist you.

[Learn More.](#)

UPCOMING EVENTS & CLASSES

[All PIM Upcoming Events, Webinars & Trainings...](#)

March 2020:

NEW TOPIC! [PIM Financial Executives Council – March 2020: COVID-19](#)

March 25, 2020 from 11:30 AM to 1:00 PM

Location - Online Remote Access Only

April 2020:

[PIA Webinar - From Satellite to Street View: Refining Your Business Strategy with Detailed Performance Ratios Reporting](#)

April 2, 2020 from 2:00 PM to 3:00 PM EDT

Location - Online Remote Access Only

May 2020:

For now PIM will hold all in-person May 2020 events and trainings. We will re-visit scheduling on April 1, 2020 and will make adjustments if needed. Please continue to register. Thank you for your patience.

PIA Sales Ready!

May 4-8, 2020 from 2:00 PM to 3:00 PM EDT (Daily)

Location - Online Remote Access Only, Virtual Conference

Human Resource (HR) Conference

Register before April 3, 2020 & Save!

May 12, 2020 from 7:30 AM to 5:30 PM

Location - PIM Office, Nokomis Room (Level B1), 1300 Godward Street NE, Minneapolis, MN 55113

PIM Forklift Train the Trainer Workshop

May 20, 2020 from 9:00 AM to 12:30 PM

Location - PIM Office, Nokomis Room (Level B1), 1300 Godward Street NE, Minneapolis, MN 55113

CareerForce South - Careers in Print & Informational Session

May 20, 2020 from 9:30 AM to 12:00 PM

Location - CareerForce in Minneapolis South, 777 East Lake Street, Mpls, MN 55407

PIM Training – American Red Cross CPR/ AED/ First Aid Training

May 27, 2020 from 9:30 AM to 1:30 PM

Location - PIM Office, Nokomis Room (Level B1), 1300 Godward Street NE, Minneapolis, MN 55113

PIM Young Professionals at Inbound BrewCo – Bring Your Dog

Register before May 1, 2020 & Save!

May 28, 2020 from 4:00 PM to 7:00 PM

Location - Inbound BrewCo, 701 N. 5th Street, Minneapolis, MN 55401

June 2020:

Iowa Golf Outing

June 11, 2020 from 11:30 AM to 6:00 PM

Location - Tournament Club of Iowa, 1000 Tradition Drive, Polk City, IA 50226

Star Awards Banquet

June 24, 2020 from 4:30 PM to 9:00 PM

Location - Hyatt Regency Minneapolis 1300 Nicollet Mall, Minneapolis, MN 55403

PRINTING INDUSTRIES OF AMERICA (PIA) NEWS & UPDATES

Extended Entry Period for the 2020 Premier Print Awards

Printing Industries of America (PIA) has extended the entry window for the 2020 Premier Print Awards. Those with show-stopping print projects can now submit their entries to over 100

program categories through **July 31, 2020**.

Entries received and processed before the **early-bird deadline of June 15, 2020**, will receive a discounted entry rate of **\$87 per entry** for PIA members and **\$174 per entry** for non-members.

Note: Printing Industry Midwest (PIM) members who received “Best of Category” and/or “Award of Recognition” awards from PIM’s 2020 Star Awards competition, get to submit their winning entries into the Premier Print Awards for free. Please reach out to [Kris Davis and Sadie Johnson](#) with any questions.

[Enter Now.](#)

2020 Premier Print Awards Gala

Due to the shifting nature of the COVID-19 pandemic, the decision to hold an awards gala and details regarding the distribution of awards to honorees will be determined at a later date.

[Learn More.](#)

PIA Upcoming Webinar: Free for Members

From Satellite to Street View: Refining Your Business Strategy with Detailed Performance Ratios Reporting

April 2, 2020. | 2:00 PM to 3:00 PM EDT | Online Only

Imagine trying to run a successful business with only a satellite view of all of your data—you end up with a picture that is far too broad and undefined. This webinar will demonstrate how to harness the detailed reporting features available in the Premium and Professional versions of the Performance Ratios online tool. By applying these additional features to run comparative reporting and targeted queries, you will be better able to build comprehensive analysis reports. Used as part of your business strategy, this data will equip you with an understanding of the competition and your best profit-boosting plan of action. You Will Learn...

- How to get started using the Performance Ratios tool
- How to harness additional reporting features to refine your business strategy
- Best practices in applying targeted comparative reporting and takeaways to apply within your own business

[Learn More.](#)

Invest In Your Digital Learning - Get Sales Ready!

May 4-8, 2020 | 2:00 PM. to 3:00 PM Eastern Time, Daily | Virtual Conference

Now is a great time to invest in your digital learning and bolster your sales strategy. Each day brings expert advice from those that know the print sales landscape best. Speakers will cover a diverse range of topics, allowing you to gain the insights you need right from your computer! Speakers include print sales experts Bill Farquharson, Daniel Dejan, Leslie Groene, Dave Fellman, and Matthew Parker.

[Learn More.](#)

[Register.](#)

Looking for a Good Read?

The weather is getting warmer and we are getting ready to do some spring cleaning! For a limited time, PIA is offering a 75% discount on most of our physical inventory. At check out, please enter **CLEAR75** into the Discount Coupon Code box, and hit apply.

[Learn More.](#)

Send your news to PIM by contacting Sadie Johnson at sadieh@pimw.org



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