



February 4, 2022

Happy New Year from all of us at Printing Industry Midwest (PIM!) While the challenges of the pandemic continues to rile our supply chains, workforces, and profits, our strength as a community endures. A few updates on the coming year for PIM;

**SABBATICAL:** Due to health concerns, I will be taking a sabbatical from my position at PIM beginning February 7, 2022. I am targeting a return of no later than August 1st, in time to play (poorly) in the 2022 PIM Golf Outing. While I'm away, you can trust your membership and the mission of the organization is in committed and capable hands! Our members are fortunate to have a long-tenured staff, under the direction of Kristin Pilling-Davis (612.400.6208, kdavis@pimw.org) who will serve as PIM Interim Executive Director. We also have a Board of Directors active in our operations and a technology partner experienced in the issues of workforce development. That history and expertise will come in handy as we embark on an exciting year in our organization's history.

**AN IMPORTANT YEAR AHEAD:** PIM has long been committed to supporting its members' education and training needs, and overall development of their workforce. But, today's labor shortages requires a far greater commitment of resources and thought leadership to meet the workforce development demands of an industry that is underestimated, misunderstood, and even unknown to many career seekers. PIM has accepted the challenge of meeting the increased workforce development demands of our membership and industry, and are looking forward to an exciting year ahead as we embark on this new path of member support.

**WE'VE INVESTED IN YOU:** With investment from the PIM Educational Foundation and other industry organizations, PIM is now poised to increase the availability of workforce development related services and benefits with minimal out-of-pocket expense to members. Over the coming year, we'll be piloting a number of new programs designed to

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*inspire, recruit, and train* our industry's next generation workforce. Our workforce development programs will be launched under the brand name, *Print Industries*, a brand strategy that will allow for program distribution beyond our region, impacting print service providers across the United States.

**PILLARS OF VALUE:** Print Industries programs are divided in three “pillars,” each with their own distinct value and purpose;

**Pillar 1) ADVOCACY** – Offers media, tools, and events designed to inspire career seekers and advance the understanding and awareness of the print industry.

**Pillar 2) CAREERS** – Offers a suite of career guidance resources to support the recruitment of our industry's next generation workforce.

**Pillar 3) LEARNING** – Offers an extensive library of thought leadership resources and experiential training courses designed to launch a print career.

**STRENGTH AHEAD:** Beyond workforce development, PIM will continue to offer a wealth of resources to support the vitality, innovation, and business success of our members. I encourage you to reach out to our staff to learn more about our new initiatives as well as our regular array of services and benefits planned for the coming year. As always, active participation is required to ensure your PIM membership adds value to you and your organization. Thank you for your continued membership and active support. Here's to a healthy and productive year ahead!

Best Regards,

A handwritten signature in black ink, appearing to read 'Steve Bonoff', is written in a cursive style.

Steve Bonoff  
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