



January 11, 2022 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

## PIM NEWS & UPDATES

### Cheers to a New Year!

Printing Industry Midwest (PIM) staff hopes you had a wonderful Holiday season! PIM staff is looking forward to another year of engaging and supporting our members. We have a number of new programs and resources that will be rolled out throughout the year! We are eager to share these with you and support your company.



[Contact PIM Staff Anytime.](#)

[View PIM Benefits Here.](#)

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### One Event & Two Webinars on January 13, 2022

#### **PIM Workshop – Red Cross CPR-AED-First Aid Certification - From 9:30 AM to 1:30 PM**

- This course (in-person event) teaches your associates basic first aid and life saving skills. Your company should always have trained first responders that know what to do in emergencies and how to protect your workforce. Upon class completion, attendees will be certified for 2 years in Red Cross CPR, AED & First Aid Training. PIM can come to you if this date does not work. [Learn More.](#)

#### **Short Attention Span Webinar: 2022 Sales Success Plan - From 10:30 to 11:00**

**AM** - On average, people give up on their New Year's Resolutions within 2 weeks. Before that happens to you, attend this Short Attention Span (SAS) Webinar. Bill Farquharson and Kelly Mallozzi will give you a 5 point plan to set up your 2022 for success. SAS Webinars are quick, powerful programs (15-20 min) followed by as much Q+A time as you need. You can stay just for the presentations or take a deeper dive and ask some questions. [Learn More.](#)

#### **Right Track Employer Engagement Webinar - From 12:00 to 1:00 PM -**

At [Right Track](#), the City of Saint Paul's official youth employment and training program, we know that there are enormous benefits to investing in this future workforce through employment and mentorship. An essential piece to the puzzle? Employers like you. You'll learn more about the Right Track program, network with other Twin Cities employers, and hear from current program participants and supervisors as well as Mayor Carter, Councilmember Tolbert and Councilmember Noecker. [Learn More.](#)

[Learn More About All Upcoming Events & Webinars.](#)

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## HRConnectonline Listserv Ended

As of January 1, 2022 this resource has ended

Thank you for signing up for the HRConnectonline listserv program. Unfortunately, this program has ended as of January 1, 2022. Despite efforts to promote the existence of this service, the listserv has gotten almost no use from participants over the past 6 months. As such, we have decided to end the program. Thanks again for your interest.



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## OSHA is Knocking: What You Need to Know Before You Open the Door

January 26, 2022 | 11:30 AM to 12:30 PM (CTS) | Webinar

Do you want to be better prepared for that next OSHA inspection? Did you not yet get inspected? Printing companies are targeted for inspections and those fines are increasing. Attendees will learn about the most common OSHA citations in your area and the steps to take so that you can avoid those citations. This update will be presented by Paul Gutkowski from PIM, who has had over 40 years of experience dealing with OSHA. Following Paul's presentation, we'll have an open discussion about any other environmental or safety issue. Paul will also provide a brief update on the current OSHA/COVID regulatory action.



[Learn More About Webinar.](#)

[Register for Webinar.](#)

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## Promote Your Company & Become a Partner in 2022

2022 Sponsorship Opportunities | [DOWNLOAD DOCUMENT.](#)

By becoming a [PIM 2022 Partner](#) you gain visibility in PIM's publications, websites and social media accounts which will raise your organization's visibility among PIM members. PIM looks to our partners to offer trusted access, resources and information to members to help them navigate the evolving print industry and daily challenges.



[Learn More.](#)

[Download 2022 Document.](#)

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## February Short Attention Span: How to Use LinkedIn to Make Prospects Feel Like They've Met You

February 10, 2022 | 10:30 AM to 11:00 AM (CTS) | Online-Only Webinar

No one is taking your call. Voicemail is a black hole. It's hard to connect at a networking event when you are standing 6 feet away. COVID has accelerated what was already happening: Companies have built walls to keep you out. In this Short Attention Span Webinar, Bill and Kelly talk about how to harness the power of LinkedIn to get the phone ringing, grease the skids, and connect with top prospects.

Like every SAS Webinar, you will leave with a checklist of instantly-actionable items.

Short Attention Span (SAS) Webinars are quick, powerful programs (15-20 min) followed by as much Q+A time as you need. You can stay just for the presentations or take a deeper dive and ask some questions. SAS Webinars will be held on the second Thursday of every month.

[Learn More About Webinar.](#)

[Register for Webinar.](#)

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## PIM's 2022 Star Awards Now Open

[Details Available Here.](#) | **Deadline: February 16, 2022**



This is your chance to spotlight your capabilities to your customers and honor the hard work of your staff. PIM's [2022 Star Awards competition](#) is open to all PIM members who are currently in good standing. This program reveals incredible opportunities for your company to showcase your best. [View our website](#) or click the links below for more information.

### Item Entry Forms –

- [Entry Forms](#): Description of the rules, benefits of entering, entry forms, and ID tags.
- [Category List](#): List of the categories you can submit items to.

### Nomination Forms –

- [Creative Professional of the Year](#)
- [Customer Service Representative \(CSR\) of the Year](#)
- [Financial Executive of the Year](#)
- [NEW! Manager of the Year](#)
- [NEW! Marketing Professional of the Year](#)
- [Outstanding Team of the Year](#)
- [Production Professional of the Year](#)
- [Young Professional of the Year](#)

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## January 1st Marked the One-Year Anniversary of The Sales Vault!



**THE SALES VAULT**  
BillFarquharson.com

Every challenge you have as a sales rep has been solved by someone else. The cool thing about attending a Sales Vault workshop isn't just hearing from an expert, it's hearing from your peers. In last week's Landing the Big Fish live Zoom workshop, we got talking about the difficulty in finding top decision-makers. One attendee suggested looking for panel members at conferences. They are someone their companies consider to be experts. What a great idea! Want more? Become a Sales Vault Insider. [Click here.](#)

Upcoming [Sales Vault](#) Line Up. [Click here](#) for the calendar

- January 11: [The Tips and Tricks of Working/Selling From Home](#)
- January 20: [Fighting Imposter Syndrome](#)
- January 25: [How to Get That First Appointment](#)
- February 1: [Business Apps You Should Know](#)

- February 8: **Vertical Markets: Selling to Hospitals**

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## PIM Workforce Development Opportunities

**PIM Education Foundation (PIMEF) scholarships** are available to students pursuing a 2 or 4 year degree in Graphic Communication and Print related majors. PIMEF is now accepting **scholarship applications** for the 2022 – 2023 school year. Priority is given to the children of PIM member employees. Display a flyer in your break room, hallway or communication bulletin board about this opportunity. **[Download flyer here.](#)**



PIM Employers can **select resumes** to be forwarded to you and can provide information about your **openings** so that job seekers can find you free of charge. If you are looking for a new job, you can also **review job openings** and confidential **post your resume** for potential employers to download. Review more at **[PIM Employment Referral.](#)**



**[PIM's COVID-19 page](#) is a great place to find answer to your COVID-19 questions. Plus we added **[COVID-19 Vaccine](#) information to keep you informed!****

## UPCOMING EVENTS & WEBINARS

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

### January 2022:

#### **[PIM Workshop - Red Cross CPR-AED-First Aid Certification](#)**

January 13, 2022 from 9:30 AM to 1:30 PM (CST) at PIM's Office

*In-person Event* – This course teaches your associates basic first aid and life saving skills. Your company should always have trained first responders that know what to do in emergencies and how to protect your workforce. **[Learn More.](#)**

#### **[Short Attention Span: Your 2022 Sales Success Plan](#)**

January 13, 2022 from 10:30 AM to 11:00 AM (CST) Online-Only Webinar

*Online-Only Webinar* – On average, people give up on their New Year's Resolutions within 2 weeks. Before that happens to you, attend this Short Attention Span Webinar. Bill Farquharson and Kelly Mallozzi will give you a 5 point plan to set up your 2022 for success. **[Learn More.](#)**

#### **[PIM Webinar – PIM Financial Executives Council](#)**

January 19, 2022 from 11:30 AM to 1:00 PM (CST) Online-Only Webinar

*Online-Only Webinar* – In this webinar we will review some strategies your peers are

using to gain a better understanding of their costing structure to enhance pricing and profitability. [Learn More.](#)

### **[Lean Manufacturing Training: Session 7 – Sustaining Your Improvements](#)**

**January 20, 2022 from 11:00 AM to 12:30 PM (CST) Online-Only Webinar**

*Online-Only Webinar* – Work with your team to determine best practices for each process, document them, and train to that standard, which eliminates variance and sets expectations. [Learn More.](#)

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*Online-Only Webinar* – Work with your team to determine best practices for each process, document them, and train to that standard, which eliminates variance and sets expectations. [Learn More.](#)

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### **[2022 Star Awards - Call for Entries Due](#)**

**February 16, 2022 at 12:00 PM (CST) at PIM's Office**

*Submit your entries & nominations to PIM's Office by due date* – 2022 Star Awards Call for Entries is open! Start collecting your finest projects printed between January 1, 2021 to December 31, 2021. You can also recognize your employees by nominating them for individual or a team award. [Learn More.](#)

## **March 2022:**

### **[PIM Young Professionals at TOPGOLF](#)**

**March 3, 2022 from 4:00 PM to 7:00 PM (CST) at Topgolf in Brooklyn Center, MN**

*In-person Event* – PIM is looking for Young Professionals to come network while playing 3 hours of unlimited golf at TOPGOLF. Yummy appetizers will be provided and a cash bar is available for attends. Practice your golf swing, play some games and meet new print professionals. [Learn More.](#)

## **MEMBER NEWS**

**[CMYKHUB of Australia chooses the Insignia7H by Rollem to give them a roughly 400 per cent uptake on previous die cutting technology](#)**

CMYKhub is now the new owner of a hybrid Rollem Insignia, having bought the machine from Graph-Pak. The company's CEO Dayne Nankervis said it purchased the Rollem Insignia IS7 H as the company was looking to improve its service to customers with better quality and faster turnarounds, decrease the technical skill required for production, and provide a base to allow an increase in its product offerings. "We're constantly challenged by matching capacity to order volumes. We're running up to 7 cylinders to keep up. Our customers require fast turnaround, and the old cylinders weren't providing the scalability we needed to meet this requirement," Nankervis said.

[Download Full Article.](#)

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## Get in The Loupe - Share News & Articles

We want to hear from you! Send us your news!

PIM is always looking for member news and educational articles to share. If you have information you would like to share please [email Sadie Johnson](#).



Send your news to PIM by contacting [Sadie Johnson at sadieh@pimw.org](mailto:sadieh@pimw.org)

Did you miss our last email? [Click here](#) to view past The eLoupe News.



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

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