

February 22, 2022 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

## PIM NEWS & UPDATES

### PIM DE&I Accreditation Program Highlighted in WhatTheyThink

View video interview, [click here](#).



Printing Industry Midwest (PIM) [Diversity, Equity & Inclusion \(DE&I\) Accreditation Pilot Program](#) is taking off! The goal of this program is to drive increased diversity, equity and inclusion in the printing industry. Today, the program is in pilot mode with nine dedicated companies working on their journey. Check out this [video interview](#) where Kristin Pilling-Davis of PIM explains the program, and Debby Boyd of JohnRoberts and Mariel Bolger of Bolger, two companies enrolled in the pilot program, talk about why the program is important to their companies and the industry.

[View video about PIM's DE&I Pilot Program.](#)

---

### Reach out to Your Senator's Staff - Your Support of the Postal Service Reform Act!

PIM is a proud member of the [Coalition for a 21st Century Postal Service](#). Under the leadership of this coalition, the Postal Service Reform Act has just passed the House and is now headed to the Senate for a vote in the coming days. This is a critical step forward in righting the ship at the USPS! This bill offers changes pivotal to stabilizing USPS finances and guaranteeing a unified 6-day delivery system, which preserves the economies of scope and scale of the postal service, and buttresses its efficiency in fulfilling its mission. It is not a perfect bill – but it is a good bill with bipartisan compromises and must be passed. Yet, there are those seeking changes at this late hour that could delay, or even derail, this bill. The Coalition is working to ensure the bill passes the Senate and does so intact.



Staff members of your representatives are extremely influential in the lobbying process. We encourage you to email staff members from your home state with a personal email expressing how the strength of the USPS impacts the print and graphic communications industry, along with your strong support of this measure.

[Download email list here.](#)

---



[Learn more about PIM's Partner Federated Insurance, click here.](#)

---

## Next Week! PIM Young Professionals at Topgolf

March 3, 2022 | 4:00 PM to 7:00 PM | Topgolf, Brooklyn Center

There is still time to register! Come network with PIM's Young Professionals while playing **3 hours of unlimited golf at TOPGOLE**. Yummy appetizers will be provided and a cash bar is available for attendees. Practice your golf swing, play some games and meet new print professionals. We are looking forward to seeing you!



[Learn More.](#)

[Register for Event.](#)

---

## So, there's another email about PIPI... What's this all about??

By Dr. Ralph Williams, [Printing Industry Performance and Insights \(PIPI\)](#)

That's a reasonable question many printing company leaders may ask when they receive another email about a [Printing Industry Performance and Insights \(PIPI\) study](#). Before addressing that question, let me share a little personal history related to what motivates me to conduct these studies. My connection to our industry started when I took a printing course in a vocational high school. And through high school and college, I worked "hands-on" in printing. Over about 30 years, I served as president of three printing firms, holding major ownership in two. Two of those businesses had around 60 employees, and the other had about 120. Then I was drawn to academia and taught college classes while consulting printing firms. After about five years of teaching and consulting, I went back to school to earn my Doctorate. I am now an Associate Professor of Management at Middle Tennessee State University, where I earned my bachelors and MBA degrees.

[Download full article here.](#)

---

## These four trade show tips will swing sales your way

Blog Post from [Americas Print Show](#)

Your exhibit at [Americas Print Show](#) may be the first time you gather with your industry peers in over two years. As a print industry leader, your exhibit booth should be an example for your peers, prospects, and passersby at APS22. Your brand needs to stand out on the crowded convention center floor. You'll need a strategy to differentiate your business from your friends and competitors here. Follow these guidelines, and your company's set-up will swing sales in your direction.

[Read full blog post here.](#)

---

## Don't penalize MN businesses for pandemic unemployment

Minnesota Legislators will debate how to restore the depleted Unemployment Insurance Trust Fund this legislative session. But businesses shouldn't be penalized and taxed to repay the state's unemployment debt and return the Trust Fund to its pre-pandemic level while still recovering from the COVID-19 pandemic. Especially when federal and state funds were and are available to cover this pandemic-related expense.

[Download flyer here.](#)

---

## PICB's Credit Tip – Who's Your Valentine

By Andrea Schlack, President PICB

Have you been victimized by a customer who suddenly sold its company while still owing you money? Were you left bereft, a profitless victim without recourse? William Shakespeare wrote "A rose by any other name would smell as sweet" which simply means that the names of things do not affect what they really are, therefore can using his observation better define certain credit terms to keep the money where it belongs? Specifically, a Printer who defines payment expectations as a "Trust" and states specifically its rights and remedies over a Customer that is a Third-Party Trade reselling goods/services for price + profits may be able to hold such a non-paying Customer and its' principals personally liable for the breach of that Trust without obtaining an actual personal guarantee.

[Read full article here.](#)

---

## Upcoming in The Sales Vault

This is where the best graphic arts sales reps and selling owners go for their sales ideas. They learn from an expert, from their peers, and on demand. [The Sales Vault](#) is a sales program bought to you by Bill Farquharson. One Vault feature is a live weekly workshop. Care to try one out for free? [Email Bill](#) and he'll give you access to one workshop or one video replay. Here are the next three:



- 2/24: [The Sales Triathlon: Time Mgt., Voice Mail, Objections](#)
  - 3/3: [An Effective Prospecting Process](#)
  - 3/8: [Selling in Chaos: Staying Organized](#)
  - [Click here](#) to see full list and descriptions
- 

## 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 confidentially [post your resume](#) for potential employers to download. Review more at [PIM Employment Referral.](#)



---

## Promote Your Company & Become a Partner in 2022

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

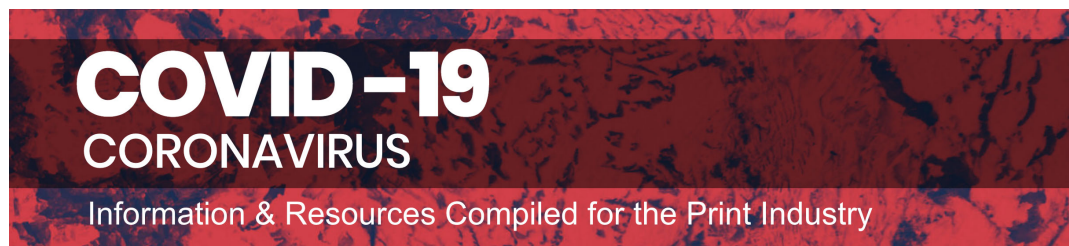
By becoming a [PIM 2022 Partner](#) you gain visibility in PIM's publications, websites and social media accounts which will raise your organization's visibility among PIM members. PIM looks to our partners to offer trusted access, resources and information to members to help them navigate the evolving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



[Learn More.](#)

[Download 2022 Document.](#)

---



[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...](#)

**March 2022:**

[PIM Webinar – Dive into DMAIC process: Define, Measure, Analyze, Improve & Control](#)

**March 2, 2022 from 11:00 AM to 1:00 PM (CST) Online-Only Webinar**

*Online-Only Webinar* – Join us as Diana Martinez discusses Lean Six Sigma (LSS), a systematic approach to dramatically improving cost, quality and delivery by combining the strengths of today's two most powerful business initiatives — Lean and Six Sigma. [Learn More.](#)

[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.](#)

### [Short Attention Span Webinar: Tips and Tricks for Working/Selling From Home](#)

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

*Online-Only Webinar* – In reality, remote work brings on a whole new set of sales challenges. In this Short Attention Span Webinar, Bill Farquharson and Kelly Mallozzi provide valuable and instantly-applicable ideas to maximize sales productivity while managing life's interruptions. [Learn More.](#)

### **April 2022:**

#### [Short Attention Span Webinar: The Top 10 Sales Apps](#)

**April 14, 2022 from 10:30 AM to 11:00 AM (CST) Online-Only Webinar**

*Online-Only Webinar* – In this Short Attention Span Webinar, Bill Farquharson and Kelly Mallozzi will run you through the most valuable, most essential, and (often) free apps for sales people in areas like Productivity, Communication, Task/Project Management, and Lead-Gen. [Learn More.](#)

## **MEMBER NEWS**

### [\*\*Packaging Industry Expert and Thought Leader Adam Peek Joins Meyers as Vice President of Revenue Operations\*\*](#)



MINNEAPOLIS, Minn. (February 8, 2022) — Meyers, an award-winning Minnesota-based manufacturer and design studio for product packaging, printed labels, and retail displays for global brands, has hired industry veteran Adam Peek as Vice President of Revenue Operations. Peek, a podcast host, content creator, printed packaging expert, influential thought leader, and Hope Dealer, brings 15 years of experience to the position.

[Read full article.](#)

---

### [\*\*Shuffled Ink chooses the Rollem Insignia6 Die Cutter for dedicated production of specialty and game card Folding Cartons.\*\*](#)



Shuffled Ink, a family owned & operated company, has produced millions of decks of custom playing cards, card games and tarot & flash cards for individuals and companies around the world. Their products are manufactured at their state of the art production facilities in Orlando, Florida. Seeking to improve their production method for creating card boxes, Shuffled Ink identified Rollem's award-winning Insignia6 die-cutter to increase the box quality along with greater production outputs. They recently received installation of Rollem's Insignia6 Die Cutter to help produce their playing card boxes and cartons.

[Read full article.](#)

---

## AWT Labels & Packaging Extends Labeling Portfolio With Labeltronix Acquisition



MINNEAPOLIS, MN – FEBRUARY 16, 2022 – Minneapolis-based AWT Labels & Packaging, Inc. (AWT), a leading provider of specialty labels and packaging for the healthcare, food & beverage, personal care, and industrial durable end markets, today announced the acquisition of Labeltronix.

[Read full article.](#)

---

## 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](#)

8085 Wayzata Blvd., Suite 101A, Golden Valley, MN 55426

Tel. 612.400.6200 • [Contact PIM](#) • [www.pimw.org](http://www.pimw.org) • [PIM Connect](#)



[Click here](#) to unsubscribe or update your email preferences