



May 31, 2022 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

## PIM NEWS & UPDATES

### The New PIM Connect Library Is Here



The PIM Connect Library has moved to a new user-friendly platform. The Library is now easier to use and finding the resources you need will be faster and more simple than ever before. Find webinar recordings, regulatory and legislative updates, financial templates, survey results, and more! Just go to the [PIM website](#), login to your [member portal](#), and click on Connect Library on the menu. Or just click on the Connect Library picture here.

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### 2022 Star Awards Banquet June 22

It's almost time for the annual PIM Star Awards. The evening begins with a social hour with refreshing drinks sponsored by **Midland Paper** and tasty appetizers sponsored by **FUJIFILM North America Corporation**. Do not forget to view the 2022 Best of Category Winners during this time and vote for the People's Choice Award sponsored by **Bremer Bank**. Enjoy a delicious dinner before we kick off the show and announce the 2022 Star Awards winners! Who will win Best of Show and People's Choice, find out on June 22, 2022.

Thank you to **Lindenmeyr Munroe** the **2022 Signature Sponsor** and all our 2022 Star Award Sponsors for helping us celebrate all night!

[Learn more.](#)

[Register for the Banquet.](#)

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## Mailers Hub News

### In this issue...

- **PMG Repeats Familiar Themes in NPF Address.** As the story goes, only he can clean up the mess he found.
- **Seeking Equilibrium - Commentary.** Attention is needed on the cost side of the ledger, not just the revenue side.
- **PRC Issues Instructions for Proposed CET Changes.** The PRC wants issues resolved before the USPS proceeds.
- And more...

[Download news here.](#)



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

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## Minnesota Printers Must Comply with New Frontline Worker Pay Law

### Minnesota Print Workers May Receive "Hero Pay"

On April 29, 2022, Governor Walz signed the Frontline Worker Pay Law. This law allows certain workers to receive a state-funded bonus payment for working during the pandemic. These funds are intended to thank these workers for showing up and providing critical services that allowed Minnesota to continue to function during the COVID-19 emergency.

#### What Must Print Companies Do?

##### Post the Notification

Printing is a business sector within manufacturing. So, Print Employers must notify workers that they may be eligible for the bonus payment. *Let your employees decide if they are eligible to apply.*

Printers must post and/or provide a paper or electronic copy of the notice to all workers. The notice may be found at [https://www.dli.mn.gov/sites/default/files/pdf/fwp\\_info\\_sheet.pdf](https://www.dli.mn.gov/sites/default/files/pdf/fwp_info_sheet.pdf)

More information, FAQs and a link to the sign-up can be found at the Minnesota Frontline Worker Pay website: <http://frontlinepay.mn.gov>

If you have questions regarding this, contact Ben Dally ([bdally@pimw.org](mailto:bdally@pimw.org), 612-400-6207) or Kris Davis ([kdavis@pimw.org](mailto:kdavis@pimw.org), 612-400-6208).

[Read more here.](#)

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## Did you get your 2022 guide yet?

PIM's [2022 Print Buyers Guide & Membership Directory](#) is a resource for print decision makers across the country. It is designed to showcase our members and assist business professionals in finding printers and print suppliers to help complete projects. Make sure your office has a copy (or two or three)! If you have not received a copy or would like additional, [email Ben Dally](#).



[Learn More About the Guide.](#)

[View Online Flipbook.](#)

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## Two New PIPI Reports on Marketing & Revenue Growth

Two new PIPI reports have been released. The first is on Marketing Planning, Sales Team Management, & Social Media Usage. The second is titled "Is Your Firm Growing Like Others In The Printing Industry?" Read these reports below or you can find them on the new PIM Connect Library.

[Marketing Planning.](#)

[Revenue Growth.](#)

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[Learn more about PIM's Partner Impact Power Solutions, click here.](#)

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## The Sales Vault Weekly Sales Tip

Are your sales down? Are YOU down? In [This weeks' sales tip](#), Bill answers those questions with questions of his own.



Live Zoom Workshop line-up:

- May 17: Time Management Basics Class

- May 19: Sell like Geico
- May 24: LinkedIn: What to Post
- May 26: Getting to the Next Level

[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. [Click here](#) to see full list of upcoming events.

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## Minneapolis "Paper & Print Pop-Up" Event

**June 13, 2022 from 5:00 PM to 9:00 PM at Day Block Event Center**

This one-of-a-kind in-person event features an exceptional lineup of the latest printing and finishing techniques, free craft beer, and gourmet pizza, as well as some of the hottest papers and print samples around - which designers can take home by the armful! On hand to share their knowledge will be experts from Sappi, Xerox, Nobelus, Sylvamo, Canon, Kurz / H+M, Bolger Printing, and Ecofoil, a 100% recyclable metallized foil board which will make its American debut here.

[More information here.](#)



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

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## PIM Education Foundation Awards \$13,000 in Scholarships

**The scholarships go to students pursuing print/graphic/media careers in 2022. Congratulations to:**

- **Ally Chan** of Excelsior, MN - Freshman (Georgetown University - Washington DC) - Ally is the child of an IWCO Direct parent
- **Ari Hytti** of Roseville, MN - Junior (University of Wisconsin - Stout - Menomonie, WI)
- **Jennifer Osufsen** of Aurora, MN - Student (Mesabi Range College - Eveleth, MN)

- **Alecia Posener** of Iron Mountain, MN - Student (Mesabi Range College - Eveleth, MN)

Tax deductible donations to the PIM Education Foundation, a 501(c)3 corporation, make possible the distribution of scholarships each year to students preparing for a career in the printing industry. For more information on how to donate, contact [Kristin Davis](#).

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## PIM Workforce Development Opportunities



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](#).

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## UPCOMING EVENTS & WEBINARS

### June 2022:

#### PIM Quality Mail Preparation Specialist Certification

**June 7-8, 2022 from 8:30 AM to 4:30 PM (CST) at PIM's Office, Golden Valley, MN**

*In-Person Workshop*– Upon completion of the course, an exam is given and a passing grade earns the learner an official two-year certification\* from Mailer's Hub and Postal 911 as Certified Mail Preparation Specialists, who are known for their high level of expertise in mailpiece design, proper mail processing, and postal regulations. [Learn More.](#)

#### PIM Workshop – Red Cross CPR-AED-First Aid Certification

**June 9, 2022 from 9:30 AM to 1:30 PM (CST) at PIM's Office, Golden Valley, MN**

*In-Person Workshop*– 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.](#)

#### Amplify

**June 14 to 16, 2022 at the Minneapolis Convention Center, MN**

*In-Person Event* – Amplify brings print finishing and embellishments to the forefront. Showcasing the brands, products, and processes raising the standard for foil and coatings, diecutting, folding and gluing, binding, direct mail, and more. Join us for a comprehensive three-day event and gain the inspiration, knowledge, and network to amplify your business.

PIM Members Attend Exhibit Hall for Free: Use code **PIMVIP** to register for no charge [Learn More.](#)

## [PIM 2022 Star Awards Banquet](#)

**June 22, 2022 from 4:30 PM to 9:00 PM (CST) at the Hyatt Regency Minneapolis**  
*In-Person Event* – PIM's Star Awards Banquet is held to honor the hard work of you and your staff. Come be recognized and congratulate your peers at PIM's 2022 celebration! Thank you to Lindenmeyr Munroe, the 2022 Signature Sponsor, and all our 2022 Star Award Sponsors! [Learn More.](#)

## **August 2022:**

### [66th Annual PIM Minnesota Golf Outing](#)

**August 4, 2022 from 11:00 AM to 7:00 PM (CST) at Bunker Hills**  
*In-Person Event* – Printing Industry Midwest (PIM) would like to invite you to our 2022 Minnesota Golf Outing. On August 4, 2022, come enjoy an afternoon of golfing, networking, & potentially win prizes! Thank you to all our sponsors for their support, providing beverages, games, and prizes throughout the event!

You can now **register yourself or your team**, sign up for **sponsorship opportunities** or both! **Multiple sponsorship opportunities are available when registering.**

We are also accepting raffle prizes or PIM can go shopping for you for a **raffle prizes**. Raffle prize donations benefit PIM's Education Foundation that provides development of job training programs, career fairs, scholarships, and much more for the print industry.

[Learn More.](#)      [Register.](#)

### [3rd Annual Midlands Golf Outing](#)

**August 11, 2022 from 11:00 AM to 6:00 PM (CST) at Tournament Club of Iowa**  
*In-Person Event* – Join Printing Industry Midwest (PIM) on August 11, 2022 for an exciting day of golf, prizes, networking and fun at the PIM 2022 Midlands Golf Outing. Thank you to all our sponsors for their support and who will provide beverages and prizes throughout the event!

You can now **register yourself or your team**, sign up for **sponsorship opportunities** or do both!

[Learn More.](#)      [Register.](#)

### [America's Print Show](#)

**August 17-19, 2022 in Columbus, Ohio at The Greater Columbus Convention Center**  
*In-Person Event* – Network like never before - Labor shortages and supply chain slowdowns will continue in 2022. At Americas Print Show, you'll create and nurture relationships that will see you through the challenges. APS22 brings together decision makers and industry leaders from across Canada, the U.S., and Central America. You need to be where you could meet your next Peer, Mentor, Customer, Employer, Employee, Supplier, Vendor, or Client. It's all about the people.

[Learn More.](#)

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## MEMBER NEWS

### Rollem Highlights the Insignia Die-Cutter featured Live at the June Amplify Event

The inaugural Amplify event brings print finishing and embellishments to the forefront. Showcasing the brands, products, and processes raising the standard for foil and coatings, diecutting, folding and gluing, binding, direct mail, and more.

“Our team is very excited to be back for in-person demonstrations and conversations at the Amplify event in Minneapolis. For vendors and printers alike, the time has come to look at new equipment developments, see it in person for the first time and examine the under the hood equipment design. The Insignia has been so successful and adapted by a really diverse client base. We know the attendees of Amplify will appreciate the in-person opportunity to learn more about the wealth of features and fast ROI the Insignia affords”, states Susan Corwin, Director of Marketing for Rollem International.

[Read the full article here.](#)

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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](#).