



December 13, 2022 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

## PIM NEWS & UPDATES

### Happy Holidays & Best Wishes for 2023

PIM's Office will be closed for the Holidays - December 23 & 26 and January 2

Printing Industry Midwest (PIM) Staff would like to wish all of you and your family a very happy and safe Holiday season! We hope you can find time to relax, spend time with your family and enjoy delicious meals. Thank you for a great year and we are looking forward to connect with you in 2023!

*This is the last eLoupe News for 2022, eLoupe News emails will resume in January 2023.*

---

### Call for bids for PIM's 2023 Print Buyers Guide

We need your help! Please send in your bids for the production of the 2023 guide

As a valued member of PIM, we invite you to bid on the production of the 2023 Print Buyers Guide & Membership Directory. This is a terrific opportunity to showcase your company's high-quality work to a nationwide audience thousands of print buyers and influencers. **NEW** this year - if you choose to donate the cost of production you will be awarded a **FREE** premium full page ad spot! If you choose to charge PIM for the production cost, you will be awarded a premium half page ad spot at no charge. Your ad will be displayed on either the inside front cover, last page of the guide, inside back cover or back cover. Please send your bid(s) to Sadie Johnson at [sadieh@pimw.org](mailto:sadieh@pimw.org) by **December 28, 2022 at 12:00 PM (CST)**.

[Download PDF of Bid Information.](#)

---

### PIM's 2023 Star Awards is Now Open

All entries & nominations are due to PIM's Office by February 23, 2023 at 12:00 PM

Let's make the 2023 Star Awards bigger and better than past years! PIM's Star Awards reveals incredible opportunities for your company to showcase your best.

[View PIM's Star Awards Page](#) or click the links below for more information.

[SUBMIT PRINTED PIECES](#)

[NOMINATE CO-WORKERS](#)

|   |   |
|---|---|
| <b>NEW this year, your first entry is FREE</b>  | <b>It's FREE to nominate your co-workers</b>  |
| <b>FIND YOUR PROJECT(S)</b> – We are currently looking for companies to enter their best projects that have been printed and produced between January 1, 2022 and December 31, 2022.    | <b><u>CREATIVE PROFESSIONAL</u></b> – Provides creative solutions to all endeavors they are assigned.                   |
| <b>REVIEW THE CATEGORY LIST</b> – Next, review our <b><u>CATEGORY LIST</u></b> for descriptions about where your project will fit. One entry can be submitted into multiple categories. | <b><u>CUSTOMER SERVICE REPRESENTATIVE</u></b> – Is responsive to customers, innovative & provides conflict resolution.  |
| <b>PRINT &amp; FILL OUT FORMS</b> – Print and fill out the <b><u>ENTRY FORMS</u></b> .  | <b><u>FINANCIAL EXECUTIVE</u></b> – Demonstrates the aptitude and knowledge for financial reporting.                    |
| <b>MAIL BY DUE DATE</b> – Mail all the forms and entries to our office. All entries need to arrive to PIM's Office by the due date <b>February 23, 2023 at 12:00 PM (noon)</b> .        | <b><u>NEW! HUMAN RESOURCE PROFESSIONAL</u></b> – Displays skills to help balance the needs of the employees & business. |
| <b>JUDGING</b> – In March, a team of industry experts will review all entries.  | <b><u>MANAGER</u></b> – Successful at managing a team of professionals at any level in print.                           |
| An entry is judged first on technical expertise and quality of printing; next on design features and overall graphic appeal.  | <b><u>MARKETING PROFESSIONAL</u></b> – Uses creative thinking to market your company and products.                      |
| The judges will not know which company submitted the entry (except in the case of self-promotion category).   | <b><u>OUTSTANDING TEAM</u></b> – 10 or fewer members from any department or committee.                                  |
| <b>RESULTS</b> – Around the end of March your company will be notified of the results. The 2023 Best of Show award will not be announced until the banquet.                             | <b><u>PRODUCTION PROFESSIONAL</u></b> – Maintains a safe workspace while contributing solutions to the workflow.        |
| <b>CELEBRATE</b> – Mark your calendar for PIM's annual Star Awards Banquet on June 15, 2023. Come be recognized and congratulate your peers!!   | <b><u>YOUNG PROFESSIONAL</u></b> – Must be 45 years old or younger who demonstrates strong leadership.                  |

---

## View Past PIM SmartCafe Recording - Power Your Business for Less Using Commercial Solar

PIM recently worked with New Energy Equity, a PIM member, to tell the story on how to power your business for less by using commercial solar. The December PIM SmartCafe allowed us the opportunity for them to share that story. You are invited to learn more by viewing the [recording](#) of this webinar. Looking for additional information or to connect with New Energy Equity. Please reach out to Kyle Wehnes by email Kyle at [kylew@ips-solar.com](mailto:kylew@ips-solar.com).

---



Achieve your sustainability goals while maximizing savings and ROI.  
**Talk to our solar experts today.**

Get started

[Learn more about PIM's Partner, New Energy Equity, click here.](#)

---

## Exclusive Savings for PIM Members

Reduce your bottom line with PIM discounts and group buying programs. PIM Members receive these great discounts free with their membership. Review PIM's list of [Group Buying Discounts](#).



[Learn More.](#) [More PIM Benefits.](#)

---



**Commercial Insurance** Property & Casualty  
Life & Disability Income | Workers Compensation  
Business Succession and Estate Planning | Bonding



© 2019 All Rights Reserved

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

---

## Upcoming in The Sales Vault

**Message from Bill Farquharson:** The average New Year's resolution fails by January 19. This fact is especially bad if you are in sales. So, I decided to do something about it... I've come up with a list of 23 questions to ask before starting the new selling year and will offer them up in a free webinar on Thursday December 22 at 2pm ET. Join this completely free webinar: <https://salesvault.pro/event/a-sales-resolution-plan-for-2023/>



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 Live Zoom Workshops:

- Dec. 13: Time Mgt. Masters Class
- Dec. 20: Pre-Call Research
- Dec. 27: Selling to Bank
- [Click here to see the complete line up](#)
- [See the list of 100+ replays](#)
- PIM members receive a discount - [SalesVault.Pro/Partners](#)

[View all upcoming workshops here.](#)

---

## Mailers Hub News

As a member benefit, PIM provides a monthly update on significant developments impacting mail and postal service providers. PIM can forward your postal and mailing questions to Mailers Hub. PIM members can attend Mailers Hub monthly webinars free of charge; the schedule is posted in the Calendar section of Mailers Hub News; details and registration at [www.MailersHub.com](http://www.MailersHub.com). Mailers Hubs November News will cover the following topics:

- Board of Governors Openings Draw Attention
- Competitive Contracts: Two-Month Positive Trend
- MTAC News and Notes
- USPS Reports Results for Fiscal 2022
- September Financials: A Familiar Pattern
- PQ IV/FY 2022 USPS Service Performance: Less Than Advertised

**[For a full copy of News or for more information, contact Leo Raymond.](#)**

---

## PIM Services for Employers & Job Seekers

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](#).

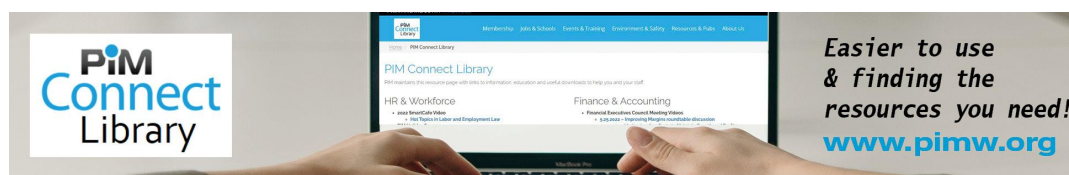


---

## Free PIM Members Only Resource - Connect Library

Back in May, PIM's Connect Library 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. If you need help with your login information, please [email Ben Dally](#).

---



**[Learn more about the PIM Connect Library, click here.](#)**

---

## Take Control Over Your Email

Did you know you can control how many PIM emails you receive? You can select and deselect categories of interest to help monitor the amount of emails you receive. If you want even less emails you can opt to receive only the eLoupe News emails. All you have to do is sign in to the [PIM Member Only](#) section, click "Edit Profile,"

click "Update Your Preferences" and then select or deselect categories. If you need help with your login information, please [email Ben Dally](#).

[Update Member Profile.](#)

## UPCOMING PIM EVENTS & WEBINARS

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

### January 2023:

[PIM Webinar: Sensory Marketing – How and Why Touch Matters](#)

**January 11, 2023 from 12:00 PM to 1:00 PM (CST)**

*Online-Only Webinar* – Come join Kevin Abergel, President and Founder of international marketing consultancy company, Taktiful, and former VP of MGI as he discusses the value & marketing ROI of including embellishments on your printed communications. [Learn More.](#)

[January Short Attention Span Webinar: 5 Reasons Why People Don't Buy From You](#)

**January 12, 2023 from 10:30 AM to 11:00 AM (CST)**

*Online-Only Webinar* – I don't get it. I think I'm doing all the right things. So, why isn't there a line down the street of customers just waiting to buy from me?" Want to know why and what you might be doing wrong? Join us for this Affiliate member benefit Short Attention Span (SAS) Webinar. It's a 15 minute presentation and all the Q&A you will ever need. [Learn More.](#)

### February 2023:

[February Short Attention Span Webinar: Love Your Customers: How to Make Every Client Feel Like Your Top Account](#)

**February 9, 2023 from 10:30 AM to 11:00 AM (CST)**

*Online-Only Webinar* – Ever left a conversation thinking, "Wow. He made me feel like I was the only person in the world"? Or perhaps you had the opposite experience and the person you were talking to was checked out? Every client you have should feel like they are #1. Making that happen is not an accident. It's a plan, a strategy, and an approach to sales. Come learn how. This Short Attention Span (SAS) Webinar will show you how to make every account feel they are your most important customer. [Learn More.](#)

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

**February 22, 2023 from 9:30 AM to 1:30 PM (CST) at PIM's Office**

*In-person Event* – This course teaches you 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. [Learn More.](#)

### March 2023:

[4th Annual PIM Young Professional's at Topgolf](#)

**March 2, 2023 from 4:00 PM to 7:00 PM (CST) at Topgolf, Brooklyn Center, MN**

*In-person Event* – PIM Young Professionals (YP) will be trying out their golf skills at Topgolf. Come practice your golf swing and play some games! Yummy appetizers will be provided and a cash bar will be available. [Learn More.](#)

# MEMBER NEWS

## Rollem International's Semi-Slitter Kiss Cutting System Automates Slitting for Sign and Decal Companies in the United States and Canada

The Semi-Slitter is the industry standard for partial slitting of PSA liner stocks or face slitting of pressure sensitive products. These machines can be found in many screen printing, graphics, and industrial print shops. The following companies utilize Semi-Slitting systems to improve the accuracy of their PSA slitting processes while also increasing production turn-around times:

[Continue Reading Full Article, Click Here.](#)

---

### 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](#).



**Do you have company news?**  
Send your news to Sadie Johnson at [sadieh@pimw.org](mailto:sadieh@pimw.org)



[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

