



November 1, 2022 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

Please Take the October 2022 PIPI Survey

The survey will take 10 to 15 minutes to complete, [click here](#) to view the survey

This Printing Industry Performance and Insights (PIPI) survey explores effective management practices, the effects of inflation, paper shortages, and other factors touching our industry, seeking to provide a big-picture view and helpful advice. We need your input to provide printing firm leaders with helpful and actionable knowledge. It appears the survey takes 10-15 minutes to complete. If you need to step away before completion, you can leave the survey open and return to it later.

The plan is to close the survey on Monday, November 7, 2022.

[Click here to take the survey.](#)

Join PIM's Diversity, Equity & Inclusion (DE&I) Accreditation Program

Enrollment Open November 1-30, 2022 | [Learn More Click Here](#)



Is your goal to have a more diverse, equitable and inclusive organization? Is your organization already working on Diversity, Equity & Inclusion (DE&I) initiatives and looking for more to do? Are you not sure how to start your DE&I journey? Printing Industry Midwest (PIM) is here to help you accomplish all of that and more!

PIM's Diversity, Equity & Inclusion (DE&I) Accreditation Program is designed to create foundational changes in the recruiting, hiring, and training practices of our industry. This program has metrics and a process for accreditation that will help your organization continue to uphold and enforce a more diverse and inclusive environment.

The **Areas of Accreditation** is the guide to help achieve stars in this program. The goal of this program is not to write a DE&I program for you, but to provide you direction and a launching pad to create your own DE&I story.

ENROLLMENT:

Now (November 1st) until November 30th your organization can enroll in this program. What does enrolling in this program mean? It means signing a document

saying your organization is committed to joining PIM's DE&I Program and will uphold the guidelines & metrics for accreditation. Once that is signed and turned in, that is it (for now)!

ONBOARDING:

Towards the end of January 2023, Kristin Pilling-Davis & Sadie Johnson will reach out to schedule a 30-minute virtual onboarding meeting with your organization. During this meeting we will get you set up with the program metrics and our DE&I resources.

LEARN MORE ABOUT THIS PROGRAM:

Do not take our word for it, hear what PIM members are saying about the program and view other areas where our program is being highlighted...

- [PIM's October Printed Newsletter](#)
 - Read an article about NCCO being the first organization to achieve their first accreditation star in this program - [page 6](#)
 - Review an update on how all the pilot group members are doing in the program - [page 8](#)
- [PIM's October SmartCafe Webinar](#)
 - Watch the recording of Dana Bloyer & Christina Cooley from NCCO, Tiffany Milbrandt from CARDSource and Elena Taylor from Nahan discuss why they are participating in this program, the benefits of this program and what their first year of working on achieving accreditation has been like!
- [Focus North Article](#)
 - PIM Staff, Kristin Pilling-Davis & Sadie Johnson, sat down with Associations North to talk about this groundbreaking program.
- [WhatTheyThink Video Interview](#)
 - Kristin Pilling-Davis along with Debby Boyd of John Roberts and Mariel Bolger of Bolger, two companies enrolled in the pilot program, talk about why this program is so important!

QUESTIONS:

If you have any question or would like more information about PIM's DE&I Accreditation Program, please email Kristin Pilling-Davis & Sadie Johnson at diversity@pimw.org.

[Learn More About PIM's DE&I Program.](#)



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

Free Skillful Talent Series

PIM Members we encourage you to take advantage of the free Skillful Talent Series online trainings from the Rework America Alliance by going to the link below, signing up and using the affiliate code: EMNPIPE - <https://training.skillful.com/login/index.php>

Minnesota Dual-Training Pipeline

Minnesota PIM Members are invited to the upcoming industry forums in November as they are a great way to learn more about Minnesota Dual-Training Pipeline, network with other professionals, help inform our team about new occupations you'd like to see us add to Pipeline and more. All of the registration and info for each forum can be accessed below: Advanced Manufacturing Industry Forum: Nov. 1, from 1-2:30 p.m. [Register to attend.](#)



[Learn more about PIM's Partner, Impact Power Solutions, click 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 Live Zoom Workshops:

- Nov. 1: Selling Inkjet/Digital
- Nov. 8: Innovative Lead Sources
- Nov. 15: Selling to Colleges
- Nov. 22: New Business
- Nov. 29: Overcoming Objections
- Dec. 6: Beating Voice Mail
- Dec. 13: Time Mgt. Masters Class
- Dec. 20: Pre-Call Research
- Dec. 27: Selling to Bank

[View all upcoming workshops here.](#)



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

UPCOMING PIM EVENTS & WEBINARS

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

November 2022:

[Short Attention Span Webinar: A Practical Guide to Posting on LinkedIn](#)

November 10, 2022 from 10:30 AM to 11:30 AM (CST)

Online-Only Webinar – If, as Bill and Kelly believe, marketing is the new sales, we all must do a better job of creating a game plan for mediums like LinkedIn. In February's Short Attention Span Webinar we discussed how to curate a profile. This month, we'll cover the ins and outs and hashtags of what to post, when to post, how to post, and how often. [Learn More.](#)

[Print Compensation Trends Webinar](#)

November 15, 2022 from 11:30 AM to 1:00 PM (CST)

Online-Only Webinar – On this webinar, program leaders will share key aspects of the data, offering insights and analysis on how the results of the 2022 Sales Compensation and Wage + Benefits Surveys may be applicable in your print business and labor management. [Learn More.](#)

[PIM November Financial Executives Council Webinar](#)

November 16, 2022 from 11:30 AM to 1:00 PM (CST)

Online-Only Webinar – We are proud to have Joe Mahon from the Federal Reserve Bank of Minneapolis speak to us on the Federal Reserve and its role in the economy. Mr. Mahon will review recent data on the national economy with emphasis on the Fed's dual mandate of maximum employment and price stability (inflation). [Learn More.](#)

[PIM Young Professionals at Feed My Starving Children & Happy Hour at Alloy Brewing](#)

November 17, 2022 from 2:00 PM to 7:00 PM (CST)

In-Person Event – PIM is looking for **4 Young Professionals** to come package meals on November 17, 2022. After the volunteering the group will go to Alloy Brewing to continue to network. Come in a team with your other young professionals, wear your company shirts, lets show them the efficiency of the print industry, we are trained to package, we know packaging! [Learn More.](#)

December 2022:

[PIM SmartCafe: Take Your Business to the Next Energy Level – Go Commercial Solar](#)

December 1, 2022 from 11:30 AM to 12:30 PM (CST)

Online-Only Webinar – During this PIM SmartCafe, sponsored by Impact Power Solutions, we'll look at how PPAs work, when they make the most sense, and what the key benefits are. We'll also touch on how to better understand your commercial energy bill. [Learn More.](#)

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

December 7, 2022 from 9:30 AM to 1:30 PM (CST)

In-Person Event – This course teaches you basic first aid and lifesaving 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.](#)

MEMBER NEWS

NCCO's DE&I Journey

PIM's First DE&I Program Participant to Achieve Star 1 - Commitment

NCCO, based in Saint Paul, Minnesota, has been involved with Printing Industry Midwest's (PIM) Diversity, Equity & Inclusion (DE&I) Accreditation Program from the start. NCCO's President and CEO Ben Olk III and Dana Boyer, Director of Human Resources, contributed to the PIM Diversity Coalition, which developed the PIM DE&I Accreditation Program. From day one what resonated with Olk and Boyer was how the Coalition members brought a collective passion to the table to foster DE&I in the workplace. Olk and Boyer brought that same energy back to NCCO to start NCCO's DE&I journey. Boyer has taken the time to look back on NCCO's path to attaining Star 1. Here is what Boyer had to say...

[Read Full Article, Click Here.](#)

PIM DE&I Pilot Group

Review an update of how the DE&I Pilot Group is doing in this program

It has been about a year since most of our brilliant PIM Diversity, Equity & Inclusion (DE&I) Accreditation Pilot Group started on their journey to achieving accreditation. At the start of September, PIM asked the Pilot Group the following questions: Why did your company join this program? What is your company's biggest accomplishment so far? What does your company like about the program? Here is an update from PIM's DE&I Pilot Group...

[Read Full Article, Click Here.](#)

Erik Norman Is swissQprint America's New President

Erik Norman is the new President of swissQprint America, the North American subsidiary of the Swiss manufacturer of high-quality large format printers. "We are pleased to have Erik on board," says Carmen Eicher, Chief Sales and Marketing Officer at the swissQprint headquarters in Switzerland and former president of the US subsidiary. "His wealth of experience will be highly beneficial, both for our customers and our organization.

[Read 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



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