

October 4, 2022 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

CARDSource Achieves Great Printer Certification

Joining an elite group of Midwest Printers going beyond compliance

Printing Industry Midwest (PIM) is pleased to announce CARDSource located in Eagan Minnesota has achieved Great Printer Certification. By achieving this certification CARDSource is committing to reduce their carbon footprint by choosing green options throughout the print process. Congrats to CARDSource!!



[Download & Read Full Article.](#)

The October 2022 PIPI Survey

On October 24th, we will open the next PIPI (Printing Industry Performance and Insights) study. Given that many folks take summer vacations, and to provide a “survey break,” we did not conduct a July survey. In the future, we plan to conduct PIPI surveys in January, April, and October. A description of October’s PIPI study... With inflation, paper supply-chain issues, workforce shortages, and a changing market, printing company leaders’ plates are so full. Therefore, identifying effective management practices (those connected with higher performance) in this evolving environment is relevant. We will explore effective management practices in our October 2022 PIPI Study. We seek to provide printing company leaders with actionable knowledge to help them set management/leadership priorities. In addition, we will examine the effects of inflation, paper shortages, and other factors touching our industry, seeking to provide a big-picture view and helpful advice. Printing company leaders, please help us build this knowledge by completing our October PIPI survey.

[Direct your questions to Dr. Ralph Williams Jr.](#)

Why devote time to DE&I?

Because we are ignoring untapped labor pools

Our industry is struggling to find new employees. There are untapped labor pools within reach if we are willing to adjust our best practices to become a more diverse and inclusive workplace and



industry. Racial inequalities contributes to mass underemployment for many in our communities. Providing access to training and a more inclusive company culture will close this gap.

PIM's [Diversity, Equity & Inclusion \(DE&I\) Accreditation Program](#) was designed to create foundational changes in the recruiting, hiring, and training practices of our industry. This program has metrics and a process that will help your company continue to uphold and enforce a more diverse and inclusive company environment. Attend [PIM's October SmartCafe](#) to learn more about this program.

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



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

Still time to submit a Cover Contest Design

All Cover Contest Entries Due Next Week - October 14, 2022

PIM and the print industry have distinct values and purpose to be inclusive, inspire, recruit and train the next generation workforce. By building this strong foundation, print has a bright future. How does the future of print look to you? How will this industry thrive? With imagery and/or copy design a creative cover that depicts the theme and will stand out! Be abstract. Be creative. Be bold. Show us what you can do!



Design a creative cover that depicts the theme, "**Print is the Future**". Submit a 8.5" x 11" PDF layout via email to Sadie Johnson (sadie@pimw.org) by the deadline of **October 14, 2022**. Please include notes regarding the special effects (foil, die, varnish, etc.) you would like to use on the cover.

[Download Cover Contest Details.](#)



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

Upcoming in The Sales Vault

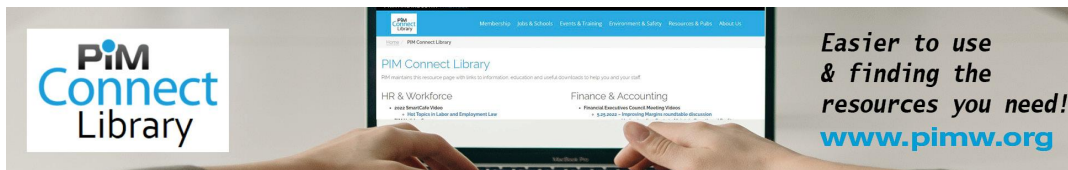
This is where the best graphic arts sales reps and selling owners go for their sales ideas. They learn from an expert, from their peers, and on demand. [The Sales Vault](#) is a sales program bought to you by Bill



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:

- Oct. 4: Time Management Basics
- Oct. 11: Getting to the Next Level
- Oct 13: October Short Attention Span Webinar: Getting to the Next Level
- Oct. 18: Selling To Different Personalities
- Oct. 25: Marketing is the New Sales

[View all upcoming workshops here.](#)



[Learn more about the PIM Connect Library, click 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. Mailers Hubs September News will cover the following topics:

- Household Diary Study Confirms Familiar Trends
- Legislation Could End Rate Authority “Adders”
- Release Notes Preview Structural Changes Proposed in October Price Filing
- Carriers’ Overpreparation May Yield Overcapacity
- August Financials: Price Increase Adds Revenue, Lowers Volume
- The next semi-annual USPS rate change will take effect January 22, 2023. Based on the August Consumer Price Index (CPI) released by the Bureau of Labor Statistics, estimates of the USPS postage rate increase will range from 4.2% to 6.2%

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



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

UPCOMING PIM EVENTS & WEBINARS

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

October 2022:

[Short Attention Span Webinar: Getting to the Next Level](#)

October 13, 2022 from 10:30 AM to 11:00 AM (CST)

Online-Only Webinar – No matter where you are in your sales journey, another level of success awaits. You can get there by adding hours to your workday or you can take the lessons from this exclusive member benefit and take the advice Bill and Kelly have for you. [Learn More.](#)

[PIM 15th Annual Women in Print - SOLD OUT!!](#)

October 13, 2022 from 11:00 AM to 2:00 PM (CST) at Embassy Suites Mpls North

In-Person Event – This year PIM has asked Lisa Palm, Director of Manufacturing at Nahan, to be this year's keynote speaker and share her awesome story of a women in print. Come celebrate women in print, network, laugh, hear a terrific speaker, win prizes and of course eat a delicious lunch! *PIM is seeking a Signature Sponsor for this event. Please reach out to Kristin Pilling-Davis at kdavis@pimw.org if you are interested.* [Learn More.](#)

[PIM SmartCafe: Measuring Diversity, Equity & Inclusion -The Next Generation & Your Customers Expect It](#)

October 26, 2022 from 11:30 AM to 12:30 PM (CST)

Online-Only Webinar – During this October PIM SmartCafe, you will have an opportunity to hear from some of PIM's Diversity, Equity & Inclusion (DE&I) Accreditation Program Pilot Group. You will be able to hear about their journey to become more diverse, equitable & inclusive, what this program has meant to their company and their plans for the future. [Learn More.](#)

November 2022:

[MarketWise Academy](#)

November 3, 2022 from 8:30 AM to 4:00 PM (CST) at Huntington Bank Stadium

In-Person Event – In this small-group, day-long master class, Daniel Dejan, Vicki Strull, and Trish Witkowski lead you through insights, innovations, and trends in a post-pandemic design and marketing landscape. We'll show you how to move people from prospects to customers, from customers to loyalists, and from loyalists to evangelists. You'll leave with fresh ideas and actionable strategies, a thought-provoking, resourceful workbook, and a path to execute your new design and marketing insights immediately. [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 20 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.](#)

MEMBER NEWS

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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