



September 6, 2022 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

No 2022 PIM Paper Drive - Looking Forward to 2023

Start checking the [PIM Paper Drive Web Page](#) in August of 2023

It is with heavy hearts for the third year in a row, Printing Industry Midwest (PIM) will not be hosting the 2022 Paper Drive. We know it is still brutal out there but we just don't have the capability to do so. The teachers have been informed and although it makes them sad, they really do understand. If you do find yourself with surplus paper, [Kristin Pilling-Davis](#) can work with you to find an education source that would love to take it off your hands. Thank you to those who contributed to this event in the past! Hopefully in 2023 we can help out the educators again!

[Learn More About PIM's Paper Drive.](#)

MarketWise Academy - Coming to Minneapolis

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

A master class for leading creatives, marketers, CEOs, and founders to supercharge your brand and your career. 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. Take a deep dive into:

- What motivates people to buy and the various paths to purchase
- The most powerful marketing techniques, tools, and strategies in today's print + digital marketplace
- Thinking like a C-suite executive to fortify your branding and marketing campaigns and ensure they come to life

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 & Register For This Event.](#)

[Download Event PDF.](#)

Get Your [Order Form](#) in Before September 16th & Save

Early Bird Deadline Sept. 16th | Cover Contest Due Oct. 14th

Advertise: Use a new press or piece of finishing equipment to WOW print buyers when you create a one-of-a-kind **Insert**. By adding an image and additional text to your listing and creating a **Logo Ad**, professionals will better understand what you are capable of. The ideas are endless for placing an advertisement in **Printing Industry Midwest's (PIM) 2023 Print Buyers Guide & Membership Directory**. By placing an ad in our guide, you unlock tons of upgraded resources in print and online on **PrintAccess**.



Cover Contest: Call all creatives! Help PIM tell the story as to why professionals need PRINT. Design a creative cover that depicts the theme, "**Print is the Future**". Be abstract. Be creative. Be bold. Show us what you can do! Read the **cover contest details** for more information. The winner will get a free Logo Ad for their company!

Download Order Form.

Download Ad Details.

Download Cover Contest Details.

September SAS Webinar: The Inside Rep: A New Face in Sales

September 8, 2022 | 10:30 AM to 11:00 AM (CST) | Online-Only Webinar

One of the biggest trends accelerated by COVID is a seismic shift from traditional outside sales to an inside rep who follows up on SEO leads, develops new business, and handles everything from customer service to customer relationships. But most inside reps learn on the job and don't get the help they need to do their job. This September Short Attention Span (SAS) Webinar seeks to change that. Bill Farquharson and Kelly Mallozzi will talk about what is needed to do this job effectively and efficiently.

Learn More About This Webinar.

Register for Webinar.

Recognize Conditions That Place Your PIT Operators at Risk

In-person: September 13th | **Virtual:** September 15th | Both Run from 12:00 PM to 4:00 PM (CST)



OSHA requires both classroom and practical instruction in the proper operation of the vehicle, possible hazards, and other concerns specific to your facility. If you are responsible for training your companies Powered Industrial Truck (PIT) operators, this workshop - **PIM Powered Industrial Truck Train the Trainer Workshop** - is designed for you. This workshop is offered in an **in-person** workshop and **virtual** online-only webinar.

PIM can also design a customized training program that is specific to your facility and presented onsite to train all of your PIT operators. Please contact **Paul Gutkowski** or **Cathy Malinowski** to get more information.

Learn More - In-person.

Learn More - Virtual.

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

PIM SmartCafe Webinar: Take Your Business to the Next Energy Level – Go Commercial Solar

September 29, 2022 | 11:30 AM to 12:30 PM (CST) | Online-Only Webinar

Solar Power Purchase Agreements are becoming one of the most popular ways for Minnesota businesses to adopt solar. The ability to meet sustainability goals and reduce energy costs without any upfront capital investment or ownership risk makes PPAs incredibly attractive. During this [September PIM SmartCafe](#), 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 About Webinar.](#)

[Register for Event.](#)



IPS Achieve your sustainability goals while maximizing savings and ROI. Talk to our solar experts today. [Get started](#)

A NEW ENERGY EQUITY COMPANY

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

Hear a Terrific Speaker, Win Prizes & Network

October 13, 2022 | 11:00 AM to 2:00 PM (CST) | Embassy Suites

Over 80 attendees excited and ready for [PIM's 15th Annual Women in Print Luncheon](#)! We have asked Lisa Palm, Director of Manufacturing at Nahan Printing, to be this year's keynote speaker and share her awesome story of a women in print. Do not take off after the presentation because we have prizes to giveaway and Lisa & PIM will be hosting a Happy Hour at the hotel bar. This luncheon includes lunch, door prizes, gift bags and plenty of networking opportunities!



[Learn More About Event.](#)

[Register for Event.](#)

PIM is seeking a Signature Sponsor for this event. Please reach out to Kristin Pilling-Davis at kdavis@pimw.org if you are interested.



Discover the answer to the latest HR Question of the Month from Enquiron®. [Learn More](#)

FEDERATED INSURANCE

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

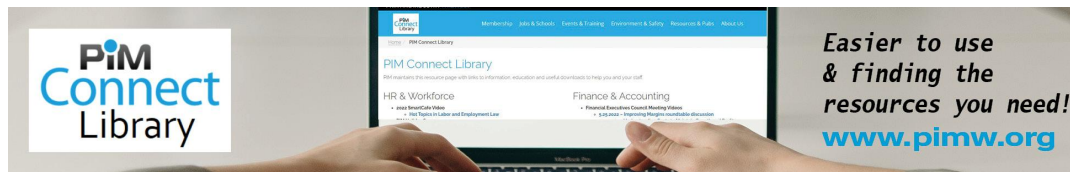
Upcoming in The Sales Vault



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:

- Sep. 9: NEW—Owners' Answers (led by Warren Werbitt)
- Sep. 13: NEW—Marketing is the New Sales (led by Pat Whalen)
- Sep. 20: Effective Sales Presentations
- Sep. 27: Diligence and Determination

[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. The next webinar is **September 27**; details and registration at www.MailersHub.com.

Mailers Hubs August News will cover the following topics:

- July MTAC Focused on Network, Price Issues
- Electric Delivery Vehicle Developments
- USPS Issues PQ III Results
- USPS Announces Peak Season Prices for Competitive Products
- June Financials: Aside from PSRA Adjustment, Lower Volume, Persistent Costs
- Details Emerging About Delivery Unit Consolidations
- July Financials: Like a Broken Record Lower Volume, Persistent Costs

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

UPCOMING PIM EVENTS & WEBINARS

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

September 2022:

[September Short Attention Span Webinar: The Inside Rep: A New Face in Sales](#)

September 8, 2022 from 10:30 AM to 11:00 AM (CST)

Online-Only Webinar – This Short Attention Span (SAS) Webinar seeks to change that. We will talk about what is needed to do this job effectively and efficiently. [Learn More.](#)

[PIM In-Person Workshop: Powered Industrial Truck Train the Trainer](#)

September 13, 2022 from 12:00 PM to 4:00 PM (CST) at PIM's Office

In-Person Event – OSHA requires both classroom and practical instruction in the proper operation of the vehicle, possible hazards, and other concerns specific to your facility. If you are responsible for training your companies Powered Industrial Truck (PIT) operators, this workshop is designed for you. This workshop is an in-person event. [Learn More.](#)

[PIM Virtual Workshop: Powered Industrial Truck Train the Trainer](#)

September 15, 2022 from 12:00 PM to 4:00 PM (CST)

Online-Only Webinar – OSHA requires both classroom and practical instruction in the proper operation of the vehicle, possible hazards, and other concerns specific to your facility. If you are responsible for training your companies Powered Industrial Truck (PIT) operators, this workshop is designed for you. This workshop is a virtual webinar. [Learn More.](#)

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

September 29, 2022 from 11:30 AM to 12:30 PM (CST)

Online-Only Webinar – During this September 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.](#)

October 2022:

[PIM 15th Annual Women in Print](#)

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! [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.](#)

MEMBER NEWS

Fall in Love With Print - EO Johnson Business Technologies Standard Dynamics, Inc. Open House

September 14-15, 2022 | 1800 East Cliff Road, Suite One, Burnsville, MN 55337

- In-depth demonstrations of digital printing and finishing solutions— see list below
- Showcasing the latest technologies
- Learn about advancements in the industry
- Talk to the experts, vendors on-site to answer questions
- Register to win great door prizes—your name is entered into the drawing when you register online and again at the open house
- Receive a free gift if you are one of the first 50 who walk through our doors on both days!

[Learn More About Event.](#)

[Download Event Flyer.](#)

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](#).



PIM's BUYERS GUIDE

Next Steps for Ad Sales & Cover Contest

Make sure to place an ad in [Printing Industry Midwest's \(PIM\) 2023 Print Buyers Guide & Membership Directory](#) and/or enter a cover design into the cover contest. Complete the following steps...



- Fill out the 2023 [Order Form](#)
- Turn in your order form before the Early Bird Discount Deadline on **September 16, 2022 & save!**
 - *All order forms are due by September 30, 2022 at 4:00 PM*
- Submit your order form to Sadie Johnson at sadie@pimw.org
- Make sure your listing is up-to-date! PIM uses your online PrintAccess listing to create your listing in the printed guide. [Login to your PrintAccess account](#) to update your listing by **September 30, 2022.**
 - Use the [Ad Details document](#) for more information about what you need to do.
- Think about submitting a design for [2023 Cover Contest!](#) All design due October 14, 2022.

[Download Order Form.](#)

[Download Ad Details.](#)

[Download Cover Contest Details.](#)

Did you get your 2022 guide yet?

Email Sadie Johnson & she will send you a guide

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 Sadie Johnson](#).

[Learn More About the Guide.](#)

[View Online Flipbook.](#)

Do you have company news?

Send your news to Sadie Johnson at sadieh@pimw.org



8085 Wayzata Blvd., Suite 101A, Golden Valley, MN 55426
Tel. 612-400-6200 • [Contact PIM](#) • www.pimw.org • [PIM Connect](#)



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

