



January 9, 2024 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

## PIM NEWS & UPDATES

### Happy 2024!! Welcome to a New Year

Printing Industry Midwest (PIM) Staff hopes your 2024 is off to a great start! We are looking forward to a great year with you. 2024 is the year to take advantage of your membership. Don't miss our upcoming [webinars](#) happening in January (and [Topgolf](#) in March). Always monitor our [event page](#) so you don't miss anything. If you are looking for employees, [PIM's Employment Referral](#) is here to help. For new hires or for continuing education, check out [PIM University](#) for on-demand industry training webinars. There is a big update coming in 2024 for this platform so watch for more news on that. PIM provides tons of resources and education opportunities to help enhance and strengthen your organization. [View all PIM Benefits, click here.](#)

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### Deadline is This Month!!! Star Awards Entries & Nominations are Due January 31, 2024

**Deadline: January 31, 2024 at 12:00 PM to PIM's Office, Bloomington, MN**

Convey your unique capabilities to customers and honor the hard work of your staff by submitting your best print pieces and nominating your staff for leadership awards. Printing Industry Midwest (PIM) [Star Awards](#) reveals incredible opportunities for your company to showcase your best. For print entries, your first entry is **FREE!** Nominating co-workers is always **FREE!** Be bold and enter!!

[Learn More About PIM's Star Awards, Click Here.](#)

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### Looking to Become a 2024 PIM Sponsor?

Find ways to [promote your company](#) through your membership with Printing Industry Midwest (PIM). Many events throughout the year accept sponsors. Put your company name in front of potential clients and highlight your commitment to the Association. Share the value of your solutions. Engage member contacts with your company's valued solutions. Review [our programs](#), then let's discuss how to maximize your PIM partnership.

[Download Partnership Document, Click Here.](#)   [Visit Our Website, Click Here.](#)

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

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## Earned Safe & Sick Time Law and Other Topics – Recording & Slides

With Tom Revnew P.A. from Littler Law and PIM Board Member, recently presented a webinar on Minnesota's New Laws – we are providing his webinar and recording for members to access [here](#).

[Download Slides, Click Here.](#)

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## Incase You Missed It! New IL Law Impacting Direct Mail Information for members that have customers in Illinois, [click here](#)

This [article](#) is shared from Joe Lyman, President of GLGA, a PIM Print Association Partner that covers Wisconsin, Illinois & Indiana. [Click here](#), to review the article. Here is more information from Mailers Hub, [click here](#). Incase you missed the webinar, [click here](#) to review the webinar. Passcode is V4+bF\*8S

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## GCOM Program Has Been Officially Reinstated at UW- Stout

Printing Industry Midwest (PIM) received confirmation from the state on Thursday, December 14, 2023 that we are back on track and will be able to enroll students into GCOM for the fall of 2024. PIM is helping to spread the word to help UW Stout recruit students and teaching staff. ([Assistant Professor position](#) and [Lecturer position](#)). These positions are posted on the [PIM Employment Referral Website](#). This is about to get exciting! They have much more in the works and will provide additional details and information after the holidays and in 2024. UW Stout is also working on dual enrollment GCOM classes for high school students (piloting in Minnesota this spring with Anoka-Hennepin District at Andover) and reopening our technical college articulations. The UW Stout GCOM Program's roots go back over 110 years...

- 1912, the first courses specifically for the print industry were taught to aspiring teachers at what was then the Stout Manual Training School.
  - 1956 this was elevated to a Bachelor of Science (BS) in “Industrial Technology—Graphic Arts Concentration” at what was then the Stout Institute.
  - 1996 the stand-alone BS in “Graphic Communications Management” began at University of Wisconsin-Stout.
  - There have been two major/program name tweaks since then, first to “Cross-Media Graphics Management” and then to the current “Graphic Communications”.
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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). A few headlines in the news...

- **USPS Report to Congress Paints Predictable Picture.** An unvarnished 31-page sales pitch for the PMG and his Plan.
- **More Information Sought About Optimized Collections .** All this to let craft employees replace transportation contractors.
- **Key Senator Asks for Details of Network Changes.** For once DeJoy would be smart to provide straight answers, not his usual PR.
- **USPS Opens Charlotte RPDC, Redirects Mail on Three Day's Notice.** The PMG broke his promise of adequate notice about facility moves.
- **November Financials: Mediocre Early Holiday Season Results.** Deep in the red in already.
- **Data Reveals Worsening Service.** The USPS' own numbers show a serious deterioration in service.

[Download Decmeber 18th News.](#)

[Donwload January 1st News.](#)

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## The Management Guys Articles - Bob Lindgren

**[GETTING A NEW ACCOUNT - Download Article, Click Here](#)** - If your business is going to grow it needs new accounts. It needs them to provide the flow of orders that growth requires. Just as importantly, it needs new accounts to replace the ones that inevitably fall out. Getting those accounts is a multi-step process...

**[BETTER COLD CALLING - Download Article, Click Here](#)** - If your cold calling is mechanistically calling a list of people you don't know, it's a frustrating and unproductive activity, little better than the penny stock broker calling from the boiler room...

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## StrateX - Bob Krausert

PIM has engaged with a nationally known firm, StrateX, that specializes in operations improvements and has directly worked with over 60 printing companies. This program offers multiple paths for member companies to improve operational results. PIM is about helping our members grow profitably – these operational improvements directly support that. Two StrateX resources...

- **[PIM Operational Excellence Webinars – Reliability & Speed - January 18, 2024 from 11:00 AM to 12:00 PM \(CST\) an Online-Only Webinar](#)** –The operational excellence webinars are intended to be a cumulative learning experience, but each session can be taken independently. Sessions are oriented towards the executive team; but certainly are appropriate for operations management of all levels and your procurements staff.
  - **[Applying Lean and Constraint Management to Distribution Centers - Download Article, Click Here](#)** - Lean and constraint management are not only for use in manufacturing or production environments. Similar concepts can be used to manage and measure distribution centers or warehouses. It is important to understand that idle inventory after some point in time is a waste – it indicates there was an issue or an error facing the company that instead of addressing that directly, inventory was obtained or produced to cover up the problem...
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## Sales Tips from Bill Farquharson

Take advantage of the Sales Vault community of print, signage, packaging, labels, and promotional sales reps and selling owners. Go to [SalesVault.pro](https://SalesVault.pro) for more information or reach out to Bill Farquharson at 781-934-7036 or [bill@salesvault.pro](mailto:bill@salesvault.pro). Here is a Short Attention Span Webinar (SASW) and a sales tips from Bill...

- [SASW The Bully Customer](#) - We work with some wonderful people. We have great clients; clients who become friends. They are appreciative and loyal. But there are some jerks out there as well. Some are rude while others are bullies. As it is not always a choice of whether to work with this less-than-desirable client, we must learn to deal with them. In this Short Attention Span Sales video, Bill Farquharson and Kelly Mallozzi tackle the subject and give you some valuable instruction for navigating these stormy waters. [Click Here.](#)
- [December 18 Sales Tip - When Motivation Goes Away](#) - 99% of the time, a sales rep is motivated. Bill Farquharson recently experienced that 1% of the time when motivation is lost. His experience is a lesson for you as we enter two very difficult selling weeks. [Click Here.](#)
- [January 8 Sales Tip - A Different Sales Approach](#) - When someone asks, “What do you do?” what you say in return can dictate your sales profitability, retention, and ultimately, your success. So, you might want to think about taking Bill Farquharson’s advice in this week’s Short Attention Span Sales Tip. [Click Here.](#)

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## On-demand Industry Training Webinars - PIM University

**A No-Cost Benefit for PIM Members! Train On Your Schedule!**

Training through [PIM University](#) is ideal for onboarding new hires and continuing education for current employees. If you have new employees that you need to get on-boarded quickly, make the most of your membership dollar by utilizing PIM’s on demand training! Targeted tracks help make sure each audience is receiving specific content tailored to their work experience.

[Learn More About PIM University, Click Here.](#)

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## Comfort™ By GRAVIE As A First-Of-Its-Kind Health Insurance Plan

Comfort™ by GRAVIE is a first-of-its-kind health insurance plan that provides zero-deductible, zero-copay, and 100% coverage on most common healthcare services while utilizing one of the nation’s largest networks! This health plan opportunity has perks you will not find anywhere else, including guaranteed savings for any group able to provide minimal required information!

[Learn More, Click Here.](#)

## UPCOMING EVENTS & CLASSES

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

**January 2024:**

[Unlocking Sales Success: A Virtual Educational Series on Sales Enablement](#)

## January 16 to February 13 from 11:00 AM to 12:00 PM (CST) an Online-Only Weekly Webinar

*Online-Only Webinar* – In this immersive program, participants will delve into the core principles of sales enablement, gaining insights into optimizing processes, enhancing collaboration, and leveraging technology for success. [Learn More & Register.](#)

### PIM January Financial Executives Council

#### January 17, 2024 from 11:30 AM to 1:00 PM (CST) an Online-Only Webinar

*Online-Only Webinar* – An option to communicate your organization's controls and to build trust that controls are appropriately designed, is to obtain a third-party audit or certification over your security practices that can be shared with your clients. The AICPA SOC 2 report is a common approach to address this. [Learn More & Register.](#)

### PIM Operational Excellence Webinars – Reliability and Speed

#### January 18, 2024 from 11:00 AM to 12:00 PM (CST) an Online-Only Webinar

*Online-Only Webinar* – The operational excellence webinars are intended to be a cumulative learning experience, but each session can be taken independently. Sessions are oriented towards the executive team; but certainly are appropriate for operations management of all levels and your procurements staff. [Learn More & Register.](#)

### PIM Star Awards - Call for Entries Deadline

#### January 31, 2024 from 12:00 PM (CST) to PIM's Office, Bloomington, MN

*Awards Deadline* – Do you have a printed piece so flawless that its craftsmanship should be awarded? Do you want to recognize a person who has gone above and beyond this year? PIM has an award program just for you, our Star Awards. This program has two parts your company can participate in; submit printed entries and nominate co-workers. You can participate in one or both! [Learn More & Find Forms.](#)

## March 2024:

### 5th Annual PIM Young Professionals at Topgolf

#### March 7, 2024 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 March 7, 2024. Delicious appetizers will be provided and a cash bar available. [Learn More & Register.](#)

## MEMBER NEWS

### Panther Premier Print Solutions Expands Reach with Acquisition of Advertising Arts in Sioux Falls, SD

Sioux Falls, SD —December 13, 2023 — Panther Premier Print Solutions, a leading provider of innovative printing and marketing solutions, is thrilled to announce its recent acquisition of Advertising Arts, a company with 74 years of history providing custom signage, decals, vehicle graphics, apparel, and promotional solutions. This strategic move is poised to enhance Panther's capabilities and further solidify its position as the most comprehensive print solutions provider in the region.

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

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## Federated Insurance® Launches 2½-Day Risk Management Academy Offerings for 2024

Federated Insurance® is excited to formally invite business owners to attend one of our complimentary 2½ - Day Risk Management Academy (RMA) offerings beginning in January 2024. These industry-specific sessions are held at Federated®'s Home Office in Owatonna, Minnesota, and are led by risk management professionals.

[Learn More, Click Here.](#)

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## Kodak News

- [\*\*KODAK Plates made in the USA improve reliability and sustainability for printers throughout North America - Continue Reading Full Article, Click Here\*\*](#) - Recent supply chain issues and geopolitical developments, along with the increasing focus on sustainability, have created challenges for printers seeking a reliable supply of plates from suppliers focused on minimizing their carbon footprint. In light of these challenges, KODAK SONORA XTRA Process Free Plates, manufactured at Kodak's Columbus, Georgia, facility is a smart choice for any printer...
  - [\*\*GUA Conference reveals next milestones for the KODAK PRINERGY Workflow Platform - Continue Reading Full Article, Click Here\*\*](#) - At the end of September, European users of KODAK PRINERGY Workflow gathered at the European conference of the Graphic Users Association (GUA) in Dusseldorf, Germany, to learn about the latest developments around and about this versatile workflow platform. The focus was on an update of the newest software products and tools for workflow automation plus an outlook on more advances planned for the next few years...
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## Case Paper's Got the INSIDE SCOOP on our Newest Addition to Inside Sales, Tammy McShane!

Case Paper is excited to welcome Tammy McShane to the Florida team! When it comes to all things paper, Tammy is a true insider. Before joining Case Paper, she worked at Unisource (now Veritiv) for fourteen years, then spent the last twenty-eight years with Mac Papers. That's a grand total of FORTY-TWO years in the paper business. Or in paper terms, that's forty-two rings on a tree, and something to be TREE-mendously proud of!

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

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## Digital Print Solutions Elevates Americas Print Show Experience With Strategic Acquisition

CLEVELAND, OHIO - JANUARY 4, 2024 - Digital Print Solutions (DPS), Cleveland, Ohio, has announced the acquisition of the Americas Print Show (APS), ushering in a new era for print and graphics events. Effective immediately, DPS will assume reins of the 2024 show, which will be May 8-9, 2024, at the Huntington Convention Center in Cleveland.

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

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## Case Paper Welcomes Mandy Moore as Inside Sales Service Specialist for North Carolina!

Case Paper is elated to announce that Mandy Moore has joined the team as Inside Sales Service Specialist at its North Carolina division — working to produce new sales and new customers, all while building existing customer sales. Moore, along with sharing an iconic name with the legendary pop star and actor, has over 25 years of experience in commercial printing and paper converting. With her storied career, she's built phenomenal relationships with customers — helping the companies she worked for previously to grow their sales.

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

Send your news to PIM by contacting Sadie Johnson at [sadieh@pimw.org](mailto:sadieh@pimw.org)  
Do not miss an email and mailing! Update your email preferences, [click here](#).



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

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PIM staff works remote and has limited office hours. Please call or email staff before stopping by our office to ensure the office is open.

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