



February 20, 2024 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

Major Transformation. Easier to Use. New Features.

On-Demand Industry Training Webinars. No-Cost Benefit for PIM Members.

Over the last few months, Printing Industry Midwest (PIM) staff has worked incredibly hard to create a **NEW** platform for [PIM University](#)! You will now be able to track employees' engagement with adding a testing element to the video based learning and upon completion of the packages you will get a certificate.

[PIM University](#) gives you training on your schedule. It is ideal for onboarding new hires and continuing education for current employees. PIM University has great content for new employee orientation, sales, bindery, press, prepress and CSRs. Targeted tracks help make sure each audience is receiving specific content tailored to their work experience. Make the most of your membership dollar by utilizing PIM's on-demand training!

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

Free Employment Referral Services for PIM Members - Employers & Job Seekers

PIM Is Here to Help. Post Your Job Openings. No-Cost Benefit for PIM Members.

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 anonymous [post your resume](#) for potential employers to download. Review more at [PIM Employment Referral](#).

[Learn More, Click Here.](#)

2024 Star Awards Registration is Now Open - New Location!!

June 13, 2024 at the JW Marriott at the Mall of America, Bloomington, MN

This is PIM's biggest event of the year and we have moved to a **NEW LOCATION** so more print professionals can come!! This [annual banquet](#) is the most prestigious symbol of printing excellence throughout the Midwest. Come collect your awards if you entered into the competition or come support & celebrate with your peers! Either way June 13th is going to be a party!

[Learn More & Register, Click Here.](#)

Inclusion, Equity & Diversity C-Suite Survey Report

From PIM Member & Board Member - Attorney Tom Revnew from Littler Law

Attorney Tom Revnew from Littler Law talked to PIM's Diversity, Equity & Inclusion (DE&I) Accreditation Program Group back in July 2023. This is a voluntary program that helps guide a company in Diversity, Equity & Inclusion. Revnew's law firm rolled out a report on Inclusion, Equity & Diversity C-Suite Report. Littler's Law Firm has offices all over the country, so this reports' respondents span the U.S. The report is interesting and supports efforts for the most part. Printing Industry Midwest's (PIM) Coalition created the PIM DE&I program that is very thoughtful and is meant for companies that are participating to follow guidelines that will help measure their progress. Here is a quote from the report on page 7...

“While executives are largely maintaining or increasing their IE&D commitments, more than one in three (35%) do not agree that their organizations have clear plans and goals in place relating to IE&D.”

PIM and its coalition have created that path....this report shows that even through the last year efforts with Supreme Court Rulings on DE&I and the divisive nature of our Country – that I think your efforts will make your companies be successful examples of making an inclusive workplace which will show in your employees being happier and safer.

[Download the PDF Report, Click Here.](#)



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

PIM Member Discounts & Service Benefits

Discover what PIM's Grainger program has to offer

PIM partnered with [Grainger](#) to provide our members with discounts and service benefits. Take advantage of discounts from a minimum of 5% and up to 17% on popular categories. Access your savings or learn more, contact [Ben Dally](#). View more PIM Group Buying Discounts, [click here](#).

[Learn More, Click Here.](#)

Legislative News in Iowa from PIM Partner the Association of Business Industry

Keep up to date with what is going on with Iowa legislative. Important news in the Association of Business Industry [newsletter](#).

[View Newsletter, Click Here.](#)

Iowa In-Person Event! Business Day in Des Moines & Pre-Event Meeting

March 6, 2024 from 9:00 AM to 1:00 PM (CST) at Des Moines Heritage Center

Join us for ABI's annual Business Day in Des Moines (Details on Registering for Business Day is Below). This event will bring together business leaders from around the state. Attendees will hear updates on the 2024 Legislative Session from ABI and featured legislative leaders. The day will start at 9:00am at the ABI offices for a Printing Industry Midwest (PIM) membership benefits informational meeting, free for members and non-members of PIM. From there, we will head to the Des Moines Heritage Center for the Business Day activities ([agenda here](#)).

[Learn More & Register for the Event, Click Here.](#)



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

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](#).

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. A few headlines in the news...

- USPS Reports Worrisome Results for FY 2024 PQ1 - What should have been the agency's best quarter wasn't.
- USPS Greenwashes Its Network Changes - Analysis - Service reductions are being spun as environmentally friendly.
- Finger Pointing Follows Withdrawal of PCH NSA - Moving the blame back and forth.

- IPC Quantifies Cross-Border Shopping Activity - International shopping leads to a lot of international shipping.
- USPS Will Amend COA Rules Related to Corporate Credit Cards - Helping businesses who need to file a change of address.
- December Financials: Far From Stellar - Not a good December.

[Download February 12th News.](#)

The Management Guys Articles - Bob Lindgren

[THEY PAID WITH A CREDIT CARD - Download Article, Click Here](#) - It's becoming more common for customers to pay with a credit card thus sticking the printer with the merchant fee. We also notice that it's becoming more common for restaurants to tack on a surcharge for the use of a credit card or give a discount for cash...

[ARE TARIFFS A GOOD THING? - Download Article, Click Here](#) - It looks like tariffs are going to be an issue in this year's elections as one of the likely candidates wants a 10% tariff on everything and the other is in favor of high tariffs on selected countries or to protect selected industries. If we go down this path, what really happens?

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](#) for more information or reach out to Bill Farquharson at 781-934-7036 or bill@salesvault.pro. Here are some sales tips from Bill...

- [February 19 - Avoiding the Price Objection](#) - Not all price objections occur during bidding. Sometimes, it's an existing account who is demanding a reduction. To avoid that situation, take Bill Farquharson's advice in this week's Short Attention Span Sales Tip. [Click Here.](#)
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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 number of emails you receive. If you want even less emails you can opt to receive only the eLoupe News emails.

[Learn More, Click Here.](#)

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 lets discuss how to maximize your PIM partnership.

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

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.](#)

NEW! PIM Store - Get Your PIM Merch!!!

Find some fun PIM merch at our new [PIM Store](#)!! We have PIM shirts, sweatshirts, hats, water bottles and tumblers. Purchase gear for yourself or a co-worker! Wear or bring your PIM merch to our next event or tag us in a picture on social media.

[Visit Our Store, Click Here.](#)

UPCOMING EVENTS & CLASSES

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

March 2024:

[PIM Virtual Series – Capitalizing on Wide Format Printing – Presented by Debbie Nicholson](#)

March 5 to March 26 from 1:00 PM to 2:00 PM (CST) an Online-Only Webinar
Online-Only Webinar – You will learn how to become an Order Maker and not an Order Taker, effectively market your W-F capabilities, continually train W-F Employees (end-to-end), implement processes to avoid losing money on W-F Project, and so much more. [Learn More & Register.](#)

[Gaining & Maintaining Brand Loyalty: A 4-Part Webinar Series](#)

March 5 to April 16 from 12:00 PM to 1:00 PM (CST) an Online-Only Webinar
Online-Only Webinar – Are you looking for ways to increase your customer retention and their lifetime value? Join LoyaltyLoop for a four-part webinar series where they will share the best practices and strategies to create loyal customers who love your brand. [Learn More & Register.](#)

[Business Day in Des Moines & Pre-Event Meeting](#)

March 6, 2024 from 9:00 AM to 1:00 PM (CST) at Des Moines Heritage Center, Des Moines, IA

In-person Event – Join us for ABI's annual Business Day in Des Moines. This event will bring together business leaders from around the state. Attendees will hear updates on the 2024 Legislative Session from ABI and featured legislative leaders. [Learn More & Register.](#)

[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.](#)

[Girls Who Print International Women's Day Online Event](#)

March 8, 2024 from 12:00 PM to 2:00 PM (EST) an Online-Only Webinar

Online-Only Webinar – Deborah Corn and Kelly Mallozzi discuss the 6th annual Women's PrintHERstory Month celebration throughout March, why you should get involved, and how you can participate, and the FREE Girls Who Print International Women's Day Event online on March 8, 2024, from 12-2 pm ET. [Learn More & Register.](#)

[PIM Webinar Personal Branding through LinkedIn](#)

March 27, 2024 from 10:00 AM to 11:00 AM (CST) an Online-Only Webinar

Online-Only Webinar – In this new and exciting webinar, you will learn 5 actionable steps that you can take to build your personal brand through LinkedIn and create the profile your brand deserves. If you are in sales or business development, optimizing your personal brand is a necessity, especially with so much of the sales cycle taking place online these days. [Learn More & Register.](#)

April 2024:

[PIM Virtual Series – Master Class Driving Leadership in Print – Presented by Debbie Nicholson](#)

April 3 to April 23 from 1:00 PM to 2:00 PM (CST) an Online-Only Webinar

Online-Only Webinar – You will learn how to integrate new managers into Leadership roles, elevate current Leadership with new skills, lead from behind by harnessing employee's collective genius and foster teamwork, accountability, communication and transparency. [Learn More & Register.](#)

June 2024:

[PIM 2024 Star Awards Banquet](#)

June 13, 2024 from 4:30 PM to 9:00 PM (CST) at the JW Marriott Minneapolis at the Mall of America, Bloomington, MN

In-person Event – This is PIM's biggest event of the year and we have moved to a **NEW LOCATION** so more print professionals can come!! This annual banquet is the most prestigious symbol of printing excellence throughout the Midwest. Come collect your awards if you entered into the competition or come support & celebrate with your peers! Either way June 13th is going to be a party! [Learn More & Register.](#)

MEMBER NEWS

[MGX's New Reformulate Dry Toner Coating Technology Significantly Reduces Post Print Static and Improves Chemical and Abrasion Resistance.](#)

St. Louis, MO - MGX, a leader in printable specialty substrates, just introduced its newly reformulated dry toner coating technology. This exclusive coating technology provides the highest quality output, significantly reduces post-print static, and enhances toner adhesion and durability. This is truly a game changer for commercial printers with production dry toner equipment. Lowering the post-print static allows finishing to be easily managed while reducing time and hassle.

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

Attend a One-Day Risk Management Seminar to Help Your Business

As a business owner, you know that risk is something to constantly be watching for — risk knows no calendar, sets no appointments, and is always present. Federated Insurance® has the resources to help, and would like to offer you an exclusive invitation to our complimentary One-Day Risk Management AcademySM (RMA) seminar. By attending this seminar, you'll have the chance to take actionable improvement items with you to benefit your business, such as:

- Importance of risk management
- Federated DriveSAFESM telematics
- Workers compensation risks
- Business succession and employee retention

View our [video](#) and promotional [flyer](#) to learn more and register for this event!

**Send your news to PIM by contacting Sadie Johnson at 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.

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