



March 5, 2024 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

Designed, Printed, Bound, Mailed & Ready For You

If you have not received a copy, please [email Sadie](#) & she will send you a guide

Breaking records! Printing Industry Midwest's (PIM) [2024 Print Buyers Guide & Membership Directory](#) has been mailed out. The earliest it has been sent out in years and maybe ever. Did you get one copy?

A big thank you to all companies and employees who helped create another beautiful guide, Midstates Group, South Central College, Quantum Graphics, Ideal Printers, Graphic Finishing Services and Wallace Carlson Printing. Thank you to the companies that advertised in this guide! Logo ads, full page ads and inserts fill this guide with valuable information that will help professionals across the country. Remember you can update and maintain your [PrintAccess](#) listing throughout the year for free. Some features are only available for [paid advertisers](#). If you have any questions, please [email Sadie](#).

[Learn More About PIM's Buyers Guide, Click Here.](#)

May Printing Industry Performance & Insights Survey

Industry financial benchmarks help in budgeting, making strategic decisions, and finding a path to improve performance. Therefore, financial benchmarks are a helpful management tool. So, we are excited about the May - Printing Industry Performance & Insights survey, which will build financial benchmarks. But there's more to the story! We will build those financial benchmarks for different segments in our industry, such as digital-focused printers, sheetfed-focused printers, label printers, web printers, and others. We aim to provide company leaders with comparable and relevant financial benchmarks. To make our financial benchmarks credible and valid, we need a bunch of completed surveys. So, printing company leaders, after receiving a survey invitation, please open the survey and complete it. Help us develop knowledge that will help you! – Dr. Ralph Williams, MTSU, “Printing Industry Performance & Insights” facilitator.

Easier to Use & New Features on PIM University

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

[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 dollars!

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

Free Employment Referral Services for PIM Members

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.](#)



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

Are You Ready for the Biggest Celebration of the Year?

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.](#)

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.](#)



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

The Management Guys Articles - Bob Lindgren

CONSULTANCY PROMO - Download Article, Click Here - Based on my understanding of our conversations, you are planning to take partial retirement later this year and it's reasonable to assume that your equal co-owner will eventually wish to retire as well. The only source of money to make this possible is the sale of your firm at some future date...

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 26 - Time Management is a Bag of Flour** - We are all in the unfortunate habit of turning one task into two, two into five, and five into ten. What we need is a practical way to manage all of these great ideas that pop into our heads during the day. In this week's Short Attention Span Sales Tip, Bill Farquharson offers one up. [Click Here.](#)
 - **March 4, 2024 - Why It's Rude to Be Early** - Think you know all about being on time? Think showing up early is your way of saying, "Look at me! I'm punctual!" After Bill Farquharson's Short Attention Span Sales Tip, you will think differently. [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 of your PIM merch.

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

UPCOMING EVENTS & CLASSES

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

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.](#)

[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

SEMPER WORKFORCE SOLUTIONS RELEASES FOURTH QUARTER 2023 SURVEY RESULTS

February 15, 2024 – Semper Workforce Solutions has released the results from their 2023 fourth quarter survey of the printing and packaging industries. Dave Regan, Semper International Co-Founder, and CEO shared his perspective on this quarter's responses. "It is a mixed bag for sure. We start off this new year uncertain of how this will impact our businesses and industry in the coming months. We believe that in these uncertain times the idea of flex staffing to bring in skilled workers on demand makes a lot of sense."

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

Nahan Achieves Star Two – AIM in PIM's Diversity, Equity & Inclusion (DE&I) Accreditation Program

SAINT CLOUD, Minn. – February 29, 2024 – Nahan is thrilled to announce it has achieved Star Two – AIM, in the Printing Industry Midwest's (PIM) Diversity, Equity & Inclusion (DE&I) Accreditation Program. This milestone reflects Nahan's ongoing dedication to advancing DE&I within its operations and the broader industry. Building on the foundational Star One – Commitment award, this new recognition underscores Nahan's proactive measures to foster a more inclusive and equitable workplace.

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

Americas Print Show Reveals Complete Speaker Lineup for PrintSmart Summit 2024

CLEVELAND, OHIO - FEBRUARY 29, 2024 - Americas Print Show is excited to unveil the complete lineup of speakers for the highly anticipated PrintSmart Summit 2024, scheduled for May 7, 2024. Co-located with the Girls Who Print Conference and Americas Print Show 2024, this summit promises to be a groundbreaking event for print tech enthusiasts and industry experts.

[Continue Reading 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](#)

8011 34th Ave S., Suite 150, Bloomington, MN 55425
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