



February 10, 2026 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

## PIM NEWS & UPDATES

### We Are Pressed To Find A Better Group Of Members

#### Happy Early Valentine's Day From Printing Industry Midwest (PIM)

This Valentine's Day, we are sending our appreciation hot off the press to you, our incredible members who continue to make the print industry something to love.

Thank you for entering the 2026 Star Awards and for sharing the print projects you have poured countless hours, blood, sweat, and tears into. Your dedication truly leaves a lasting impression. Thank you for nominating the very heart of your company, your people. They are the ones who keep everything running smoothly and prove that great print is always a team effort.

We are proud to be inked into this community with you and grateful for the passion you bring every day. ❤️

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### Proudly Serving The Print Industry Since 1956

#### We Invite You To Be Part of PIM's Legacy By Making A Donation

This year marks 70 years of serving, advocating for, and strengthening the print industry for Printing Industry Midwest (PIM). As we celebrate this anniversary, we invite you to be part of our legacy by making a financial contribution to PIM. Your [donation](#) helps ensure we can continue to provide valuable programs, industry resources, and events that support the future of print for generations to come. Every gift, no matter the size, makes an impact. Thank you for being part of PIM's past, present, and future. [Click Here to Donate.](#)

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### New Courses Posted on PIM University

[PIM University](#) is a no-cost, on-demand training program available exclusively to PIM members that offers industry-specific educational webinars and courses designed to help print companies train and develop their teams. It includes targeted tracks such as new employee orientation, sales, customer service, prepress, bindery/finishing, and more, making it a flexible resource for onboarding new hires and supporting continuing education for current staff. Members can watch webinars on their own schedule and even earn certificates upon completing courses. [Three New Courses Have Been Added, Click Here.](#)

- **Business Skills: Hiring Gen Z** - Listen to the thoughts, aspirations, and expectations of three optimistic GenZ university students set to enter the printing industry over the next few years.

- **Intro to Production Printing - Offset Printing from a Pressman's Perspective - Part 1-** Learn all things offset printing from a 30+ year veteran, Rick Ames. We'll talk through what makes offset different from other printing methods and dive deep into the process.
- **Print Workflow and Processes: Practical AI for a Print Business** - Need some practical advice and ways to apply AI in your printing company? Then this is the episode for you where we explore the types of AI, a framework for using generative AI (GPT), and tips for creating policies on its use.



[Learn more about PIM's Partner, Girls Who Print, click here.](#)

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## What's Your Employee Mission (EVP)? A Printing Industry Wake-Up Call

An article from Printing Industry Performance & Insights. Company mission – who we serve, what products/services we provide, and the value we provide – was vital to the printing companies I led. We put our mission on posters, talked it up, and applauded mission-related accomplishments. In one company, we focused on satisfying our customers’ “intangible” needs, including on-time deliveries, prompt and clear answers to questions, listening, and personal communication. Recently, in a phone chat with a former employee from that business, she quoted our mission. One Friday afternoon, when things were quiet in the office, I walked in and saw a CSR calling customers to touch base and ask about upcoming needs. That action aligned with our mission. Company mission was important in the printing market then, and it still is today.

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

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## Pease don't break my heart (or My Cash Flow)

In the fast -paced world of printing, falling for the wrong customer can feel like a bad romance. Good credit practices are the bedrock of a healthy business. Avoiding profit loss starts with due diligence and having a good system in place for when expert collection services are necessary. Read more about Printing Industry Credit Bureau's (PICB) reminder that when "love" turns into a late payment, it's time to call for help. [Download Article & Continue Reading, Click Here.](#)

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## Mailers Hub News

Printing Industry Midwest (PIM) members have access to [Mailers Hub](#). View the Mailers Hub upcoming event and webinars, [click here](#). [Download February 9 Newsletter.](#)

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## Bill Farquharson's Sales Tips

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.

[February 2 Sales Tip](#) - Beating Sales Fraud.

# UPCOMING EVENTS & WEBINARS

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

## March 2026

**[PIM March Coffee Corner](#)** - March 19, 2026 from 8:30 AM to 10:30 AM (CT) at Black Sheep Coffee, South Saint Paul, MN 55075 – Join PIM Executive Director, Kristin Pilling-Davis, for a cup of coffee (**first drink on us**) at Black Sheep Coffee to meet with members and those interested in learning more about the association. Stop in to catch up, discuss industry trends, employee retention, and so many other topics. Kris will be available from 8:30 AM to 10:30 AM. So if you can't come right at the start that is fine.

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**[PIM Quality Mail Preparation Specialist Certification Program](#)** - March 24-25, 2026 from 8:30 AM to 4:30 PM (CT) at PIM's Office, Bloomington, MN – This unique PIM course is designed to give learners a thorough knowledge of US Postal Service regulations and their relationship to both mail piece design and postage costs. Upon completion of the course, an exam is given and a passing grade earns the learner an official two-year certification\* from Mailer's Hub and Postal 911 as Certified Mail Preparation Specialists.

## MEMBER NEWS

### She\*t for Brains Creates Space for Honest Leadership Conversations at Dscoop EDGE Denver

She\*t for Brains, a grassroots mental health and wellness initiative born within the Dscoop community, will be onsite at Dscoop EDGE Denver, March 8–10, with a dedicated booth presence and three powerful education sessions. Founded by David Rosendahl (MindFire), Chris Minn (Digital Ink), Jessica DeCola (GPA), and Jon Bailey (Precision Proco), She\*t for Brains emerged from an unscripted, deeply human moment on stage at Dscoop EDGE Indy in 2024. [Download Article & Continue Reading, Click Here.](#)

### Paylocity Quaterly Demo

Join us for an exclusive hour-long demo of Paylocity's innovative software, tailored specifically for members of PIM. Ashley Klopatek of Paylocity will walk you through key features designed to streamline your payroll, HRIS and employee engagement processes; enhance efficiency; and foster a positive workplace culture. Attend the webinar and receive a free lunch! Lunch will be provided by Paylocity via DoorDash.

- February 19<sup>th</sup> at noon - [Registration Link](#)
- May 13<sup>th</sup> at noon - [Registration Link](#)

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Send your news to PIM by contacting Sadie Johnson at [sadie@pimw.org](mailto:sadie@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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