



GENERATION	GENERATION
 Y	 Z
1981 - 1995	1996 - 2012
Freedom & Flexibility Online & Mobile Digital Entrepreneur Tablet & Smartphone	Security & Stability Facetime Multitaskers Nano Computing





Nick Gawreluk



High School



Nick Gawreluk



High School



University



Nick Gawreluk



High School



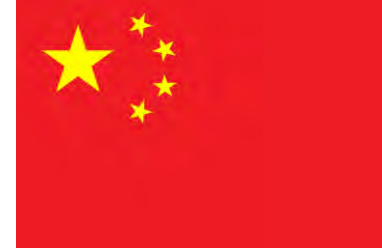
University



Career



All-star panel







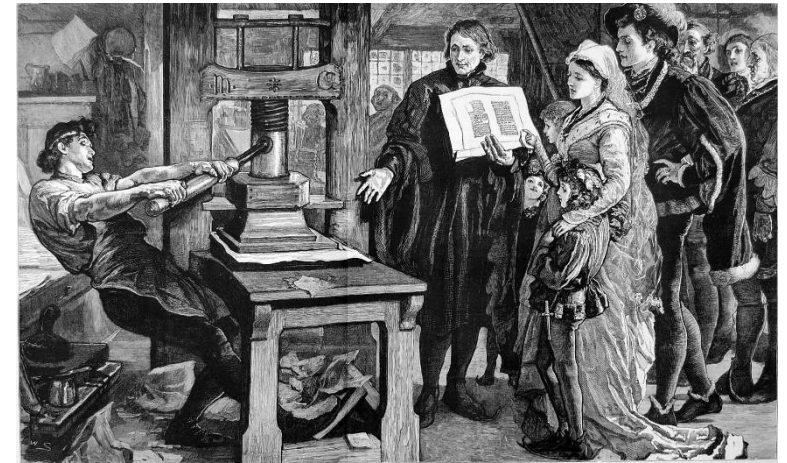
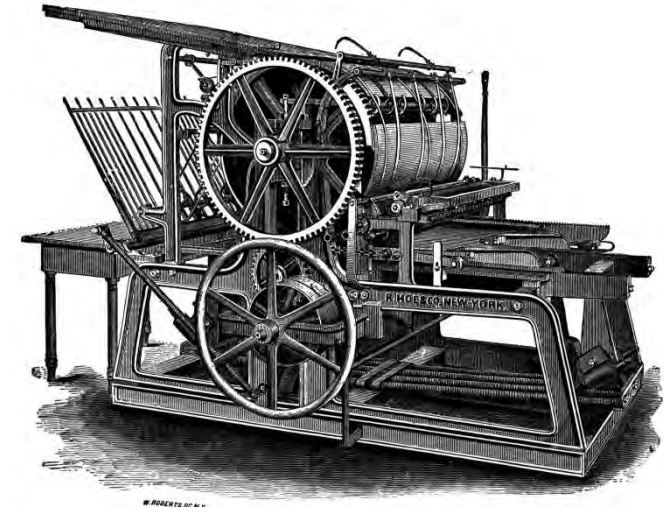
THE TAN-LINES OF THE NEXT GENERATION...



Most of the new arrivals seem incapable of conversation. They just stare at their hands in despair.



The challenge is real



Mission impossible?



Think again!



Step one
Talk track



Step two
Find



Step three
Attract





Talk track

PRINT IS EVERYWHERE



 **PRINT INDUSTRIES**

Talk track



- **Print is not dead! Print is everywhere.**
- All backgrounds, interests, and skillsets are welcome!
- Demand for young talent & career path opportunity
- Create a positive impact
- Cutting edge technology
- Shape the future of personalization
- Higher education opportunities and scholarships

Talk track

How many items are supplied to this coffee shop by a Print Service Provider?



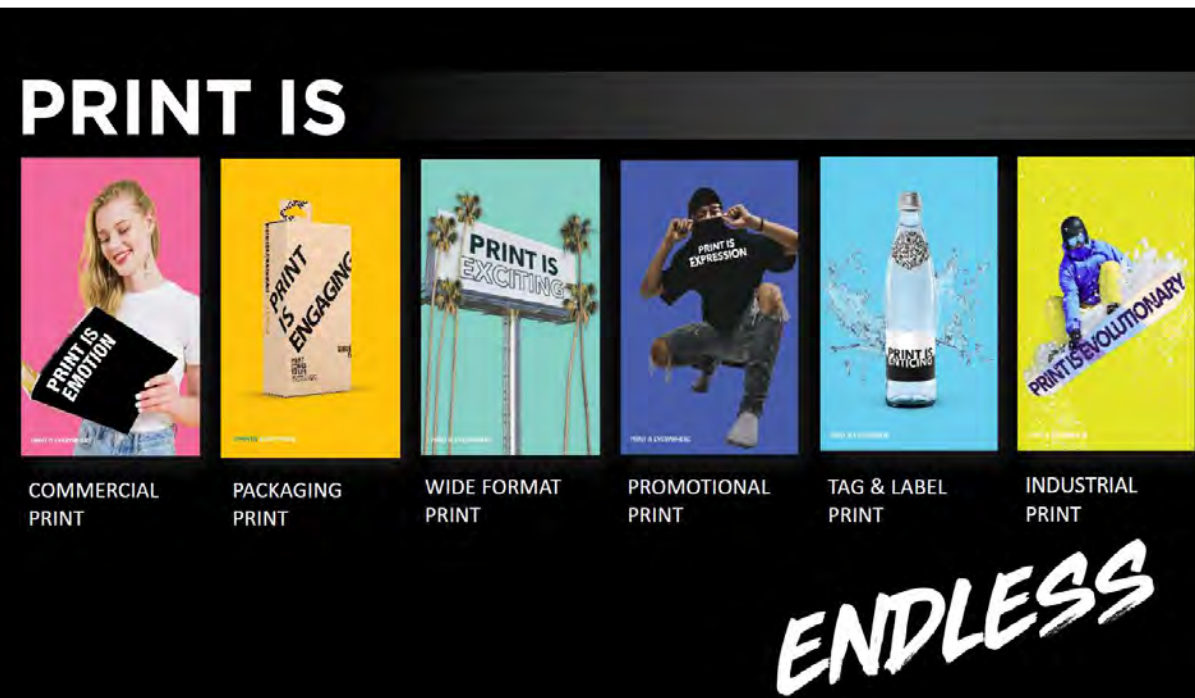
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Talk track

CREATIVE

- Enjoy creative problem-solving?
- Like color and all things visual?

TECHNICAL

- Embrace the digital forefront?
- Love to connect people with technology?

PRODUCTION

- Like to work with your hands?
- Fascinated by how things work?

MANAGEMENT

- Like to communicate ideas and strategies?
- Enjoy interacting and leading people?

Find a career in print to match your personal interests

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Talk track

packagePRINTING
For Printers and Converters of Labels, Flexible Packaging and Folding Cartons

Topics - Business - Guide - Jobs - Subscribe - Excellence Awards - Events -

BUSINESS MANAGEMENT October 24, 2017

Attracting a New Generation of Employees

By Ashley Roberts

On Oct. 17, BOSTG sponsored a packagePRINTING webinar, "How to Find, Train and Retain High Value Employees" aimed at offering advice for using creative means to attract a new generation of printing industry employees as well as how to train them and make sure they connect with the company, increasing the chance they will stay long-term.

David Peterson, Managing Partner, Direct Recruiters, Inc., and Tom Brennan, Chair, Department of Communication Arts at Chowan University led the discussion.

Peterson began the discussion by stressing that "one size does not fit all." When hiring new employees, it's important to treat everyone as an individual. He also described the drastic difference between the millennial generation when compared to other generations, and since millennials are the largest generation in the workforce, their wants and needs should be understood and addressed.

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John Berthelsen Explains PGSF Efforts to Attract new Talent to the Printing Industry

Published on April 21, 2015

Print and Graphics Scholarship Foundation Vice President John Berthelsen speaks with Cary Sherburne about the role of PGSF in attracting new talent to the printing industry.



PRINTING IMPRESSIONS
America's Most Influential and Widely Read Resource for the Printing Industry

Home Topics - Business - Blogs Events - Subscribe - PI CHAT

BUSINESS MANAGEMENT October 16, 2017

How to Find and Keep Talented Employees



Think about the last time you added a new member to your company. Were his or her services so desperately needed that there was no time to properly integrate them into the company? Was their initiation into your company a trial by fire?

Over the past few years, many businesses have reduced their staffs via layoffs and/or have not replaced workers who have retired or quit. As these businesses start to staff back up to handle increased volume, they tend to skimp on new employee orientation and the concept of onboarding, which is the link between the last stage of recruitment and the first step toward retention of an employee. After all, employee turnover is costly and statistics show that workers are the most likely to leave during the first six to 12 months of employment than at any other time in their tenure with a company. One major key to employee retention is effective onboarding. Businesses should offer their team members a booster shot of enthusiasm and vision for the mission and purpose of the company periodically and regularly.

PRINTING BUSINESS EXCHANGE

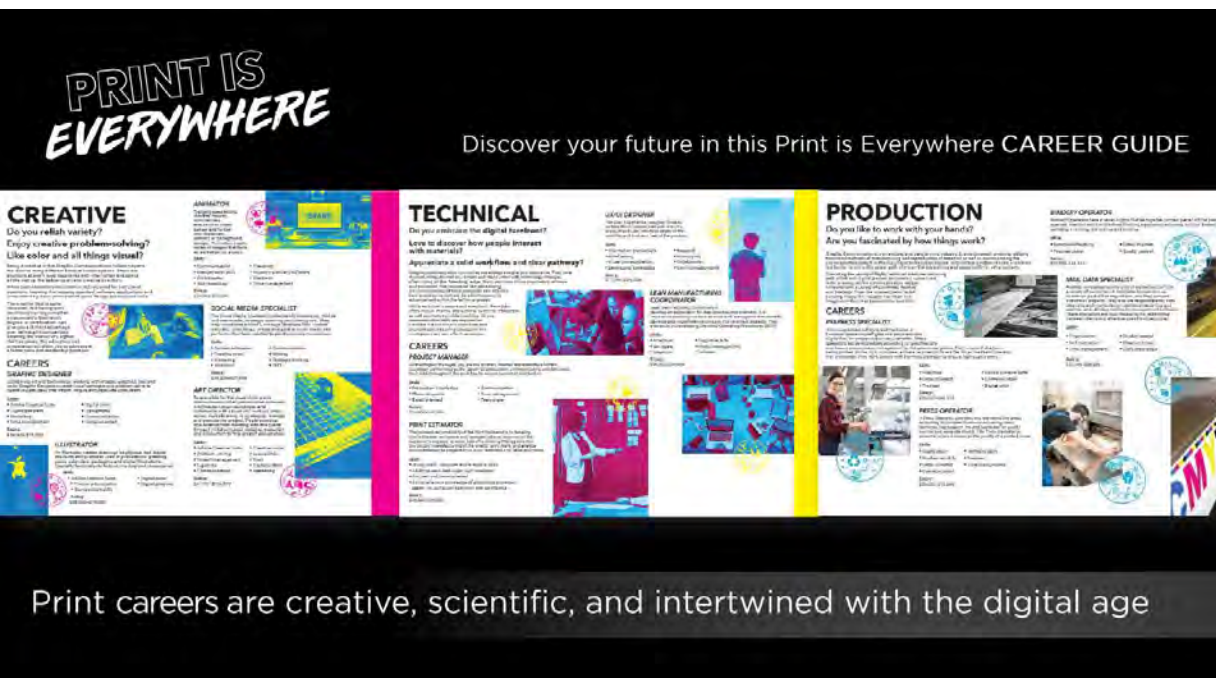
BUSINESS MANAGEMENT

Idealliance's David Steinhardt on State of the Industry

David Steinhardt, President and CEO of Idealliance, talks about some of the findings based on two studies - a state of the industry and a capital investment study - produced by Andrew Pappozzi, Senior Vice President and Chief Economist of

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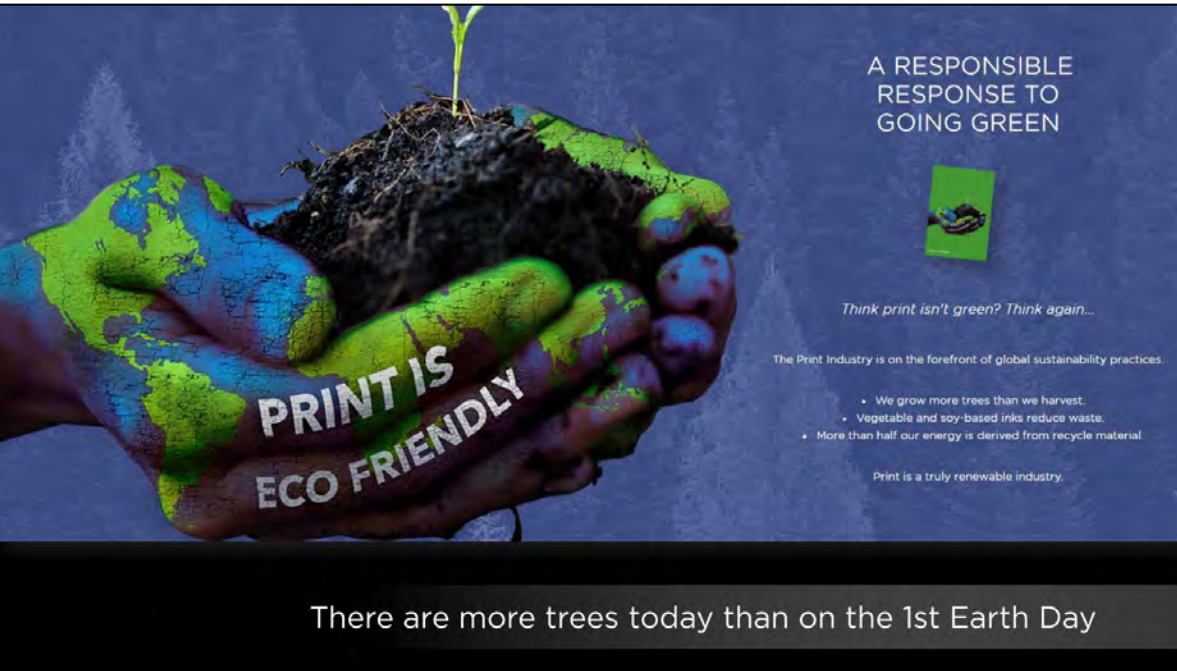
Talk track



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Print careers are creative, scientific, and intertwined with the digital age

Talk track



A RESPONSIBLE
RESPONSE TO
GOING GREEN

Think print isn't green? Think again...

The Print Industry is on the forefront of global sustainability practices.

- We grow more trees than we harvest.
- Vegetable and soy-based inks reduce waste.
- More than half our energy is derived from recycle material.

Print is a truly renewable industry.

PRINT IS
ECO FRIENDLY

There are more trees today than on the 1st Earth Day

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Talk track

Share a
Coke with...



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Talk track



Department Names

- Graphic Arts
- Media Arts
- Graphic Communications
- Visual Communications
- Print Media
- Media Sciences
- Graphic Design

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Talk track

Local Industry
Associations



University



Scholarship
Foundations

Print and Graphics
Scholarship
Foundation

Step two
Find



Step three
Attract



Back to the basics



Local Community Overview

- Elementary and middle school
- High school
- University
- Workforce



Too cool for school?



WORZALLA PRESENTS THE
NAME THAT PRESS
COMPETITION

Elementary & middle school



ELVIS PRESSLEY

Renee Matuszewski's 5th Grade Class at
Roosevelt Elementary School



THE POLAR EX-PRESS

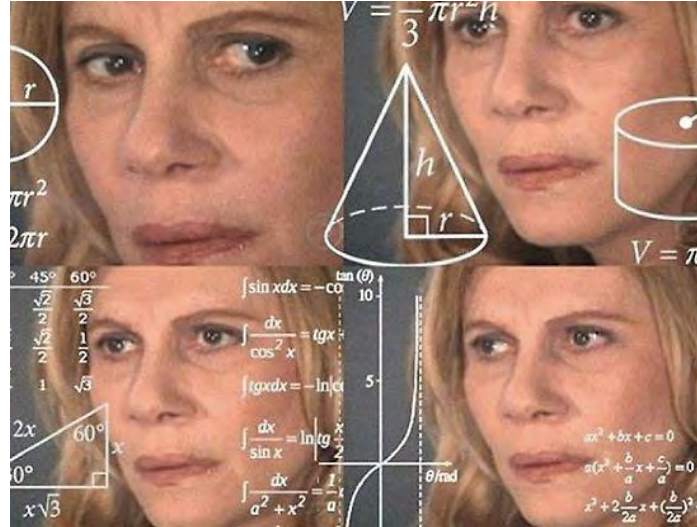
Teresa Jessee's 1st Grade Class at
Washington Elementary School



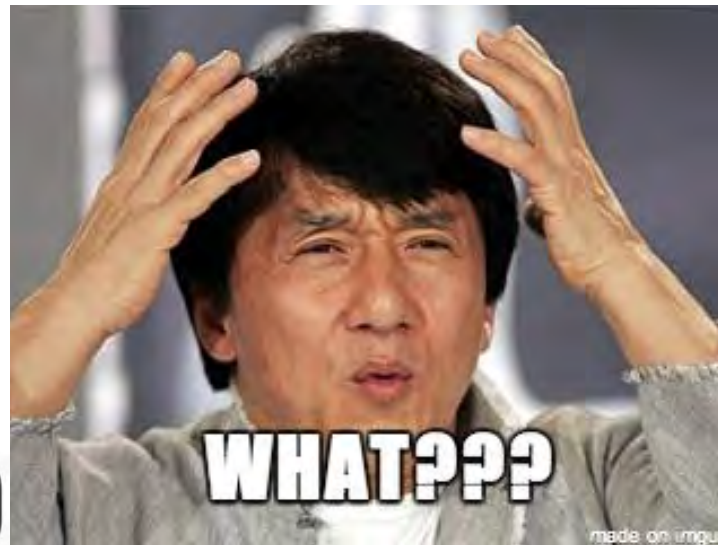
THE PRINTZINATOR

Dawn Cisewski's 5th & 6th Grade Class
at Sacred Heart School

High school



- Find a summer job
- Pick a career path
- Apply to university or enter the workforce
- What makes you happy?



High school How to attract



Connection Opportunities

- Summer job fair

High school How to attract



Connection Opportunities

- Summer job fair
- **Print industry association connections**

Print Industries (PI)

www.printindustries.org

-National thought leadership and workforce development organization

-Serving the advanced manufacturing sectors of print and graphic communications



High school How to attract



Connection Opportunities

- Summer job fair
- Print industry association connections
- **Facility tours**

High school How to attract



Connection Opportunities

- Summer job fair
- Print industry association connections
- Facility tours
- **Class presentations**
 - Photography
 - Design
 - Graphics
 - Business
 - Technology
 - Yearbook

High school How to attract



Connection Opportunities

- Summer job fair
- Print industry association connections
- Facility tours
- Class presentations
- **Industry career day**

High school How to attract



Connection Opportunities

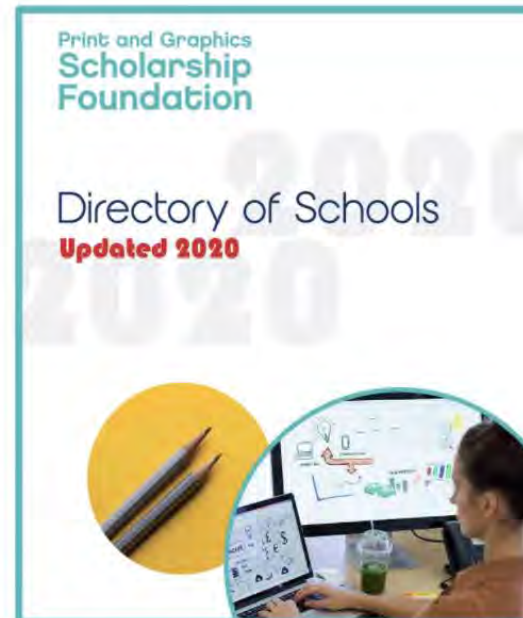
- Summer job fair
- Print industry association connections
- Facility tours
- Class presentations
- Industry career day
- **Competitions**
 - Graphic design, naming, business case challenge

University

How to find



PGSF DIRECTORY OF SCHOOLS



This directory lists the various technical schools, colleges, and universities throughout the United States where courses in graphic communications or printing are offered. The schools are listed first alphabetically by state and then alphabetically by school within that state. Institutions listed in this directory meet the following criteria:

[PDF Download](#)

University

How to attract



POINT A



POINT B



#1 Learn about the incredible opportunities within the print industry

#2 Discover how to establish an exciting career path

University

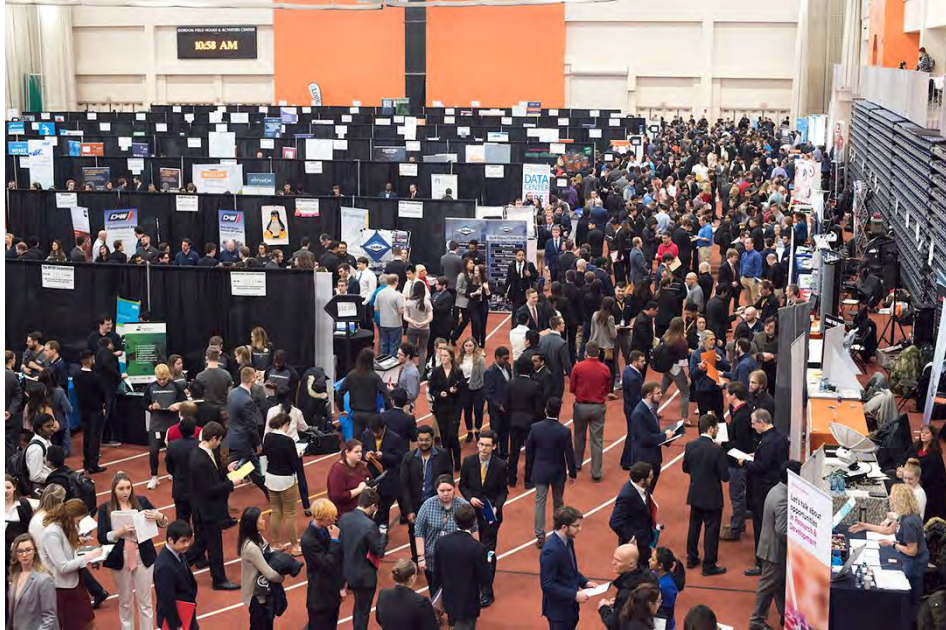
How to attract



Connection Opportunities

- Career fair
- Facility tours
- Class presentations
- Competitions (design, naming, etc.)
- Print industry association connections
- Scholarships
- Mentorship

University How to attract



Connection Opportunities

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University

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University

How to attract



Connection Opportunities

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University How to attract



Connection Opportunities

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University How to attract



Connection Opportunities

- Career fair
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University
How to attract

Print and Graphics Scholarship Foundation

Connection Opportunities

- Career fair
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University

How to attract

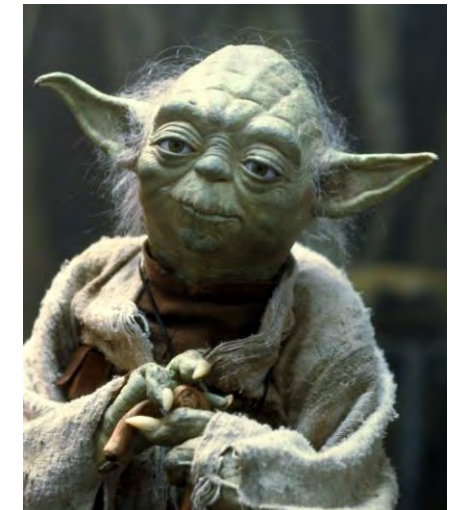
"Ordinary life is pretty complex stuff"

- Harvey Pekar



Connection Opportunities

- Career fair
- Facility tours
- Class presentations
- Competitions (design, naming, etc.)
- Print industry association connections
- Scholarships
- **Mentorship**



Workforce

Where to find



Connection Opportunities

- **LinkedIn**
 - Reaching out
 - Formal connections
 - Push and pull marketing

Workforce

How to attract



Connection Opportunities

- LinkedIn
 - Reaching out
 - Formal connections
 - Push and pull marketing

Workforce How to attract



Connection Opportunities

- LinkedIn
 - Reaching out
 - Formal connections
 - Push and pull marketing

Workforce How to attract



Ready to reconnect? So are we!

Join us for Lunch on the Lawn and share a meal outside with a small group. We have plenty of fun planned along with a chance to tour SeaChange. Simply pick your date below, and we'll get lunch ordered. We can't wait to see you!

Connection Opportunities

- LinkedIn
 - Reaching out
 - **Formal connections**
 - Push and pull marketing

Workforce How to attract

 **SeaChange Print Innovations** 954 followers
1d •  [+ Follow](#) 

This week's Lunch on the Lawn was a success! Join us July 14th for lunch, games, and a chance to tour SeaChange!

<https://hubs.li/H0Rm4kd0>
[#SeaChange](#) [#EmbracingTechnology](#) [#RedefiningPrint](#)






Connection Opportunities

- LinkedIn
 - Reaching out
 - **Formal connections**
 - Push and pull marketing

Workforce

How to attract

 **SeaChange Print Innovations**
954 followers
8mo • Edited • 

[+ Follow](#) 

From the moment we launched SeaChange, we knew just any employee wouldn't do. SeaChangers had to be creative, trustworthy, enthusiastic, and – above all – kind. Meeting Dar Cooper last March, it was clear she had those positive traits and far more. In this video with our CEO [Wendi Breuer](#), Dar shares why [#culturematters](#) and advice for those new to the [#printingindustry](#). Cheers to Dar on 42 successful years! [#happyretirement](#) [#gladtobehere](#)



Connection Opportunities

- LinkedIn
 - Reaching out
 - Formal connections
 - **Push and pull marketing**

Workforce

How to attract



Connection Opportunities

- LinkedIn
 - Reaching out
 - Formal connections
 - Push and pull marketing

Workforce How to attract

SeaChange Print Innovations [+ Follow](#) 954 followers
2mo •

SeaChange is proud of the the steps we take every day to support the environment, but we are especially proud of these SeaChangers who went the extra mile on Earth Day.

This group got together for a clean-up of the grounds surrounding the office yesterday. A team effort with a short time in the sun resulted in 38 pounds of trash cleaned up!

A special thank you to this group for their commitment to caring for the Earth.
[#bestteamever](#)

[#Murph4Earth](#) [#seachangebuzz](#) [#EarthDay](#) [#EarthMonth](#)



Connection Opportunities

- LinkedIn
 - Reaching out
 - Formal connections
 - **Push and pull marketing**

Presentation Recap



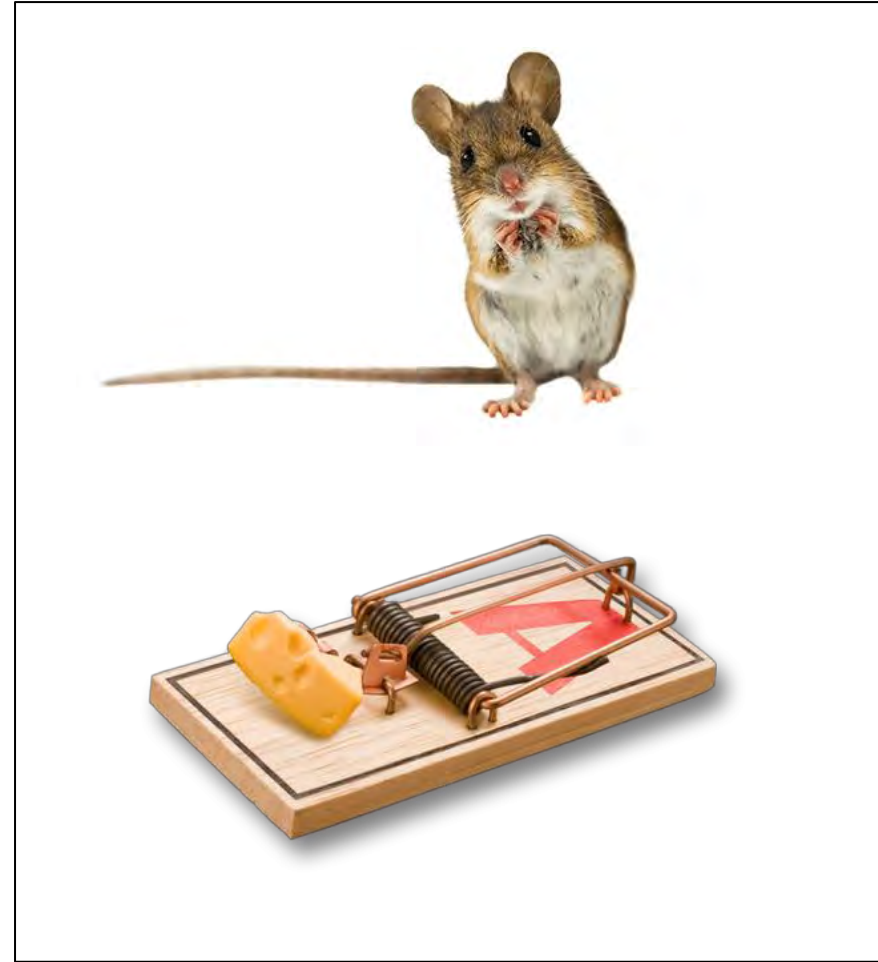
Presentation Recap



**PRINT IS
EVERYWHERE**



Presentation Recap



Thank you for listening

Nick Gawreluk
ntg5533@rit.edu

