

May 14, 2024 issue of *The eLoupe News* - Printing Industry Midwest's (PIM) Newsletter

PIM NEWS & UPDATES

PIM's Human Resource (HR) Huddle Is Back

Attend this meeting on July 25th in-person or virtually

Printing Industry Midwest (PIM) is excited to bring back the Human Resource (HR) Peer Group which will now be named the PIM HR Huddle. The intent is to meet quarterly, two of those meetings will be in person and two will be only virtual. The two meetings in-person will also be available virtually via Zoom. These meetings are free to attend. This first meeting in July will be held in-person at PIM's Office in Bloomington, MN or you can join virtually via Zoom. If you attend in-person we will provide a light lunch and cold beverages.

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

A Recent Scam That Happened to One of our Printers

It could happen to YOU! Beware of Gillies Metal and/or Swift Transportations

Printing Industry Midwest (PIM) is passing along a warning about the above businesses trying to scam printers. The names of the victim companies will remain anonymous, but they wanted us to warn their community of printers.

[Download PDF About Scam, Click Here.](#)

May Briefs With Debbie Nicholson

Join Debbie on May 23rd - Four Different Briefs

Debbie Nicholson, Think To Ink!, is recognized as an active Consultant, Columnist, MasterClass Educator, Speaker in the wide-format industry and was a past PIM's Women in Print speaker. She travels nationally helping printing companies elevate their untapped potential and intensify their customer's knowledge and perception within this extension of printing. Attend Debbie's Briefs upcoming webinars that are quick, powerful leadership programs (10-15 minutes) followed by as much Q+A time as you need. You can stay just for the presentations or take a deeper dive and ask some questions. Learn more and/or register for these upcoming webinars, click the links below.

- [Customer Service with Care Brief](#) | May 23, 2024 from 9:30 AM to 9:45 AM

- [Capitalizing on Wide-Format Printing Brief](#) | May 23, 2024 from 10:30 AM to 10:45 AM
- [Driving Leadership in Print Brief](#) | May 23, 2024 from 1:00 PM to 1:15 PM
- [Women In Print Brief](#) | May 23, 2024 from 2:00 PM to 2:15 PM



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

PIM Store - Get Your PIM Merch

Find some fun PIM merch at our [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.](#)

Continuing Education for Employees - PIM University

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

Looking to brush up on your training? [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 sales, bindery, press, prepress and CSRs. Targeted tracks help make sure each audience is receiving specific content tailored to their work experience.

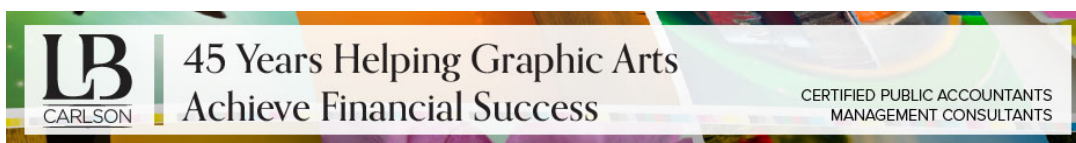
[Learn More About PIM University, Click Here.](#)

Free Employment Referral Services for PIM Members

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

Printing Industry Midwest (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, LB Carlson, click here.](#)

Upcoming Events from PIM partner Iowa Association of Business & Industry (ABI)

[Learn More, Click Here.](#)

The Management Guys Articles

- [CONTROLLING PAPER COST - Download Article](#) - Paper is the largest component of printing cost, but it's easy to take for granted. We accept the customer's choice or offer one of our own, simply assuming that the customer will pay for it. But a very successful firm takes a more proactive approach.
 - [GETTING THE RIGHT NUMBERS RIGHT - Download Article](#) - Every business has an accounting system of some sort, from Quick books to all-singing-all-dancing complexity. These are in place to keep the IRS and the bank happy and are also occasionally useful for the management of the company. Their weakness is that they're all about history—how did we do last month, year, etc.—and not about what should we do today and tomorrow.
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Bill Farquharson's Sales Tips

Bill Farquharson's [The Sales Vault](#) is a subscription-based resource for reps and selling owners throughout the graphic arts. Using live weekly workshops, open sales challenge peer discussions, and ideas for tackling the new sales challenges we are all facing, The Sales Vault delivers continuous sales growth to its members.

- [May 6th - Don't Cold Call - Click Here](#) - LinkedIn asked for advice on how to cold call. Bill Farquharson's response was unlike any of the other contributors. He didn't expand there, but he does for you in this week's Short Attention Span Sales Tip.
 - [May 13th - Getting Along with Non-Sales Bosses - Click Here](#) - Learning to communicate with all personality types is a requirement of the job of sales. That skill pays additional benefits when building relationships with a manager or company president who has never been in sales. In this week's Short Attention Span Sales Tip, Bill Farquharson shares some ideas on how to apply selling skills typically used on clients internally.
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Mailers Hub News

Printing Industry Midwest (PIM) has partnered with [Mailers Hub](#), the commercial mailing industry's leading experts, to provide our members free access to mail and postal-related news, analysis, consulting, and education. View the Mailers Hub upcoming event and webinars, [click here](#). Review some headlines from the Mailers Hub newsletter...

- Alliance Urges PRC: Reject Price Filing -The Alliance of Nonprofit Mailers release
- PRC Orders USPS to "Show Cause" - The PRC is getting frustrated with the Postal Service's arbitrariness and lack of transparency.

- Senators Urge USPS Governors to Slow Implementation - Asking the Governors to defy DeJoy may be too much.
- The Virtual Battleground Over State Income Tax - States are looking everywhere for more revenue.

[Download Newsletter, Click Here.](#)

UPCOMING EVENTS & CLASSES

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

May 2024:

[PIM Sales Brief Webinar: The 2024 Sales Trifecta](#)

May 16, 2024 from 10:30 AM to 10:45 AM (CST) an Online-Only Webinar

Online-Only Webinar – Three crucial traits that anyone with revenue responsibility MUST embody to crush their sales goals. The traits are not new, but we are going to 2024-ify them to show you how to make some tweaks to optimize your sales team. [Learn More & Register.](#)

[PIM May Financial Executives Council](#)

May 22, 2024 from 11:30 AM to 1:00 PM (CST) an Online-Only Webinar

Online-Only Webinar – This high-level discussion will delve into the highlights and valuable insights provided in the Spring 2024 Printing Industry Performance & Insights – Financial Benchmarking study results. Dr. Ralph Williams from Middle Tennessee State University, who facilitates this study, will join us in this discussion. [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.](#)

[PIM Virtual Workshop – Powered Industrial Truck Train the Trainer](#)

June 26, 2024 from 12:00 PM to 4:00 PM (CST) an Online-Only Webinar

Online-Only Webinar – PIM is offering a forklift train-the-trainer workshop. OSHA requires all operators of “mobile, power-driven vehicles used to carry, push, pull, lift, stack or tier material,” to receive training and be evaluated when operating that equipment. If you are responsible for training your company's Powered Industrial Trucks (PIT) operators, this workshop is designed for you. [Learn More & Register.](#)

July 2024:

[PIM Human Resource \(HR\) Huddle](#)

July 25, 2024 from 11:30 AM to 12:30 PM (CST) at PIM's Office, Bloomington, MN

In-person & Virtual Event – PIM is excited to bring back the Human Resource (HR) Peer Group which will now be named the PIM HR Huddle. This first meeting in July will be held in-person at PIM's Office in Bloomington, MN or you can join virtually via Zoom. [Learn More & Register.](#)

August 2024:

PIM 68th Annual Golf Outing

August 1, 2024 from 11:00 AM to 7:00 PM (CST) at Bunker Hills Golf Club, Coon Rapids, MN

In-person Event – Come enjoy an afternoon of golfing, networking, & potentially win prizes! Thank you to all our sponsors for their support, providing beverages, games, and prizes throughout the event! [Learn More & Register.](#)

September 2024:

PIM Young Professionals at the St. Paul Saints

September 5, 2024 from 3:00 PM to 10:00 PM (CST) – Happy Hour at Barrel Theory, St. Paul, MN | Baseball Game at CHS Field, St. Paul, MN

In-person Event – PIM Young Professionals (YP) will be networking and returning to an excellent brewery, Barrel Theory, for Happy Hour (3:00 PM to 6:15 PM) before walking to the CHS Field to watch the St. Paul Saints take on the Iowa Cubs. The game starts at 6:37 PM. Come for just the Happy Hour, just the game or both!! [Learn More & Register.](#)

PIM at PinSeekers – Tiffin, Iowa

September 12, 2024 from 4:00 PM to 6:00 PM (CST) at PinSeekers, Tiffin, Iowa

In-person Event – You are invited to PinSeekers to network and practice their golf swing – all skill levels are welcome! Its not really all about the golf but an opportunity for Professionals in Print to get together. Have a few laughs and maybe a little friendly competition! [Learn More & Register.](#)

PIM Quality Mail Preparation Specialist Certification Program – Presented by George Heinrich

September 24 & 25, 2024 from 8:30 AM to 4:30 PM (CST) at PIM's Office, Bloomington, MN

In-person Event – 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. [Learn More & Register.](#)

MEMBER NEWS

Case Paper News

- **Feeling Luxe-y? Visit Case Makes at Luxe Pack NY, Booth #E19!** - Step right up, step right up! For the 3rd year in a row, Case Makes is bringing its unique brand of razzle-dazzle to the Luxe Pack NY tradeshow, and you won't want to miss it... [Continue Reading Article, Click Here.](#)
- **Kerry Patterson is Now "In Stock" at Our Case Makes Facility** - Case Makes has some big plans on its vision board, and the new Head of Operations, Kerry Patterson, has some great visions for board (and paper... and the laminates that go on 'em). Kerry scored the role this March and will now be leading the charge on order production. One month in and he's already leaving his mark by working with team members to raise the bar and exceed all customer expectations... [Continue Reading Article, Click Here.](#)

[Read All Articles, Click Here.](#)

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.

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