



Greetings!

Here's what's covered in today's "HOTLINE":

- PrintAccess - Online Search Engine for Print
- [PIA Members Lobby on Capitol Hill](#)
- Digital Technology Council - The Value of Omnichannel with Print Webinar
- [International Premier Print WINNERS](#)
- Member Spotlight: Jarvis Press
- [The benefits of Inserting Sales Staff into Social Media](#)
- Beware - Patent Trolls Continue to Lurk
- [Consumers Continue to Feel Strongly about Paper & Packaging](#)
- The Future of Obamacare Webinar Recording
- [Manufacturers' Optimism Bodes Well For Print](#)
- Marketing To Millennials Requires A Personal Touch
- [Consumer Statistics on Print](#)
- Calendar of Upcoming Events

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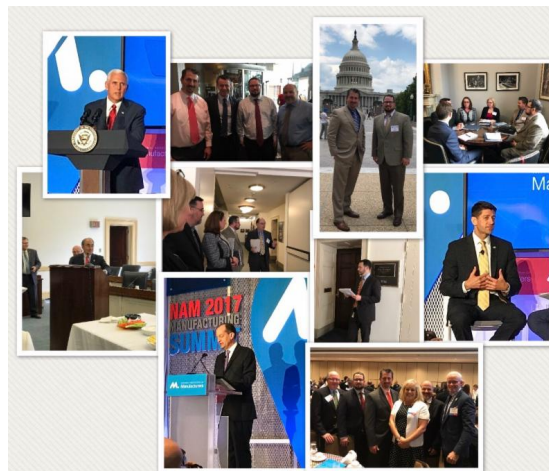
PrintAccess is the largest electronic directory of print and media resources that can help you acquire new clients. Recently updated with 100 new commonly searched product groups, it is an exclusive PIA member benefit that allows for you to list your company's products, services, and equipment providing an extensive SEO to let prospective clients find YOU!

Every member should review their listing a few times a year to add new capabilities and update outdated information. Each member company has one company login. To edit your listing visit printaccess.com and select the login option at the bottom of the page. If you've forgotten your login credentials email Audra at audral@piamidam.org

PIA MidAmerica Members
Visit the Nation's Capitol
to Lobby for our Industry!

This year's visit to Capital Hill brought many positive discussions with our congressman and senators for Kansas, Missouri, Oklahoma, and Texas.

Members visited representative offices and attending meetings where each gave examples of how federal laws affect our businesses daily. Challenges with healthcare, taxes, regulatory issues, and workforce development were at the top of the list. Our message was heard, and we are looking forward to changes favoring small business.



Vice President Mike Pence and Speaker of the House Paul Ryan presented on Tuesday, June 20th with a message to support economic growth by addressing health care and tax reform in the coming months.

What an inspiring event! Plan to join us next summer to let your voice be heard.



The Value of Omnichannel with Print Communications is the topic of our next Digital Technology Council Webinar on July 12th from 1:00-2:00 pm. Don't miss your opportunity to learn about the power of today's digital customer experience, from direct mail, enhanced through Cross-media, Multichannel, and Omnichannel communications.

The program will cover the various tools of digital marketing and how it complements digital print and direct marketing campaigns. We'll show you how to bring more high-value services and increased opportunities to your customers. Discussing the digital marketing talk-tracks and some of the latest marketing Omnichannel services for Print providers.

Digital Technology Council
Value of Omnichannel with Print Communications Webinar
July 12, 2017
1:00 - 2:00 pm
Register [HERE](#)

CONGRATULATIONS to our International Premier Print WINNERS!

With thousands of entries from across the globe, we are proud of the MANY international awards the members from our region achieved in the International Premier Print Competition.

The following companies from our region have won a Best of Category and/or Award of Recognition in the Benny's Competition. Best of Category winners compete for BEST of SHOW awards.

[Alphagraphics, Kansas City, MO](#)
Balfour Publishing, Dallas, TX
[Brodnax Printing, Dallas, TX](#)
Clampitt Paper, Dallas, TX
[Graphics Group, Dallas, TX](#)
H&H Color Lab, Raytown, MO
[Henry Wurst, Inc., Kansas City, MO](#)
Hill Print Solutions, Dallas, TX
[Letterpress Graphics, Fort Worth, TX](#)
MEDiAHEAD, Kansas City, MO
[Mpress, Kansas City, MO](#)
Nieman Printing, Dallas, TX
[Performance POP, Dallas, TX](#)
Quad/Graphics, Dallas, TX
[Spartan Printing, Arlington, TX](#)

INTERNATIONAL PREMIERE PRINT AWARDS

Companies receiving a Certificate of Merit are listed below.

360 Press Solutions, Cedar Park, TX
Allen Press, Lawrence, KS
Aus-Tex Printing & Mailing, Austin, TX
Balfour Publishing, Dallas, TX
Blanks Printing, Dallas, TX
Cockrell Enovation, Fort Worth, TX
Creative Printing, Merriam, KS
Foxy Propaganda, Kennedale, TX
Gill Studios, Lenexa, KS
H&H Color Lab, Raytown, MO
Henry Wurst, Inc., Kansas City, MO
Hudson Printing & Graphic Design, Longview, TX
Impact Stamping, Dallas, TX
J&J Printing, Lenexa, KS
Kingston Printing, Eudora, KS
Minuteman Press, Lawrence, KS
Modern Litho, Jefferson City, MO
Motivating Graphics, Fort Worth, TX
NextPage, Kansas City, MO
Performance POP, Dallas, TX
Phenix Label, Olathe, KS
Quad/Graphics, Dallas, TX
SixB Labels, Dallas, TX
Spartan Printing, Arlington, TX
Summit Litho, Lee's Summit, MO
TRABON, Kansas City, MO

Member Spotlight: Jarvis Press

Jarvis Press has joined our PIA MidAmerica membership and offers a variety of products and services including digital and offset printing, mailing, finishing, fulfillment, and marketing solutions.

Located in Dallas, TX they are committed to sustainability using soy-based inks and maintaining certification with the Sustainable Forestry Initiative & the Forest Stewardship Council.



Jarvis
PRESS
AN RR DONNELLEY COMPANY

To learn more visit <https://www.jarvispress.com/index.html>

The Benefits of Inserting Sales Staff into Social Media



Many companies employ social media brand consultants and representatives. This team works as the social media face of the brand. While they are effective at hashtags and social media technology, one key element is missing: sales.

One person that knows the importance of inserting sales team members into social media is Bernie Borges. As the CEO of Find and Convert, Bernie is an industry expert in lead generation and harnessing the power of social media to boost a brand's reputation.

Thank you to Shweiki Media for sharing the article. You can read the full article [HERE](#).

BEWARE: Patent Trolls Continue to Lurk



As PIA has become familiar with the patent troll situation for our members, we began to look at how these trolls are locating companies to target.

Research shows that the trolls may be searching the web for keywords listed on company websites. Since their targets are those using QR codes, scanning, computer-to-plate workflow, on-line ordering, etc...

member companies should look carefully at terms and brand names listed on their websites in equipment lists and services. Each company may want to consider using more general terms to avoid being sought out by trolls in this fashion.

To learn more contact Teresa at teresac@piamidam.org

Consumers Continue to Feel Strongly About Paper & Packaging Enriching Their Lives

Consumer research shows attitudes about paper and paper packaging continuing to remain strong and have strengthen and improved.

Among the target audience who recall seeing campaign ads	Nov 2016	Aug 2015
Paper		
Agree that even as technology becomes more advanced, paper continues to play an important role in our lives	79%	73%
Think storing/keeping information on paper is still a valuable thing	72%*	64%
Prefer paper shopping and grocery bags to plastic	62%*	48%
Packaging		
Agree that products that come in paper-based product packaging tend to feel more premium	66%*	52%
Think paper-based product packaging is an essential part of everyday life	69%*	56%
Think more highly of companies that package their products in paper-based packaging	64%*	44%
Can rely on corrugated cardboard boxes to get merchandise shipped/delivered safely	83%	83%
Corrugated cardboard boxes are essential to the way I live my life today	67%	60%

Source: Ipsos Research

Excellent Webinar on The Future of Obamacare

David Lindgren, Senior Compliance & Public Affairs Manager with IxSolutions presented a fantastic webinar on Tuesday this week covering all the details of what's happening with the Senate's proposed senate bill and where we go moving forward. If you missed the presentation and would like to review the recording email Teresa at teresac@piamidam.org



Manufacturers' Optimism Bodes Well For Print



According to recent National Association of Manufacturer's surveys, over 93 percent of US manufacturers are either somewhat or very positive about their own company's 12-month sales outlook, up from 57 percent one year ago and 78 percent in December.

This represents a new all-time high in the survey's 20-year history. On average, respondents forecast sales growth of 4.9 percent over the next 12 months, the highest pace since the second quarter of 2011 and a rebound from the 0.4 percent prediction registered at this time last year. Print sales generally track with overall manufacturing sales which is great news for the industry.

Marketing To Millennials Requires A Personal Touch

Millennials, those born between 1977 and 2000, now comprise one-quarter of the U.S. population, and they make up the largest share of the labor market. Knowing what Millennials like as consumers, and what appeals to them in the workplace, have become critical components for long-term success in every industry.

Deloitte recently completed its fifth Millennial Survey, which collected the views of almost 8,000 Millennials in the U.S. and around the world. What they found was that Millennials' identities, as consumers and employees, are most closely linked than any generation before them.

Millennials are taking their personal values into the marketplace and the boardroom. They are more likely to buy a product or service, or work for a company if doing so benefits a cause they support.

Millennials feel that most businesses have no ambition beyond profit, and there are distinct differences in what they believe the purpose of business should be and what they perceive it to currently be. Millennials often put their personal values ahead of organizational goals, and several have shunned assignments (and potential employers) that conflict with their beliefs.

Almost nine in ten (87 percent) believe that "the success of a business should be measured in terms of more than just its financial performance." (The 2016 Deloitte Millennial Study)

Nielsen has completed more than a dozen Global surveys over the past four years, canvassing 30,000 online consumers in 60 countries. Their findings concur with Deloitte's. Millennials are a social, community-driven generation that values the voice of the individual. They are also a demanding generation that wants a more balanced, healthy, lifestyle, and they want to be more informed about companies, their products, and their business practices. They also expect products to do more for them and for their community. They excel in a fast-paced world that requires an on-the-go lifestyle. They value, even demand, connectivity, convenience and options that allow them to be in control. These core values and characteristics will remain the key influencers and drivers for how Millennials think, spend and act throughout their lifetime. (2016 Nielsen Global Survey).

Flexibility and options are words that show up repeatedly throughout both these studies. Millennials are willing to search and wait for situations that suit them, both at home and on the job front. When they discover what works for them, they are early adopters and, with their estimated trillion-dollar spending power, they are market influencers as well.

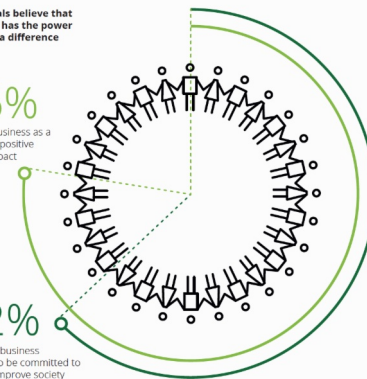
Deloitte.

A belief in business...
but could do more

Millennials believe that
business has the power
to make a difference

76%
regard business as a
force for positive
social impact

62%
consider business
leaders to be committed to
helping improve society





92%
of consumers say they get ideas for household shopping trips from printed flyers.⁴



⁴A.BlogForAction: The neuroscience behind the response-driving power of direct mail (study from Research page)
¹What did Virginia Tech Learn about Digital versus Print Publications? (article from Print Research page)
²How Digital Advertising Altered Direct Mail Obstacles? (article from Print Research page)
³Breaking Through the Noise: How direct mail combats the urgency of email, the impact of immediacy and the power of data-driven relevance to send a signal that resonates (study from Research page)

Learn more at ChoosePrint.org



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CLASSIFIEDS
 free for members to post job openings and list equipment, etc.

UPCOMING EVENTS

July 12, 2017
Digital Technology Council
Value of Omnichannel with Print Communications Webinar
 1:00 - 2:00 pm
 FREE for members
 \$39 for not yet members
 Registration [HERE](#)

July 14, 2017
Personal Protection Equipment (PPE) Webinar
 1:00 - 2:00 pm
 \$25 for members
 \$49 for not yet members
 Register [HERE](#)

July 28, 2017
Digital Technology Council
Digital Substrates Webinar
 noon - 1:00 pm
 FREE for members
 \$39 for not yet members
 Registration info to come

September 10, 2017
Premier Print "Benny" Awards
 Chicago, IL

September 10-14, 2017
Graph Expo
 Chicago, IL

September 14, 2017
DFW LEAN in Action
 NOSCO Tour

September 14, 2017
KC LEAN in Action
 Hallmark Tour
 Lawrence, KS

September 19, 2017
KC Golf Tournament
 Paradise Point Golf Complex
 Save the DATE!

October 4, 2017
DFW Golf Tournament
 Tour 18
 Save the DATE!

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