



Greetings!

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

- InkJet READY! 2 Day Virtual Conference - ***LAST CHANCE to REGISTER***
- PRINT17 - Chicago - Member Reception
- Digital Technology Council - Winning Sales Strategies for Web-to-Print Webinar
- Social Media Marketing for B2B
- PIA National Program Survey
- Kansas City YPE - Young Print Execs Tour
- DYNAMIC RATIO STUDY - Benchmark YOUR Success
- Golf Tournament AWESOME Sponsorship Opportunities!
- SHIPSTORE Member Benefit
- Telehealth - Solution Based Healthcare Benefits
- Welcome NEW member - Burdiss in Lenexa, KS
- Fully Mobile Inkjet Technology
- SEC Rule to go Paperless UNSUCCESSFUL
- Considering an MIS - Management Information System Purchase? Review your options.
- LAST CALL - Wage & Benefit Submission
- National Girls Who Print Day
- INFO Graphics For Your Use
- Calendar of Upcoming Events

LAST CHANCE TO REGISTER

INKJET READY! 2 Day Virtual Conference

TOMORROW & THURSDAY



**PRODUCTION INKJET
DEMYSTIFIED**
Virtual conference and resource exchange
August 9 & 10, 2017

Don't miss this two-day virtual education experience and online resource center. Inkjet Ready! aims to take the guess work out of investing in production inkjet technology, one of the fastest growing segments in the printing industry. Wednesday, August 9 and Thursday, August 10, log in to a virtual conference experience to hear from production inkjet experts and six printing companies that have already taken the plunge into production inkjet!

Best of all...you don't have to be online the entire time if you have a meeting you must attend. All programs will be recorded and provided to those who sign up!

Day 1 - Wednesday, August 9 - 11:00 am to 3:00 pm

PROGRAMS:

**Applications and Adoption Rate
Investing in High-Speed Inkjet: What You Need to Know
Calculating Ownership Costs and ROI
Evaluating Technology and Format Choices**

[Day 2 - Thursday, August 10 - 11:00 am to 4:00 pm](#)

PROGRAMS:
Substrates and Ink
Finishing Work
Operational Considerations
Transitioning Work to Your New Inkjet Press
Enhancing Print with Inkjet

Members \$99 / Not Yet Members \$139 / Group Discounts Available
For more information & to REGISTER click [HERE](#)

**ARE YOU PLANNING TO
ATTEND PRINT17?**

The logo for PRINT 17, featuring the word "PRINT" in white and "17" in a light blue color, both in a bold, sans-serif font, set against a black rectangular background.


*If so, let ME know & plan to meet me for a reception Mon, Sept 11th from 4-5:30 pm!
Email Teresa Campbell at teresac@pamidam.org*

Graph Expo: PRINT 17
Promo Code for PIA MidAmerica Members

Sept 10-14, 2017
McCormick Place
Chicago, IL

*PIA MidAmerica members may register for free exhibit floor-only passes, which are good for every day of the show using promo code: **GRC45**. Click [HERE](#) to register for your pass as a PIA member. For more information about visit <http://print2017.com/>*

EARLY REGISTRATION DEADLINE: AUGUST 11, 2017

The image contains two logos on the left side of a teal background. The top logo is for PIA MidAmerica, with "PIA" in large white letters, "MIDAMERICA" in smaller white letters below it, and "PRINTING & IMAGING ASSOCIATION" in even smaller white letters at the bottom. The bottom logo is for dtc (digital technology council), with "dtc" in white lowercase letters on a colorful, pixelated square background, and "digital technology council" in white lowercase letters to its right. To the right of the logos, the text "Winning Sales Strategies for Web-to-Print" is written in a bold, black, sans-serif font, with "Winning Sales Strategies" on the first line, "for" on the second line, and "Web-to-Print" on the third line.

The increased popularity of the internet and the development of sophisticated automated software applications has created opportunities that allow your customers to submit print jobs, conveniently re-order products and even design projects directly on your website. Web-to-Print is the latest in a long-line of technological advancements that are allowing printers to be more efficient and increase turn-around times for their customers.

Digital Technology Council
Winning Sales Strategies for Web-to-Print Webinar

August 23, 2017
1:00 - 2:00 pm
Register [HERE](#)

Free for members / \$39 for Not Yet Members



Quick Takes Tuesday Webinar Series

Join us August 29th to learn What You Need to Know about navigating Social Media for Business to Business Graphic Communications & Printing companies. This dynamic webinar will cover B2B vs. B2C social media effectiveness. You will learn:

- Strategy Development
- Channel Selection
- Measurement Tools
- Monitoring Techniques

Examples of successful Social Media campaigns will be shared, as well as, and why they work. Take away top trends, tips and what to expect for the future of Social Media!

August 29, 2017

noon - 1:00 pm

Register [HERE](#)

Tell Us What You THINK! PIA National Program Survey

Our National Federation, Printing Industries of America (PIA) wants your input on the programs and services offered to our members across the country. We WANT to hear from you. Let us know what benefits you use and what programs you'd like to see added. YOUR OPINION MATTERS.

Take the survey [HERE](#)



PIA MidAmerica's KC Young Print Execs Tour of Dexter Solutions

Join us for an inside look at Dexter Solutions. With 4 facilities located in the MidAmerica region, Dexter specializes in "End to End Brand Delivery" for the Hospitality, Enterprise, and Religious markets. From concept to delivery, the Dexter Team prides themselves on executing their client's brand strategies from concept to delivery. The KC facility is a well-rounded production facility with web, sheet-fed, digital printing & bindery. Additionally, their warehousing & fulfillment center is 2nd to none in KC. Dexter's fully automated fulfillment carousel and conveyor system is definitely one to see.



YPE's mission is to encourage young people in our industry to get out, network and learn from these opportunities. While the title of the group is Young Print Execs we encourage all to attend. We hope that seasoned veterans will join us and bring along a new member of their staff. This program is designed as an industry resource and mentoring experience. Join us to broaden your scope of our industry as a whole from high tech marketing topics to conventional printing and bindery updates.

August 16, 2017

11:00 am - 1:00 pm

Tour & Lunch

Dexter Solutions, 2944 Troost Ave, KC, MO 64109

Register [HERE](#)

EVER Used Our Ratio Study? If not, YOU SHOULD!

PRINTING INDUSTRIES OF AMERICA'S



The Ratios have long been a compilation of accurate financial information from hundreds of printing and related graphic arts firms. They allow companies to gain access to financial and productivity benchmarks that can help your company become more efficient, productive, confident, focused, and profitable. Each Dynamic Ratios volume includes a report on operations, profitability, and sales factors, cost drivers and expenses, balance sheet statistics, funding ratios, leverage ratios, liquidity and activity ratios, value-added analysis, basic payroll data, employee profiles, inventory turnover, and billing cycles.

Printing Industries of America Dynamic Ratios allow you to take a close look at these areas and answer key questions:

- Are my expenses too high in relation to sales?
- Is there too little or too much inventory in stock?
- Can we meet our debts as they mature?
- Should we increase our selling prices?
- How can we increase our profits?

ALL PARTICIPANTS RECEIVE A FREE PDF OF THE REPORT!

Click [HERE](#) for more information about the Ratios. Click [HERE](#) to participate access to the online survey form and pdf downloads. Deadline for Participation: **August 31**

PIA MidAmerica Golf Tournaments OFFER fantastic sponsorship opportunities!

A blue rectangular graphic with white text that reads "Golf Tournament SPONSORSHIP opportunities". To the right of the text is a silhouette of a golfer in mid-swing against a dark background.

Golf Tournament
SPONSORSHIP
opportunities

NOW is the time to secure your sponsorship for THE upcoming industry golf events this year. With more than 150 golfers and dozens of volunteers, you will want to get your name out there & spend time networking! Don't miss this opportunity! Plan to join us and see who will bring home the bragging rights for winning the BEST golf team in the industry.

- Kansas City Golf Tournament - Sept 19 - Paradise Point - Smithville, MO
- Dallas/Fort Worth Golf Tournament - Oct 4 - Tour 18 - Flower Mound, TX

For more information check out
KC Golf Sponsorships [HERE](#) &
DFW Golf Sponsorships [HERE](#)

or email info@piamidam.org for more information

SHIPSTORE LTL & Small Pack Member Benefit

Did you know we have an LTL and small pack shipping program to save our members \$\$\$? While most companies believe they are getting the best rates available, the real savings are in the details!



Have you considered the accuracy of your invoices on your shipments? Chances are you are being **overcharged!** Let us provide an analysis for you & then plan attend **PRINT17** and meet with our SHIPSTORE program folks in person at **Booth 668**. For more details email Teresa Campbell at TeresaC@piamidam.org

Telehealth may be the answer to your Healthcare woes...

Healthcare costs continue to rise with no end in sight. Waiting for Congress to fix the system could be delayed indefinitely. It's time to take matters into

our own hands.

Research shows that telehealth is having a dramatic effect on rising cost and could be the answer to our problems. That's why PIA MidAmerica has done the research and is now offering **HealthiestYou**, the BEST telehealth program for our members. With extremely affordable rates, statistics have shown that sick days and claims have been significantly reduced. And with high utilization rates, our program may be the answer to your healthcare challenges. Who doesn't want to waive co-pays and limit the number of claims that hit their insurance?



With open enrollment season around the corner, NOW is the time to consider telehealth as a part of your healthcare plan. It could make the difference in offering a high deductible plan. For more information contact Teresa Campbell at teresac@piamidam.org

WELCOME new member... BLS Burdiss



Located in Lenexa, KS, Burdiss offers services that include inserting, document folding, file presorting and more. They can help with full service mailings; lettershop services; list management & data services; and inkjet & laser capabilities. For more information visit www.burdiss.com

Check out this fully mobile inkjet technology



SEC did NOT adopt the rule to go paperless!

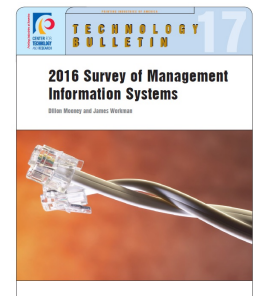
The Securities and Exchange Commission Rule 30e-3 to have mutual funds go paperless without investor's consent was NOT adopted.

A BIG thank you to all those who contacted their congressmen to let their voice be heard! You have made a difference in many Americans lives- especially seniors, those without regular internet access and others with concerns about cyber security. They can continue to keep track of their investments on paper.



Considering an MIS software purchase? Our report can help!

Our survey of Management Information Systems is chock full of needed details to help you investigate & evaluate your options. Forty-eight different software programs are profiled in this 341-page report. It details the cost, functionality, operating system details and much, much more.



No need to do the research yourself, PIA has already done it for you. As a



LAST CALL! Wage & Benefit Surveys MUST be submitted by August 15th!

If you've been working on your Wage & Benefit survey & have not yet submitted it, **NOW** is the time. The FINAL deadline has been extended to August 15th - JUST one week away! Fax or email your submission today to 800-600-8055 or email to AudraL@pamidam.org

September 12, 2017 National Girls Who Print Day

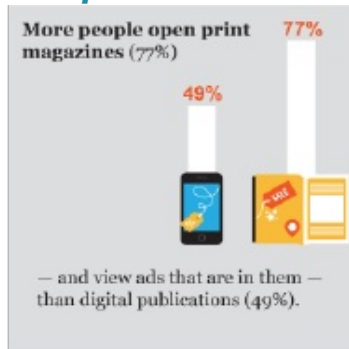
Mark your calendar for September 12 and celebrate National Girls Who Print Day. If you're planning to go to PRINT17 in Chicago stop by Booth 4425 to participate.

Take time to reach out to fellow ladies in the industry and celebrate their success, send them a quick note or schedule to meet for happy hour and toast to their involvement in the industry.



NOT A GIRL? Let a female coworker know that you're glad they're a part of our industry too!

INFO Graphics for YOUR use!



Source: PIA's chooseprint.org

NOVACOPY
What will you print tomorrow?
Official PIA MidAmerica Hotline Sponsor
imagePRESS C10000

Canon

KONICA MINOLTA

Mimaki

MGI

efi

intec PRINTING SOLUTIONS



Mark Hahn
Production Print Specialist
NovaCopy.com
214.276.0720

PIA MidAmerica's JobBank/Classifieds
Members post job openings & classifieds with LinkedIn listing for FREE.
To submit a listing visit piamidam.org

piamidam.org

UPCOMING EVENTS

August 9-10, 2017

Inkjet Ready!

2 Day Virtual Conference

11:00 am - 4:00 pm CST

Members \$99 / Not Yet Members \$139 / Group Discounts Available

REGISTER

[HERE](#)

August 16, 2017

Young Print Execs KC

Dexter Solutions

Tour & Lunch

11:00 am - 1:00 pm

REGISTER [HERE](#)

Location: 2944 Troost Ave, KC, MO 64109

August 15, 2017

Color Standards: Now and Next Webinar

2:00 - 2:30 pm

Registration Info to Come

August 17, 2017

The Wave of Change: Labor & Employment Regulation in the Trump Era Webinar

Presented by Adriane Harrison, Director of Human Relations for PIA National

1:00 - 2:00 pm

REGISTER [HERE](#)

August 22, 2017

PIA MidAmerica's Sales Development Series

Webinar for Presidents, CEOs & Owners

10:30 - 11:30 am

Register [HERE](#)

FREE for members / \$40 for not yet members

August 29, 2017

Social Media Marketing B2B Webinar

Quick Takes Tuesday Webinar Series

noon - 1:00 pm

Register [HERE](#)

SPONSORED BY EFI

FREE for members / \$40 for not yet members

August 31, 2017

Dynamic RATIOS Survey Submission Deadline

[Click HERE for more information about the Ratios](#)

Click [HERE](#) to participate

September 10, 2017

Premier Print "Benny" Awards

Chicago, IL

September 10-14, 2017

Graph Expo - PRINT17

Register for your free (Printing Industries of America) exhibit floor pass [HERE](#)

Use promo code **GRC45**

print2017.com

McCormick Place
Chicago, IL

September 12, 2017

National Girls Who Print Day

Celebrate in booth 4425 at PRINT 17 OR

Celebrate in your neck of the woods!

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

Register [HERE](#)

September 26, 2017

Maximize Productivity with the Intellitrax 2 Closed-Loop Solution Webinar

2:00 - 2:30 pm

Registration Info to Come

October 4, 2017

DFW -Golf Tournament

Tour 18

Register [HERE](#)

October 10, 2017

PIA MidAmerica Wage & Benefits Survey Published

October 26, 2017

PRINTOBERFEST!

Community Beer Co.

1530 Inspiration Dr, Dallas, TX

SAVE the DATE!

January 13-16, 2018

Color Conference

San Diego, CA

SAVE the DATE!

March 4-6, 2018

President's Conference

San Antonio River Walk

SAVE the DATE!

March 18-21, 2018

TAGA Technical Conference

(Technical Association of Graphic Arts)

Baltimore, MD

SAVE the DATE!

April 8-11, 2018

Continuous Improvement Conference

Chicago, IL

SAVE the DATE!

