



Greetings!

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

- [Social Media Marketing Webinar](#)
- [LEAN in Action - Dallas NOSCO Tour](#)
- [Dynamic Ratio Study Deadline Approaching](#)
- [Health Care Made Simple](#)
- [Sales Development Tip](#)
- [Test Your Color Vision](#)
- [Welcome New Member: MicroLine Design](#)
- [Member Spotlight: Texas Recycling](#)
- [FSC Certification Program](#)
- [Sales Compensation Survey](#)
- [Apple Member Discount](#)
- [Ask the Tech Experts](#)
- [INFO Graphics For Your Use](#)
- [NovaCopy Member Discount - 10% off your first purchase of office supplies](#)
- [Calendar of Upcoming Events](#)



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, 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](#)

LEAN In Action NOSCO Tour

Join us for an inside look at Nosco! They began in 1906 and offer full-service packaging solutions to more than 350 customers in the regulated



industries with more than 75 years of pharmaceutical printing experience. Nosco has been on their Lean journey for 10 years and has improved many processes during that time. Their dedication to problem solving down to root cause analysis has led to efficiency and productivity gains that are needed in today's pricing constraint world.

September 14, 2017

11:30 am - 1:00 pm

Tour & Lunch

Nosco Inc, 1100 Venture Ct. #100, Carrollton, TX 75006

Register [HERE](#)

Get a leg up on the competition with the Dynamic Ratios study!

Instant Graphics and Key Performance Metrics help provide easy-to-understand information and simplify management decisions. Complete the 2017 Dynamic Ratios Survey and get your free copy of the report! For more information visit

<https://www.printing.org/resources/dynamic-ratios>

Deadline for Participation: August 31, 2017



Health Care Made Simple

PIA MidAmerica brings you a series of articles explaining common health care terms and acronyms.

[Consumer Driven Accounts-HRAs, FSAs and HSAs that can save you and your employees money.](#)

Health Reimbursement Arrangement (HRA)

Tax-exempt arrangement offered by the employer to help employees pay for qualified health expenses on a tax free basis. Employer funds a portion of the employees deductible and is reimbursed when the employee contributes.

Flexible Spending Account (FSA)

An employee funded account used to pay qualified health care and dependent care expenses on a tax free basis. It can only be accessed through an employer. It can be in conjunction with a health plan or stand alone.

Health Savings Account (HSA)

Tax-advantaged savings account that can be used to pay for qualified health care expenses on a tax free basis. An individual can only open an HSA if they are enrolling into an HSA eligible High Deductible Health Plan (with a deductible of at least \$1,250) The money in an HSA account will roll over to the next year if you don't spend it all. Think of it as a 401k for your medical expenses.



Sales Development Webinar Shares Important Information

If you missed yesterday's, Sales Development Webinar for Owners, Presidents & CEOs you will want to review the recording. This program covered specifics on how to cultivate your team to generate top line revenue.

One simple tip that was shared was the practice of listening. Too often we talk too much and must learn to practice listening. It takes a conscious effort. You really MUST control the urge to think about the next question to ask or what your response will be. Truly FOCUS on what the speaker is saying and later think about what solutions your team can offer.

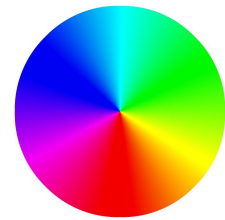


SAVE THE DATE for the next seminar in the series for Sales Managers and Sales Reps. It will take place on October 18th.

For a copy of the recording email Stacy Steiner at StacyS@piamidam.org or Dave Pierson at DaveP@piamidam.org

Test Your Color Vision

Are you among the 1 in 255 women and 1 in 12 men who have some form of color vision deficiency? If you work in a field where color is important, or you're just curious about your color IQ, take the X-Rite online Color Challenge to find out. Based on the Farnsworth Munsell 100 Hue Test, this online challenge is a fun, quick way to understand your color vision acuity. [Click HERE](#) to take the challenge.



WELCOME new member... MicroLine Design

MicroLine Design specializes in the creation of custom micro-etch and repeatable textural designs for foil stamping and embossing. Micro-etch is the strategic placement and shifting of microscopic lines at multiple angles that mimic the movement of shapes when applied to a metallic or shiny surface, creating design in motion. When etched onto a foil stamping die, our designs produce stunning results when stamped with both hot and cold foils. Our innovative custom design work has a multitude of cost-effective applications to enhance product appearance, while adding a sense of value and a high level of security and protection due to the extreme difficulty of duplication. For more information visit <http://microlinedesign.com/>



Member Spotlight: Texas Recycling Take a tour of their Dallas Facility



FSC Certification Program

Certification demonstrates the commitment you and your company have for sustainable print practices and PIA MidAmerica is here to help. Our Regional Affiliate Certificate Group (RACG) provides discounted pricing for your certification and is only available to members.

For more information contact Teresa Campbell at TeresaC@piamidam.org



PIA MidAmerica Sales Compensation Survey

Is there a type of sales compensation plan which is better than another for print providers? This question is asked quite often by industry executives, and it was one of the goals of the recent survey conducted by PIA MidAmerica last year. The answer, which was no surprise, was there are dozens of ways to compensate sales reps.

There were over 700 individuals who were part of the survey, and while pure commission is still the preferred method (49%), there were dozens of variations in how those reps were paid. Commission rates ran from 12% to 4% on gross sales while other plans paid on value-

added with rates ranging from 15% to 6%. An interesting bit of information was that nearly 1/3 of the companies paid salaries with a commission incentive. As with pure commission plans, commission basis had multiple variations. Some paying commissions when certain monthly goals were met or when certain profitability targets were gained - or both!

For a complete copy of the survey, contact Teresa Campbell at TeresaC@piamidam.org. The price is only \$50 and the information contained is invaluable.

Printing Industry Sales
Compensation Survey



PUBLISHED BY PRINTING & IMAGING ASSOCIATION OF MIDAMERICA



Members save up to 17% on select Apple products!

Exclusive savings with complimentary ground shipping on orders over \$50. Association customers can choose 0% financing options for better business. Finance Mac, iPad, iPhone, software, accessories, and more for your business and choose from convenient payment options to suit your budget.

For more information visit <https://www.printing.org/apple-members-only-page>

ASK the TECH EXPERTS at PIA National

Member Question: Are small companies like ours required to have a first aid program?

Expert Answer: Before you can determine if a first aid program is required, you must determine how long it will take for emergency response services to respond to a call. Based on OSHA's interpretation of its regulation, the allowable response time is 3-4 minutes for manufacturing facilities. If your company is outside of this response window you will need to create a first aid program and designate First Aid Responders (FARs). FARs need to receive the appropriate training in first aid and OSHA's Bloodborne Pathogen rule.

Our technical experts help members by answering a variety of questions! If you have a question email Dillion Mooney at dmooney@printing.org.

Advancing Graphic Communications



PRINTING
INDUSTRIES
OF AMERICA

[MORE INFO Graphics for YOUR use!](#)

COMMON MISCONCEPTION:
Cutting trees for paper threatens forests.

Strong wood markets, including the demand created by print, provide an incentive for private foresters to hold their land rather than sell it for other use.

REALITY:
A strong market for wood products protects forests...



Source: PIA's chooseprint.org

**MEMBERS RECEIVE 10% OFF YOUR FIRST PURCHASE
OF OFFICE SUPPLIES**

NOVACOPY

**Official PIA MidAmerica
Hotline Sponsor**

What will you print tomorrow?



imagePRESS
C10000

Canon



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 pamidam.org

pamidam.org

UPCOMING EVENTS

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 5 - Nov 17, 2017

Best Workplace in the Americas Entry Submission

For more info click [HERE](#)

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 12, 2017

401K Problems SOLVED Webinar

Presented by Printer's 401k

Register [HERE](#)

September 14, 2017

DFW LEAN in Action

NOSCO Tour

Carrollton, TX

Register at [HERE](#)

September 14, 2017

KC LEAN in Action

Hallmark Tour

Lawrence, KS

SOLD OUT

September 19, 2017

KC Golf Tournament

Paradise Point Golf Complex

Register [HERE](#)

September 20, 2017

Digital Technology Council

Boost Sales Force Productivity with Content Marketing

1:00 pm

More Info to Come

SAVE the DATE!

September 21, 2017

Sales Tax Recovery Webinar

noon - 1:00 pm

More Info to Come

SAVE the DATE!

September 26, 2017

Quick Takes Tuesdays Webinar

Maximize Productivity with the Intellitrax 2 Closed-Loop Solution Webinar

Sponsored by EFI

2:00 - 2:30 pm

Registration Info to Come

SAVE the DATE!

October 4, 2017

DFW -Golf Tournament

Tour 18

Register [HERE](#)

October 4, 2017

Digital Technology Council

Turning Data into Dollars

1:00 pm

Registration Info to Come

SAVE the DATE!

October 10, 2017

PIA MidAmerica Wage & Benefits Survey Published

October 18, 2017

**Sales Development Seminar
for Sales Reps & Sales Managers**

Registration info to Come

SAVE the DATE!

October 18, 2017

International Print Day

Plan a celebration!

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

www.presidentsconference.com

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!

PIA MidAmerica | (800) 788-2040 | www.piamidam.org

STAY CONNECTED:

