



Greetings!

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

- **COULD YOU USE MORE SALES?**
- 2017 Wage & Benefit Survey Released
- DFW Golf Tournament FUN
- Kansas City Internship Sign-Up
- USPS Sounds the Alarm Bell
- Soft Signage Webinar
- Welcome NEW Member: The Print Shoppe
- Best Workplace in the Americas Competition
- Turn Bluetooth Off to Minimize Vulnerability
- Calendar of Upcoming Events

Could YOU use **MORE** sales?!?

Learn to take **CHARGE** of your **SALES GROWTH** at our upcoming Sales Development Workshop October 18th in both Kansas City & Dallas/Fort Worth.

NOW is the **TIME** to learn **What Really Separates The TOP 6% of Sellers from the Rest!** You will gain **KEY** insight to:

- Find the true value of your sales pipeline
- Develop an effective approach to unclosed quotes
- How prospects control the sales process
- What is standing in the way of greater selling success
- Cultivate Top Line Revenue

CEOs, Sales Managers & Sales Reps should attend.

The Kansas City program will take place at the MCC Business & Technology College and the DFW program will be live streaming at Clampitt Creative Center. The workshop will run from 10:00 am to 1:00 pm. Coffee will be provided in the morning and lunch in the afternoon.

For more information email Stacy Steiner at StacyS@pamidam.org or Dave Pierson at DaveP@pamidam.org

October 18, 2017
10:00 am to 1:00 pm
Coffee & Lunch Provided
Kansas City Register [HERE](#)
Dallas / Fort Worth Register [HERE](#)



2017 Wage & Benefit Survey Released!

Our annual Wage & Benefit Survey is the **ONLY** industry report that encompasses compensation practices from a regional and national perspective. Data from over 17,000 employees from across the

United States is analyzed and broken down by region and company size.

From top management to the shipping department, you'll see wages and salaries PLUS benefit practices.

Each year companies that participate in data submission receive this report at NO CHARGE. For non-participating members the report is available for \$250 and for non-members \$750.

For your copy of the report email Teresa at TeresaC@pamidam.org

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Compensation Survey

Annual Survey of Wages, Benefits, and Human Resource Policies of the Printing, Packaging, and Related Industries

Published By



October 2017



DFW Golf Tournament FUN!

THE Annual DFW Golf Tournament was terrific FUN at Tour 18 last week. So many members stepped up to sponsor a great cause with 100% of the proceeds going to benefit industry education in our region!

Our golfers enjoyed lunch and teed off for an afternoon of friendly competition. With sponsors volunteering at on course games, members tried to win at closest to the pin, longest drive and the circle attempt. **Below are the tournament WINNERS - complete with BRAGGING RIGHTS.** Be sure to congratulate them next time you see them.

Closest to the Pin

Mike Campbell (Varidoc/Brodnax)

Longest Drive

Jeff Blanks (Blanks Printing)

B Flight Winners

1st Place - Top Level Ink - Wes Ryon, Martin cabal, Mark Watson, Kenny Garrison

2nd Place - Valley Solvants - Eric Anderson, Mark Knowles, Mike Magerl, Sam Sewell

3rd Place - ColorDynamics - Bill Ehrlich, David Dey, Jeff May, Chris Leitnick

A Flight Winners

1st Place - HP - David Lay, Mike Camp, Duncan Ballantyne, Mark Spears

2nd Place - NovaCopy - Ryan McBride, Cameron Mavroulis, Cory Mavroulis, David Wood

3rd Place - Balfour - Rick Para, Gary Thompson, Justin Hornea, Bob Maiersperger

THANK YOU TO ALL OF OUR FABULOUS SPONSORS!

**Kansas City Area Unpaid Internship
Requests OPEN**



Does your business or organization have a project that really needs to get done but you don't have the manpower to complete it? What about a Northland CAPS student intern?

They are in the process of securing requests for the spring 2018 semester.

Last year over 250 interns were placed in over 100 companies throughout the metro. This year they will place 350+.

Northland CAPS Course Strands include Digital Media and Design, Engineering and Advanced Manufacturing, Global Business and Entrepreneurship, Global Logistics, Medicine and Healthcare, and Technology Solutions.

If chosen, students would be available on site with you during their class time, either 7:30 am - 10:00 am or 12:00 pm - 2:30 pm, Tuesday - Thursday. Students apply in November and would interview with you in December. Internships would run from January 9 - April 27.

To request an intern visit www.northlandcaps.org/internship & submit your request by **October 31st**. If you have questions email Teresa at teresac@piamidam.org

USPS Sounds the Alarm Bell



PIA and its allies in the Coalition for a 21st Century Postal Service this week reacted to news that USPS is defaulting on mandatory payments into retiree pension and health care accounts, bringing the total amount of default to more than \$40 billion over six years.

Postmaster General Megan Brennan notified Congress of the default in a letter in which she also stated that mail volume decline over the past year occurred at a "significantly higher rate" than the previous three years.

PIA and the Coalition have broadcast the deepening problems at USPS and are urging Congress to act on the Postal Service Reform Act (HR 756), a financial stabilization bill stuck in the U.S. House, before such problems lead to potential changes to the current postage rate setting system resulting in dramatic rate hikes. A new campaign website, <http://www.21stcenturypostal.org>, has been launched to drive grassroots pleas to Congress. Please visit the site; take action; and share it with your employees, customers, and stakeholders.

New Key Performance Metric Calculator

PIA National has a new calculator on its website that members can use to quickly determine how they stand in terms of key performance metrics-profit on sales, sales per employee, and paper costs.

The calculator utilizes data from the PIA Dynamic Ratios. It is strictly confidential and easy to use.

See how you stack up against industry averages and the competition. To check it out [click HERE](#).



Quick Takes Tuesday's Soft Signage Webinar

Soft signage is everywhere! You see it every day with backlit displays in retail stores, signage at trade shows and events, outdoor banners and flags, and more.

Traditionally, the soft signage market has been difficult to enter, but today's digital printers are better than ever. Recent product launches are industrial, entry-level, aqueous-based digital printers and are designed to put printers in the lucrative soft signage market fast. This session will review the soft signage market, its outlook, opportunities, applications, and the economics of adding soft signage to your digital business.

Don't Let Soft Signage Spook You! Join Us on Halloween to learn more!

Tuesday, October 31, 2017
Noon to 1:00 pm
Free for Members and \$39 for Not-Yet-Members
Register [HERE](#)



WELCOME NEW MEMBER: The Print Shoppe

The Print Shoppe is a full-service commercial printer and graphic design shop serving the Austin area since 1987. They are print experts specializing in brand/color consistency and print marketing strategy for custom projects.

For more information visit theprintshoppe.net



Best Workplace in the Americas Competition How does your organization stack up?



The Best Workplaces in the Americas (BWA) awards program has launched with a NEW online entry form and additional updates.

For nearly 20 years, the Best Workplace in the Americas award program has been THE "seal of approval" for print industry excellence in human relations. It is open to graphic communications company or supplier to the industry. The BWAs benchmark industry standards in categories including Communication & Culture, Employee Resources & Benefits, and Safety & Work Environment.

New this year is the **Safety Shield** program. In today's workforce, employees are a key asset, and taking steps to keep them safe is a major priority of high-performing companies. Let your Safety Program shine by enter the Safety Shield program in the

BWAs. To learn more click [HERE](#).

Turn Bluetooth OFF when you're not using it to minimize vulnerability!



A new attack vector exposes almost every connected device.

WIRED Magazine reported that minimizing your Bluetooth usage minimizes your exposure to very real vulnerabilities. That includes an attack called BlueBorne, announced by the security firm Armis, which would allow any affected device with Bluetooth turned on to be attacked

through a series of vulnerabilities. The flaws aren't in the Bluetooth standard itself, but in its implementation in all sorts of software. Windows, Android, Linux, and iOS have been vulnerable to BlueBorne in the past. Millions could still be at risk. To read the full article click [HERE](#).

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

POSSIBILITIES IN PERSONALIZATION



Source: PIA National - The Magazine - Page 69
http://efiles.printing.org/eweb/docs/downloadable_products/1707_forecast.pdf

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pamidam.org

UPCOMING EVENTS

October 11 - November 17, 2017
Best Workplace in the Americas Entry Submission
For more info click [HERE](#)

October 10, 2017
PIA MidAmerica hosts table at Career Exploration Day in Kansas City
MCC - Business & Technology College

October 18, 2017
Sales Development Workshop

for CEO's, Sales Managers & Sales Reps

10:00 am to 1:00 pm

Coffee & Lunch Provided

DFW Register [HERE](#)

KC Register [HERE](#)

October 18, 2017

International Print Day

Plan a celebration!

October 19, 2017

Living On The Edge...

Capital Expenditures In The Brave New World Of Graphic Arts

PIA National Webinar

1:00 - 2:00 pm

Register [HERE](#)

October 26, 2017

PRINTOBERFEST!

Community Beer Co.

1530 Inspiration Dr, Dallas, TX

Register [HERE](#)

October 31, 2017

Quick Takes Tuesdays Webinar

Soft Signage Webinar

Sponsored by EFI

noon - 1:00 pm

Registration Info to Come

Register [HERE](#)

November 2, 2017

7 Tips To Increase Productivity And Increase Accuracy-With Automation

PIA National Webinar

1:00 - 1:45 pm

Register [HERE](#)

November 9, 2017

JOINT DFW & KC LEAN Live Streaming Event

11:30 am - 1:00 pm

SAVE the DATE!

November 14-15, 2017

PRINTGUARD: Safety Fundamentals In The Printing Industry

2 Day Training

8:00 am - 4:30 pm

Shawnee, KS

Register [HERE](#)

November 16, 2017

USPS INFORMED DELIVERY SEMINAR

DFW & KC

SAVE the DATE!

January 13-16, 2018

Color Conference

San Diego, CA

Register [HERE](#)

March 4-6, 2018

President's Conference

San Antonio River Walk

www.presidentsconference.com

Register [HERE](#)

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

<http://ci.printing.org/>

SAVE the DATE!

June 19-20, 2018

Print Voice - D.C. Industry Lobbying

Washington D.C.

<http://www.printpackagingsummit.com/>

SAVE the DATE!

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

STAY CONNECTED:

