



January 30, 2009

Talk

The Printing Industry of the Carolinas, Inc.
3601 Rose Lake Drive, Charlotte, NC 28217
704-357-1150, 800-849-7422

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Upcoming Events

February 3-4

8:30 a.m. – 4:00 p.m.

Back by popular demand!

“Identifying &
Researching Your Target
Customers & Market”
*two-day program in
Charlotte*

February 10

2-3 p.m.

Free Webinar
“Pulling It All Together”
By Gina Ta, Xerox

February 18

1-2 p.m.

“Rollers...The Forgotten
Consumable” webinar

March 18

1-2 p.m.

“Post-Press Options”
webinar

March 20-21

2009 PICAExpo
Seminars & Exhibits

Member News

Pete Miller, long-time HR guru for **The Hickory Printing Group**, Conover, is retiring today! Pete, I hope you and Phyllis have a long and wonderful retirement!

Phase 3 Communications, Greensboro, announces that, due to recent sales growth, Bob Collier has been promoted to Customer Service Manager. Collier has been with Phase 3 for 19 years. For more information, contact Norman Brame at 336-274-7663.

Martin Printing, Easley, provides web printing for the trade, with special PICA member pricing on booklet quantities ranging from 10M to 500M. A variety of products are possible on their 6-color M-130. Call Craig Ragsdale for more information, 864-420-6983.

College Career Days

NC A&T – February 19, contact Zeb Talley, 336-334-7755, ext. 2209

Chowan University – February 20, call Trudy Gibson, 252-398-1224

Clemson University – March 10, call Nancy Leininger, 864-656-0107

and **Appalachian State** – March 27, call Sharon Kincaid, 828-262-2088.

Get the Lead Out!

If you produce products intended for children, you need to study this – *now!* Printers producing products intended for children under the age of 12 years old are now subject to the Consumer Product Safety Improvement Act (CPSIA), a law signed last fall that regulates the amount of lead-in-paint, phthalates, and overall lead content in children’s products. I’ve attached a memo from Michael Makin, President and CEO of Printing Industries of America, outlining the situation and actions being taken on behalf of the industry. While we do not disagree with the intent of the law, we are concerned with its scope and implementation. Please take some time to review the material and consider taking action. A February 10 compliance deadline is on the near horizon.

Welcome New Member!

Goslen Printing, Winston-Salem, Mark Goslen, 336-768-5775.

2009 PIA Ratios Survey is Underway

The 88th annual Ratios survey is underway. Changes include a web-based survey system and some new reports, including Peer Ratios Report, an Advance Ratios Report, and a Customized Financial Analysis included with a Ratios subscription. For more information, go to www.printing.org/ratios or go to <https://www.margolisbecker.com/webratios/serializerlogin.aspx> to start the survey. Deadline for the ratios is April 30.

Continuous Improvement Conference

is being held April 5-8 in Lexington, KY. Designed to help printers reduce their production costs, you’ll learn how to cut inventory, improve productivity, decrease makeready and more! Call Printing Industries of America to sign up, 800-910-4283.

PICAExpo Hitting the Mail

PICAExpo materials are coming out next week – keep an eye out for the seminar and exhibit details. For PICA members, all seminars are \$75 (last year’s quantity discounted price). We’ve got some great speakers with us this year – including Canada’s own Frank McPherson – a true pioneer in successful digital printing! MFSA’s Tom Quinn will be with us, covering the world of fulfillment, and we’ll have the Postal Professor George Heinrich teaching mailing fundamentals and designing for the new postal regs. Mary Redmond joins us – she’ll cover the in’s and out’s of leases and negotiation skills. Jim Aust from Kodak will offer his industry perspective and the challenges printers face. Dan Remaley will be calibrating color and showing how to print consistent color. Finally, Bill Farquharson will be sharing his expertise in sales and showing us how to close that deal! Check out the details in next week’s mail!

This e-mail/fax newsletter is provided as a service to PICA members. To unsubscribe, send an email to pica@picanet.org with “unsubscribe” in the subject heading, or call us at 800-849-7422.



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