



April 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

**May 13
10 – 11 a.m.**

“Beyond Print: Expanding
Print Sales & Profits with
Ancillary Services”
webinar

**May 20
1 – 2 p.m.**

“Environment: Reducing
the Landfill”
webinar

**May 27
10 – 11 a.m.**

“Beyond the Horizon:
Key Dynamics Shaping
Print Markets and Printers
Over the Next Decade”
webinar

July 16 - 19

**PICA/PIAG Summer
Management Conference**
Château Élan,
Braselton, GA

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pica@picanet.org with “unsubscribe”
in the subject heading, or call us at
800-849-7422.

Member News

DocuSource, Morrisville, continues its community involvement by supporting the local “V-Day Apex 2009,” part of a national campaign to eradicate violence against women and girls. Proceeds from the event will allow officers of the Apex Police Department to attend comprehensive training programs on the issues of domestic violence and sexual assault.

Economic News Coming Out

Look for Ron Davis’ next “Flash Report” coming out next week. In it, Ron reports the obvious – costs up, prices down, profits down. But there is some interesting detail in the report – for instance – the impact on profit when your prices go up, versus when your sales go up, versus when your costs go down. Interesting reading – see page 5 of the upcoming Flash Report.

New Buying Program!

Printing Industries of America has teamed up with the Staples Business Advantage program, offering low contract pricing on more than 30,000 office supply products through StaplesLink.com. Go to www.printing.org and click on the Buying Power link for more details.

Printers’ Disability Trust Open

Enrollment

PDT will hold its 2009 open enrollment period in May, June and July. Notices have been mailed to all member companies. For more information, feel free to contact Ralph Doster at the PICA Insurance Group, 704-357-1150.

PICA/PIAG Summer Conference: An opportunity to impact your bottom-line.

This year’s summer conference is a must-attend event. A few years ago, we brought the industry a dynamic and powerful two-day financial program called “Managing & Financing Independent Business,” presented by Business Resource Services of Seattle, WA. It was by far the most successful program I’ve been involved with, from a member benefit perspective.

This year, BRS is back, with another timely offering of financial management programs for owners, top management and department managers.

On Friday of the conference, the morning program will be “*How To Increase Your Company’s ‘Bankability’, Performance and Value.*” In the afternoon there will be two programs offered, “*Break-Even 360°: The Absolute Best Tool to Control Costs and Maintain/Improve Your Profits*” and “*Planning & Managing Growth in a Post-Recession Economy.*”

Saturday morning we’ll have “*The Seven Steps to Fiscal Fitness.*” Each program is designed as a stand-alone session.

With the support of the PICA Foundation and PIAG Educational Foundation, we are able to lower the price of the conference from past levels, shaving \$150 off the per couple price! The hotel is working with us also, cutting its room rate by \$10 per night from the original contract.

This conference will truly be a water-shed event for our industry. Please make plans now to attend the PICA/PIAG Summer Management Conference, being held at the Chateau Élan, just off I-85 in Braselton, GA. Conference brochures are in production now, and will be emailed and mailed to you soon.



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