



May 22, 2009

# Talk

The Printing Industry of the Carolinas, Inc.  
3601 Rose Lake Drive, Charlotte, NC 28217  
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## Upcoming Events

May 27  
10 – 11 a.m.

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

May 28

10:30 – 11:30 a.m.

“Financing Today –  
Capital Equipment for  
Commercial Printing and  
Corrugated Industries”  
webinar

*If you can't participate in the  
webinar during the live  
session you can still hear the  
program by purchasing the  
recording at the same rate.*

July 16 - 19

**PICA/PIAG Summer  
Management Conference**  
Château Élan,  
Braselton, GA  
*Hotel deadline June 16<sup>th</sup> –  
call 800-233-9463 ask for the  
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## Member News

**Henry Wurst**, Apex, announces that they will be consolidating **PN Thompson**, their Burlington printing operation, into the Apex facility by late summer. The move will help Henry Wurst improve its efficiencies and provide one customer contact point throughout a project. According to Jim Herbst, President of Henry Wurst, Inc.-East region, “The PN Thompson family has done a great job serving customers and being a perennial print awards winner.” With the consolidation, a few of the Thompson employees will not be moving to the Apex facility. If you are looking for talented people, give Jim Herbst a call at 919-362-8831.

## Ratio Study Deadline Extended

Don't miss your opportunity to participate in the **2009 Ratios Study**, and see how your company compares to your competitors. Deadline extended to June 1. [Learn more...](#)

## Here's a “must attend” program to...

- Learn how financial analysis can be used to uncover opportunities to improve profits, find more cash, and reduce financial distress by creating a performance scorecard and a strategic Profit Mastery Assessment of your business.
- Know what bankers in today's market are looking at in the ‘back room’ in assessing credit requests, and be prepared to get what you need from the bank.
- Be prepared to create goals and action plans to improve performance, increase the value of your business, and create wealth — whether you need financing or not.

Historically, business owners have been marginally prepared when they approach a financial institution for a loan, and they are often too busy to hear even a few of their banker's ideas regarding the importance of a strong balance sheet. Those who sit across the desk from their banker, showing preparation and efficiency in their business, will have a much greater chance of leaving the bank with a positive outcome.

You don't have to travel to New York, Chicago or London for this program. It's coming to our area – July 16-19 *and the PICA/PIAG Summer Conference!* Here is the outline for the program Friday morning:

- 5 C's of Credit
- Bankers' Hot Buttons
- Using Ratio Analysis to identify Strengths, Weaknesses, and Opportunities
- Managing the Working Capital Cycle/Cash Conversion Cycle
- Key Performance Indicators - why do I care, how do I use them?
- Uncovering Profit and Cash opportunities in a no-growth economy
- Strategies to reduce financial distress
- Proper debt structuring
- Golden Rules, Business Killers, and Action Steps
- Being Prepared to Go to the Bank

Two additional financial programs are scheduled Friday afternoon and one on Saturday morning. For complete details [click here](#) or call us 1-800-849-7422!