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Our Purpose

Promoting the Industry – Focused on Member Success!

Our Vision

Advocate
Educate
Inform
Lead

Our Mission

To promote the common interest of the printing industry; and to help our members prosper, both individually and collectively, through fellowship, education and cooperative action.

PICA/PIAG Summer Conference: More Bang, Less Buck

The economy is depressed, long-time customers aren't buying, tough price negotiations are affecting everyone, and the banks have turned off the lending spigot. Certainly not all is doom and gloom, but many of us are facing unprecedented challenges in business. We can't control the economy, our customers, the competition, or the bank – so what *can* we control? Our businesses.



Summer Conference Speaker, Carl Forssen

As part of the hard-hitting list of presentations for this year's PICA/PIAG Summer Conference, Carl Forssen, Senior Vice President of Business Resource Services (BRS) will lead workshops and present practical tools to create a

financial scorecard for your operation to identify strengths, weaknesses, challenges and opportunities.

Especially in this economy, it's vitally important to attend the PICA/PIAG Summer Management Conference, being held at Château Élan, just off 1-85 in Braselton, Georgia. With the support of the PICA Foundation and PIAG Educational Foundation, we lowered the cost of the conference from past years, shaving \$150 off the couple price. The hotel is working with us as well, and has reduced the room rate by \$10 per night from the original contract.

You should have already received your conference brochure. For additional information, visit

<http://picanet.org>

PICA Announces 2009-2010 Board of Directors

Chairman of the Board - Ralph C. Moore



PICA's Chairman of the Board, Ralph C. Moore

Ralph C. Moore, PICA's new Chairman of the Board, has been deeply involved in the printing industry throughout his career – and it's a family affair. Ralph's father, George Akers Moore, Jr., also served as PICA Chairman in 1955. Ralph even remembers attending PICA events as a child!

After graduating from the University of North Carolina at Chapel Hill, Ralph joined Commercial Printing Company in 1969 as Vice President. He's been the President since 1973. Ralph's community involvement spans decades and includes numerous board positions, including 9 years on the PICA board. In 2007, Ralph

was inducted into the Ben Franklin Honor Society of Printing Industries of America.

Ralph has worked tirelessly as a board member or trustee for many children's organizations, as well as colleges and universities. He's been the recipient of six service awards for his work with children and/or the community and was given a "Health Care Heroes Award" by the Triangle Business Journal. When he's not working or volunteering, Ralph fits in a game of golf or heads to the water to enjoy boating and saltwater fishing.

**Ralph C. Moore • Commercial Printing Company
Raleigh, NC • 919-832-2828 • rmoore@comprintco.com**

Please welcome Ralph as the new Chairman of the Board. Flip to pages 4 & 5 to meet the rest of the incoming board.

July

- 3:** Independence Day Holiday
16-19: PICA/PIAG Summer Conference
Château Élan, Braselton, GA

September

- 7:** Labor Day
11-16: Print '09
Chicago, IL
14: PICA Awards Call for
Entries Mailed
23: Associate Committee Webinar
1-2 p.m.

October

- 21:** Associate Committee Webinar
1-2 p.m.
30: PICA Awards Entry Deadline

November

- 6-8:** PICA Fall Conference
Pawley's Plantation
Pawley's Island, SC
18: Associate Committee Webinar
1-2 p.m.
20-22: PICA Awards Judging
26-27: Thanksgiving Holidays

December

- 16:** Associate Committee Webinar
1-2 p.m.

Stephen Covey calls it "*sharpening the saw.*"

Proverbs 27:16-18 says, "*As iron sharpens iron, so one man sharpens another.*"

Every now and then an educational program comes along that has the potential to take you to a whole new level.

In 2002, I attended a PICA educational program where a trainer from BRS (Business Resource Services) named Steve Abercrombie put on an incredibly helpful seminar entitled *Managing and Financing an Independent Business*. It had sections on statements and ratio analysis, budgets & cash flow, controlling your growth, knowing your costs, and dealing with banks. It was more effective, real life education than the financial accounting and managerial cost accounting courses I've seen in some MBA programs. And it was fun, in a strange sort of way.

We still use the training materials today for managers in our company. Managers who understand cash flow? Gotta like that! All in all, it has been the number one seminar that I have attended through PICA, and it's helped our company more than any other program of which I am

aware. For anyone who may have missed it, Carl Forssen, the Senior Vice President of Business Resource Services, is on-line to present four sessions July 16th-19th at the upcoming PICA summer conference...

1. How to Increase Your Company's "Bankability," Performance and Value
2. Break-even 360°: The Absolute Best Tool for Evaluating Every Management Decision
3. Planning and Managing Growth in a Post Recession Economy
4. The Seven Steps to Fiscal Fitness

If there were only one event, educational program or resource that I would recommend above all others, this is it. These sessions will add value in multiples for those managers who attend and make use of it. And me, I am grateful that someone at PICA saw the opportunity to bring it to us again.

See you there!

Al Hutchison



Al Hutchison
Chairman, PICA
Board of Directors
Hutchison Allgood
alhutchison@haprinting.com
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Book Review

Hot Topics: Human Capital – Your Most Important Asset

Hot Topics: *Human Capital—Your Most Important Asset* focuses on advanced tactics that can be applied by an organization's leadership and management in order to build peak performance employees, a critical factor in business success. Creating peak performing employees, and building a team, should not be viewed as a one-shot event, but a continuously evolving process.

Publication: Hot Topics: Human Capital – Your Most Important Asset

Author: Various Authors

Item Number: 18116

List Price: \$50

PIA/PICA Member Price: \$25

To order: www.pia.com or call (866) 855-4283

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.

Gregg Cowan, VP Sales & Marketing for DocuSource, Morrisville, was recently recognized by the Triangle Business Journal with the “40 Under 40 Leadership Award.”

What is Standing in the Way of Reaching Your Goals?



Leaders are expected to have characteristics like skill, knowledge, vision, determination

and strength. **What sets the most effective leaders apart is something called “emotional intelligence.”**

Numerous studies have found emotional intelligence to be a significant factor in exceptional performance and leadership effectiveness. One study showed that division leaders with “emotional intelligence” **outperformed** yearly goals by 20 percent while those without this “E.I.” **underperformed** by almost the same amounts! Is your company underperforming? What would a 20 percent gain in your goals do for you?

Emotional intelligence is basically being aware of your emotions and those of others, and having the ability to intentionally choose a specific emotion. Daniel Goleman, pioneer of this concept, defines the five components: self-awareness, self-regulation, motivation, empathy,

and social skill. This has evolved to **self-awareness, social awareness, self-management and relationship management.**

While some are fortunate to be born with the personal traits that embody emotional intelligence, others must develop these traits to compete successfully. The good news is this **can** be learned!

A sincere desire and concentrated effort to embody these attributes are what’s required to begin the process of learning. Scientifically, it is known that these traits are housed in that part of the brain where learning is achieved through **motivation, extended practice, and feedback.**

As we struggle with this economy, each of us can position ourselves and our companies for growth in the future. In a future article, we’ll explore examples of working at peak performance!

Claire Lawrence is an Executive and Sales Coach with clients in finance, printing, healthcare and the environment; she can be reached at (704) 907-8179, claire3@carolina.rr.com

E-mail your technical questions to:
Brad Evans, Senior Research Technician,
bevans@pia.org

Q: When testing for ISO 2846-1 what is the ink film thickness range required for each ink?

A: Cyan, magenta, and yellow ink require an ink film thickness range between 0.7 to 1.3 microns. Black ink requires an ink film thickness of 0.9 to 1.3 microns.

Q: What is hygroexpansivity?

A: It is the degree that an increase in moisture content causes a sheet to expand or contract. High hygroexpansivity results in poor dimensional stability.

Q: We have printed an insert on matte paper and over printed with a matte varnish. The problem is that they do not work on the insert machine. There is no problem when printed on gloss paper and varnished with gloss varnish. What is the problem?

A: There is a very significant difference in surface roughness between the matte and gloss inserts. The matte insert has a high coefficient of static friction and is getting hung up in the insert machine.

Q: We are experiencing over all plate scumming, loss of image, and loss of image clarity. What is happening?

A: It sounds like a plate wear problem. Plate wear can be caused by rollers set too tight against the plate causing excessive plate to blanket pressure. The blanket may be swollen due to harsh solvents or embossing. Too acidic fountain solution or improperly made plates could also be the cause.

PICA 2009-2010 Board of Directors



Chairman-Elect

Jim Faulkenberry

Colonial Printing, Columbia

"Through my participation in PICA, quite often I find answers from folks who have already traveled the path I'm on – and the value of their experience can't be beat."



Vice Chairman of NC

Jim Herbst

Henry Wurst, Inc., Apex

"As a commercial printer, we need great sales people. Caliper helps us see strengths and weaknesses in candidates and either confirm our intuitions, or discover problems we hadn't seen. The PICA discount makes this very valuable, affordable insurance."



Vice Chairman of SC

Wayne Morris

The Printing Port, Myrtle Beach

"The camaraderie among members of PICA is real. You're part of finding answers or offering solutions to help yourself, as well as others make better business decisions."

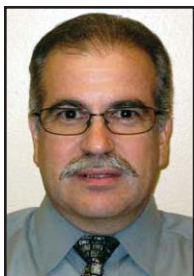


Director-at-Large for NC

Bennie Winstead

Riverside Printing, Rocky Mount

"When we were flooded out by Hurricane Floyd, the relationships we had built over the years with PICA helped us get through. Between fellow printers helping us get the clients work done and vendors helping us get up and running again, we survived and we're better for those friends."



Director-at-Large for SC

Mel Clarke, Jr.

Service Printing, Columbia

"PICA provides an excellent opportunity to get to know other printing company owners. Our company is stronger today because of these relationships and the opportunity we've had to share success stories, as well as setbacks, with fellow members."



Secretary/Treasurer

Lee Ellen Turnbull

Belk Printing Technologies, Charlotte

"To me being a PICA member is about building relationships. It's nice to know people well enough to pick up the phone and ask 'Have you heard about . . . ? What do you know about . . . ? What do you think of . . . ?'"



Asst. Secretary/Treasurer

Walter Hobbs

Loftin & Company Printers, Charlotte

"We've always been active in the Charlotte printing industry. Through PICA, Loftin has been able to learn about equipment and software from across the Carolinas. Doors have opened because of our membership through the willingness to share from fellow printers and vendors in PICA."



Immediate Past Chairman

Al Hutchison

Hutchison Allgood, Winston Salem

"PICA continues to bring valuable educational programs full of opportunities for professional training and growth. Sid Chadwick's Sales Research Program training and guidance helped our account executives find focus in their new business development activities. His insight into research tactics has proven invaluable to our team."



PICA Foundation President

James E. Doar

Wentworth Printing, West Columbia

"I think networking with the PICA members during my career has been inspiring and helped me be more successful than I would have been. All the services PICA has to offer will help any printer in his daily struggles."



Printing Industries Director

Bryan Hall

Graphic Visual Solutions, Greensboro

"Printing Industries and PICA are the perfect combination as a single source industry resource for Graphic Visual Solutions. Having PICA as a local resource is a huge perk. I am honored and appreciative of the opportunity to serve and be part of both organizations."



Special Events Chairperson

Kim Wallace

Wallace Printing, Newton

"The PICA Awards program has allowed our company to strengthen our relationships with our existing customers and in today's economic times that is priceless."



Associate Member Chairman

James Tomlinson

xpedx, Greensboro

"As a vendor, the opportunities PICA offers to network with my clients are great, but it's more than that, it has allowed me the chance to meet and make great friends."



Director, Area 1

Scott Cotten
BP Solutions Group, Asheville
"By utilizing the FedEx discounts offered through Printing Industries of America, our company saves, on average, \$950 a month for ground, express and international shipments."



Director, Area 2

Bill Smith
Business Card Express of Charlotte
"As a member we take advantage of several programs and events. One in particular is the Coyne Textile Service program offered through PICA, Coyne is a great service for us and our delivery person is phenomenal. Excellent service and a fair price. Thank you, Coyne Textile, for your help."



Director, Area 3

Phil Kelley, Jr.
Salem Printing, Winston Salem
"The Printing Industries Ratio Study is a key measuring tool for Salem Printing. In our effort to Be the Best we have found no better metric by which to measure our progress."



Director, Area 4

Jack Campbell
Classic Graphics, Raleigh
"When I moved to the Carolinas a few years back, PICA provided me an opportunity to meet and develop friendships with my industry peers. The Association has proven to be an invaluable resource for me."



Director, Area 5

Brad Donnell
Linprint Company, Wilmington
"I joined PICA just to save money on Worker's Comp Insurance. What a bargain. Not only did I save enough to more than pay my dues, I also had access to resources to improve our company and made friends with others in our industry who have helped me overcome many issues over the years. Today PICA Insurance has earned nearly all my business with great service and competitive rates."



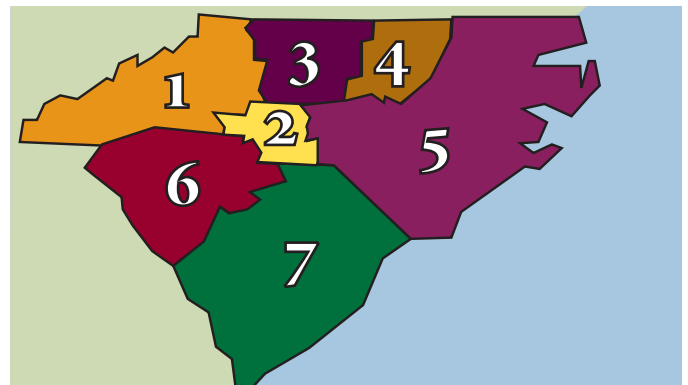
Director, Area 6

Larry Kudeviz
Genesis Press Inc., Piedmont, SC
"The value of being a PICA member is not only measured by the obvious tangibles such as education and information, but the unmeasured tangibles including support, friendships and assistance between fellow members. Without fail PICA has one of the best boards and leaders in the country."



Director, Area 7

Trish Sports
Sheriar Press, Myrtle Beach
"The Premier Print Awards have always proved to be great marketing tools which enable you to showcase your clients' design in combination with superior printing."



June/July Spotlight:

Since 1994, the PICA Associate Committee has been dedicated to providing seminars, workshops and webinars for the graphic arts/printing industry. Not only do the suppliers on this committee provide you with products and services for your company, but they help you and your employees keep up-to-date on current trends and issues affecting the industry.

In the last three years, the Associate Committee has provided 27 webinars on topics from management to production. These webinars were recorded, archived, and are available to PICA members only.

When your company makes the decision on a purchase (paper, supplies, equipment), remember the companies listed below. Client commitment and customer service are as important to these companies as they are to you and your clients.

PICA Associate Committee members are:

James Tomlinson, Committee Chairman, xpedx	Mac Papers - Darrell Downs
Ex Officio, Jim Faulkenberry, Colonial Printing	MAN Roland - Alain Ring
Agfa - Mark Woodall	Pitman - Pat Stout
Coyne Textile Services - Mike Pucak	Printers Service Prisco - Patrick Cleghorn
Eastman Kodak - Pat Duckworth	RotaDyne - Kim Barham
Freeman Graphic Systems - Bill Freeman	SmartColour - Mark Fisher
Fujifilm - Grady Dickerson	SpeedyDry - Kelly Helms
GBC - Mark Lemberger	Ultimate Print Finishing - Allen Shives
Heidelberg - Pete Harms	Wikoff Color - Alan Patterson
KBA - Sam Creel	Xerox - Scott Titus
Komori - Terry Mills	

As a member benefit, the following tips are provided to Printing Industries of America members exclusively through local affiliate publications.

Brian Llewellyn, Digital Production Specialist, offers this tip on imaging spot colors on a digital device:

Most digital printing devices have the capability to access the Pantone® color library. When printing a spot color on a digital device that is using the Pantone® library, be sure that the color naming convention uses the Pantone® name in the file.

If the naming convention of the spot color is something other than the Pantone® name, the Raster Image Processor (RIP) will honor the color conversion look-up table from the native software application. If they are assigned with a Pantone® name then the look-up table on the RIP will access the Pantone® library to build the spot color. This is important because the Pantone® library can then be edited to match your color even closer. So for your clients that require a color adjustment when their jobs are printed your edited library can become customer specific and stored in the RIP for future printing.

PICA Associate Committee Member Spotlight



Bill O'Day

Our spotlight this month is on Bill O'Day, one of the founding members of this committee who retired from FujiFilm at the end of April. Having built a career that spans 42 years in the industry, Bill has worked for 3M, Young Phillips, GSI, Enovation and finally, FujiFilm.

Bill is looking forward to spending more time at the lake with his wife Kathy, their children, and grandchildren. They also plan to do some traveling. Because of his longevity in the industry, Bill has countless friends across the Carolinas and will miss them all. Special mention from Bill goes out to his mentor Tom Reese of the Hickory Printing Group. PICA and the Associate Committee members wish Bill and Kathy a long and happy retirement.

Rick Hartwig, Manager, Environmental Health and Safety Affairs, offers this tip on OSHA citations:

OSHA is one of the best agencies in the federal government for reporting their enforcement activities for federal and state. Are your members getting cited without your knowledge? If so, right now is the perfect opportunity to tell OSHA about your compliance services on a local or national level. As a result of the OSHA national emphasis program on amputations, OSHA has increased inspections of printing facilities. For a great prospecting tool, go to <http://www.osha.gov/pls/imis/industry.html>

Member Services...Did you know?

Chain of Custody **SGS** discounted rates offered to PICA members on CoC certification.

Collection Services, **CST, Co.**, provides discounts on collection services and several free online options to assist in collecting AR.

Coyne Textile Services **CTS** offers discounts on textile products such as printers' towels, reusable absorbents, uniforms and more.

DeltaCom offers discounted rates for local and long distance services for PICA members.

Green GPS Peak Focus' guide to streamlining the green process. PICA members enjoy a 10 percent discount.

Legal Services **Jackson & Lewis** Attorneys-at-Law specializing in exclusively representing management in workplace law and related litigation. Discounted fees for PICA members.

Meeting Space offers discount rates for members using the PICA Education Center for their meeting and training needs.

PICA Awards, the regional print awards program, provides members the opportunity to submit samples and receive one of three award designations: Best of Category, Special Judges Award, or Award of Excellence. Also, a limited number of sponsored awards and the coveted xpedx Best of Show award.

PICA Insurance Group offers a full line of business and personal insurance. **Printers 401k** through **Diversified Financial** is also available.

PrintAccess provides a national online database to help print buyers search for printers by location, product, capability and/or equipment.

Resume Register distributes a bi-weekly synopsis of resumes received from applicants seeking employment.

Slow Pay provides 24/7 online access to help you report and/or verify credit status of potential or current customers.

Wage & Benefits Report is the only source for production hourly rates. The biennial report also includes management, administration, and sales compensation. (Survey participants receive a complimentary copy of the report.)

Visit www.picanet.org for details on services and contact information for each service provider.

Printing Industries of America's National Buying Power Programs

Adobe Systems

Software, Books and Training Products

Members save 15% or more instantly on any Adobe product at the Adobe Store Online located on our website, including Creative Suite® 4. This exclusive pricing saves you hundreds of dollars off all the popular Adobe products you use most, such as Photoshop®, DreamWeaver®, and Acrobat® 7.0 Professional. Full versions and upgrades are included in this offer.

Apple

Hardware, Software, and Other Apple Products

Discounts from 4–17% on Apple products, including the iBook, MacBook Pro, iMac, iPod, and Mac mini (discount varies by product). In addition to substantial savings on award-winning Apple products, the program also includes quarterly promotions, free standard shipping on orders of more than \$50, financing options for qualified buyers, online custom product configuration, and more.

Caliper

Human Resources Services

Caliper's solutions enhance performance. They provide consulting services, tools, and advice in the areas of hiring and selection, employee development, team building, and organizational development. Its most popular tools include FirstStep, NextStep, and the Caliper Profile. Members receive a \$30 discount on their flagship products and a 10% discount on all other services.

FedEx

Express, International, Ground, and Freight Shipping

Shipping discounts include up to 26% off FedEx Express delivery, up to 15% off FedEx Ground delivery and up to 64% on FedEx Freight/LTL shipping.

Printing Industries of America

Job Bank

Printing Industries of America's Job Bank is a leading resource for advertising employment opportunities and connecting with job hunters in the printing and graphic arts industry. Connecting over 40,000 print workers with job opportunities in the graphic arts industry, www.printing.org/jobbank, is a great resource for printing companies, print workers, and students. Powered by Printworkers.com.

Staples

Office Supplies, Technology Products, and Janitorial Supplies

Members receive discounted pricing on a wide number of Staples Business Advantage products. Starting average discounts are 55% off of the list price.

Xerox

Printing Equipment, Technology Products, and Supplies

Save on the entire line of Xerox products and services, including the award winning Xerox iGen3® Digital Production Press, the DocuTech, and the DocuColor Publishing series. Printing Industries of America members receive specially negotiated pricing on printing equipment.

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June/July 2009

PICASTaff

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for their ongoing support and contributions.*



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