



July 31, 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

Sid Chadwick's CSR Series Returns August 6! 12-1 pm
"Foundations for Managing Information and Perceived Customer Value"
CSR webinar, Part 1

August 13, 12-1 pm
"Creating Customer Interaction & Feedback for Continuous Improvement"
CSR webinar, Part 2

August 20, 12-1 pm
"Winning More Profitable Work"
CSR webinar, Part 3

August 26 12-1 pm
"Making Trade Show Investments PAY OFF"
webinar

August 27, 12-1 pm
"Doing Your Homework & Retaining Current Customers"
CSR webinar, Part 4

September 3, 12-1 pm
"Improving Customers Trust, Loyalty, Work Won & Margins"
CSR webinar, Part 5

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.



Our Condolences

To PICA Foundation Trustee **Al McCulloch**, on the July 5 passing of his wife, Dot. To **Pat Stout**, Pitman Co., Charlotte, on the July 16 passing of his mother, Marilyn Elizabeth Stout. To **Annette Faulkenberry**, Colonial Printing, Columbia, on the passing of her step-father Paul Taylor, July 21. And to **James Warren**, Tryon Printers, Landrum, on the passing of his father, Tom Warren, Sr., July 25.

Member News

Forbes Printing, Lenoir, was recently awarded their SFI and FSC Chain-of-Custody certifications. For more details, call Stephen Forbes at 828-758-0024.

Kathy Murchison, president & CEO of **DocuSource of NC**, Morrisville, was recently selected as a 2009 *Business Leader* Healthiest CEO Award, recognizing her personal fitness as well as promoting healthy living among her staff and in the community. Kathy can be reached at 919-459-5900.

Thinking of Going Green? Here's How:

Printing Industries of America has created "The Green Guide for Graphic Communications," an on-line step-by-step sustainability assessment tool to help you identify "green opportunities" with your customers. This members-only service is available at www.printing.org/greenguide.

Compensation Survey Underway

The bi-annual compensation & benefits survey is being conducted through August 31. If you are the contact for this survey you should have already received the survey instructions. Please call Jeff Stoudt or Carrie Epps if you have any questions, 704-357-1150.

You're A Part of Print Access

If you go to www.picanet.org and click on the Print Access link at the top of the home page, it will take you to the Carolinas' searchable database of our members and their capabilities. Is your company's listing up-to-date? **This past year, PICA members had over 50,000 hits or searches through Print Access!** This is a free marketing service provided to you through PICA and Print Access, and is globally accessible 24/7. If you want to update your listing, Carrie Epps can provide you with your log-in information, 704-357-1150.

Label Printing's Fall Management

Conference is scheduled for September 20-22 at the Kingsmill Resort in Williamsburg. For more information, contact Justin Goldstein at Printing Industries of America, 412-259-1806.

All this talk about benchmarking...

Is it *really* important? Consider this – the average printing company saw profits drop last year by 50%, from 3% to 1.5%, while companies known as "sales leaders" (top quartile) saw profits drop by just 4%, from 9.7% down to 9.4%! Does it help to know what your costs are – and how they compare to the industry? Does it help to know how your benefits package measures against the industry? As our summer conference speaker, Carl Forsen said, "If you can't measure it, you can't manage it." And if you can't manage it, then things are out of control. If you didn't participate in the Ratio study, you still need the data – and the 2009 Ratio Reports will be available soon at the on-line store at www.printing.org.