



December 18, 2009

Talk

The Printing Industry of the Carolinas, Inc.
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Upcoming Events

January 6, 8 a.m. – 5 p.m.
“21st Century Printing Sales Skills & Attitudes”
With Dave Fellman
Seminar at PICA

January 20, 1-2 p.m.
“Variable Data Campaigns: Planning Makes Perfect”
webinar

February 17, 1-2 p.m.
“Press Maintenance”
webinar

March 6
43rd Annual PICA Awards
Celebration of Print
Banquet and Dance
Embassy Suites
Concord

March 17, 1-2 p.m.
“Color Control”
webinar

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Member News

John Cook from **Minors Printing** has relocated the company from Boone to Wilkesboro. Their new address is 1208A Industrial Park Road, Wilkesboro, NC 28697. New phone number is 336-818-0950, fax is 336-818-0949.

DocuSource of NC, Morrisville, added another award to their mantle, being selected as a 2009 Best of Business Award from the Small Business Commerce Association in the Enterprise Printing Solutions category. Winners were determined from consumer surveys, reports and rankings conducted by the SBCA. For details, contact Kathy Murchison at 919-459-5900.

Press manufacturer **KBA** was recently named a patent leader by the US Patent Board’s Patent Scorecard and the German Patent and Trademark Office. KBA ranked 13th out of 50 US heavy industrial equipment manufacturers, and 25th out of 50 German patent applicants. KBA was the top-ranking press manufacturer on both lists. For more information, contact Sam Creel at 404-915-1052.

I was visiting **Central Piedmont Community College’s** graphics program and saw they have a brand new Ryobi 522 press purchased through **Paper Handling Solutions**. With this and other significant additions to the lab equipment CPCC is gearing up to offer hands-on training and seminars to the industry. For details, contact Stephen Gerhardt at 704-330-4411 or Gareth Burns at 704-330-4425.

Do You Need A Social Media Policy?

This past week on the PIFE list serve someone asked if anyone has a policy regarding the use of Social Media (either

using company equipment/time or discussing company issues or business). Most respondents did not have a policy. If you would like to see a sample social media policy, let me know.

January 17-23, 2010 Printing Week

This is a great time to recognize and thank your press operators, assistants and helpers for the miracles they perform on a daily basis. Other industry positions will be recognized throughout the year as they coincide with industry events and celebrations.

Equipment Lease Tips

Mary Redmond spoke at the Fall Conference a few weeks ago and offered this tip: Equipment leases require the customer to notify the leasing company when certain events occur during the life of the lease. Here are four: Equipment relocation, Equipment damage, Corporate ownership or structure change, End of lease. A misstep on any one of these events could cost your company money. You can learn more at Mary’s blog – www.leasespeak.com/blog.

Education Opportunities Heating Up

We have several exciting programs lined up for you this year, including Dave Fellman’s “21st Century Printing Sales Skills & Attitudes” program January 6 at PICA. Call Dave at 800-325-9634. Also, Sid Chadwick is bringing a unique webinar series to us where each month he will explore a different potential market for printers.



The PICA Staff wishes you and yours a very Happy Hanukkah, Merry Christmas, and a Joyous Kwanzaa!

