



Scanner

This Issue

Our Purpose

Our Vision

Our Mission

PAGE 2
 Industry Calendar
 Chairman's Letter
 Book Review

Promoting the Industry – Focused on Member Success!

Advocate
 Educate
 Inform
 Lead

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.

PAGE 3
 New Members
 Member News
 New PICA Insurance Group Dental Plan
 Dear Brad

Making Sales *and* a Difference with Print

You know the print industry is changing – shorter runs, increasing personalization is becoming the norm, and digital presses and data management software are becoming increasingly important in today's competitive printing business. Your customers and the public are also concerned about the environmental aspect of the printing business. How many times have you heard, "We're not going to print that so we can save money and trees" only to find yourself shaking your head in frustration?

Is there a way for your company to make sales while demonstrating that print is still a very viable and sustainable option for your customers?

The Printing Industries of America has created an information-packed page on their website entitled *Communicating the Truth About Print*. Here you'll find a wealth of resources to help you educate your customers that print is important for their business branding and sales *and* show how the printing industry is socially and environmentally responsible.

Printing Industries' page is full of resources and tools that will help you, your company, and the industry as a whole reach out to customers, the media, educational establishments, and more.

To the right is what you'll find when you visit <http://www.printing.org/valueofprint>

The Fine Print PR Toolkit

Use this toolkit to convey the value of print and counteract negative statements from the media and objections to print by the consumer

Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness

A clearinghouse advocating print as a viable and effective ROI in the marketing media mix. This website presents compelling, verifiable, and factual data from a variety of academic and reputable sources that make the case for print.

The Green Guide for Graphic Communications

The Green Guide for Graphic Communications provides a step-by-step approach to evaluating and marketing your sustainability profile. This resource can help you make appropriate and credible green claims; issue periodic reports on your green progress; better understand third-party certification and eco-labels; and more.

"Why Print? The Top Ten Ways Print Helps You Prosper" Full-color Brochure

Sustainable Green Printing Partnership (SGP)

This voluntary program is designed to reduce the environmental impact and increase social responsibility of the print and graphic communications industry. It recognizes and acknowledges printers who are committed to sustainable and green printing through a formal registry program.

Print Delivers Seminars, hosted by the Print Council

Designed to educate media and marketing decision makers about the role and advantages of print. On December 12, 2009, a seminar was held in Minneapolis. To view a brief clip of this event, go to <http://printinthemix.cias.rit.edu/fastfacts/show/306>.

Printing Industries of America Environmental, Health, and Safety Staff

This group offers inquiry response—call or email with your EHS questions; a member listserv for EHS professionals in the printing industry; assistance with starting or continuing a sustainability program; and more.

More information: <http://www.printing.org/valueofprint>

PAGE 4
 New Educational Programs Available

PAGE 5
 A Celebration of Print – PICA Awards

PAGE 6
 Your Business Needs Both Stability and Change
 Associate Committee Spotlight

PAGE 7
 Musings of a Carolina Print Curmudgeon
 Associate Committee Spotlight Continued

PAGE 8
 Member Services Promotion



February

- 11:** Higher Education Market Webinar
12-1 p.m., sponsored by
Chadwick Consulting
- 17:** Press Maintenance Webinar
1-2 p.m., sponsored by RotaDyne
& Freeman
- 28 - Mar 4:** Printing Industries of America's
Annual Presidents Conference
Scottsdale, AZ

March

- 6:** 43rd Annual PICA Awards
'Celebration of Print'
Concord Embassy Suites
Golf Resort & Spa
- 11:** Fundraising Market Webinar
12-1 p.m., sponsored by
Chadwick Consulting
- 14-16:** The National Environmental
Health & Safety (NEHS)
Conference: Printing for a
Sustainable Future
presented in partnership by Printing
Industries of America, SGIA, FTA,
and NAPIM

April

- 8:** Association Market Webinar
12-1 p.m., sponsored by
Chadwick Consulting
- 21:** Green Webinar
1-2 p.m., sponsored by Fuji

May

- 13:** Packaging Market Webinar
12-1 p.m. sponsored by
Chadwick Consulting
- 19:** Digital Finishing
Workflow Webinar
1-2 p.m. sponsored by
Ultimate Print Finishing

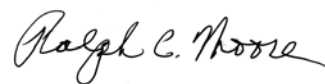
"Membership has its privileges" We're probably all familiar with this ad phrase heard many times over the years. I hate being a plagiarizer, but I couldn't think of a more appropriate way to express this simple fact about being a member of PICA and Printing Industries of America. As a member, you get all the same information from these two organizations that I do, and if you're paying attention you realize that there's a lot going on in our industry these days. If you've even taken a few minutes to read the *Focus Membership* quarterly newsletter from Printing Industries of America that came out a couple of weeks ago, you're probably overwhelmed like me with all the resources you see mentioned in these eight pages. Add to that the *PICA Scanner* and *The Magazine* and all the other publications and e-mails that you receive as a member, and you've got access to a veritable goldmine of information and education.

Some of it may have you thinking, "I don't need that." Or "I can't use that." Go back and look again. Think about what your competition may be doing. Are they taking advantage of all these resources to make their operations better and more profitable than yours? To plagiarize another old ad catch phrase, "This ain't your Daddy's printing business anymore." If you don't keep up, you're going to be run over. Doing it the same old way won't cut it these days – in the plant, in the

office, or with the customers. Your employees and your customers want to know that you're on top of what's going on. So take advantage of the myriad of membership privileges you are already paying for, and be willing to invest in yourself and your employees to make your business the best it can be in an increasingly competitive and sophisticated market.

Additionally, please take a moment right now to get in touch with the PICA office and RSVP for the 43rd Annual PICA Awards coming up on March 6th. The committee has been working hard to make this an elegant evening for us at the Embassy Suites Golf Resort and Spa in Concord, NC. If you've been a regular attendee, you're in for some great surprises. If you've never been, you owe it to yourself to come and check it out this year. You'll be amazed at what you see and you'll have fun doing it. And, oh yeah, you learn some things, too.

See you in Charlotte on March 6th!



Ralph Moore
Chairman, PICA
Commercial Printing
Company
rmoore@comprintco.com
(919) 832-2828

Book Review

It is easy to see why digital printing has become a mainstream printing process in recent years. Digital printing requires no lengthy makeready and is fully capable of short-runs, custom publications, and personalized (or variable-data) printing. This handbook provides all of the current information you need to get involved with the rapidly evolving field of digital printing.

Publication: *The Handbook for Digital Printing and Variable-Data Printing*

Authors: Penny K. Bennett, Ph.D., with Robert Levenson, Ph.D., and Frank J. Romano

Item Number: 1752

List Price: \$40

PIA/PICA Member Price: \$30

New Members

ITEK Graphics • Charlotte, NC • John Rawlins • (704) 357- 6002 ITEK Graphics specializes in cross media graphic communications. We operate a 100,000 sq. ft. printing facility in Charlotte that supports an aggressive selection of equipment and an experienced team of print professionals.

Member News

Imperial Printing, Charlotte, has recently received their FSC and SFI certifications. For more information, please call Stu Cojac at (704) 554-1188.

Condolences to the employees of **Mullen Publications and Mason W. (Chip) Smith, IV** on the death of his mother, Patricia M. Smith-Sammond. Prior to her retirement, Patricia served as President of Mullen Publications for 25 years.

Clemson University will host the 5th Annual **Bill Treadaway Print Leadership Forum**, March 25 in the Hendrix Center on the Clemson campus. A full day of focused presentations by industry leaders is offered to the industry and Clemson students and faculty. For more information, contact Linda Kanaley at Clemson, 864-656-3447.

We're blessed with having several excellent post-secondary print or graphics-related programs in the Carolinas. Across the board, the quality of students produced by these programs is second-to-none. Students looking for internships or full-time employment look forward to the career day events at their schools. **Career Days** have been announced for the following schools: Chowan University, February 19 (Mike Steczak, 252-398-1224); Appalachian State, February 26 (John Craft, 828-262-6362); Clemson University, March 9 (Nancy Leininger, 864-656-0107).

Dear Brad

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

Q: We recently experienced non-uniform ink coverage mainly in the solids. What is the problem?

A: It sounds like you are experiencing a mottling problem. Mottle is caused by an uneven absorbency of the paper. It can usually be overcome by increasing or decreasing the body of ink so that all of that ink is held out by the sheet or so that all of it is absorbed by the sheet.

Q: We are experiencing a wrinkling problem of the signatures after printing. What is causing this?

A: Wrinkling can be caused either by improper mechanical press adjustments or by poor conditions of the paper, if the press adjustments are correct. The following requirements are essential for the paper: sheet flatness, proper grain direction, dimensional stability, proper moisture content, accurate trimming and squareness, and minimum curl tendency.

Exclusive Dental Plan for PICA Members

The PICA Insurance Group is pleased to announce a new dental plan available exclusively for PICA members. This fully-insured plan by Standard Security Life gives members a flexible plan design that offers different deductibles as well as preventative, diagnostic, basic and major services. Best of all, estimates are showing that members can save an average of 40 percent on their annual premiums! Additional options for endodontic and periodontic services are available.

These plans cover PICA member companies with groups from two to 2,000 or more employees. PICA Member Groups of five or more can choose benefits to meet different or varying budgets by offering their employees two plans (but optional benefits must be the same on both plans). PICA Member Groups of less than five employees can choose from one of the three standard plans.

No matter what your needs, the PICA Insurance Group can provide the resources for a secure business future. The Group's focus continues to be finding the best products or services that save you money.

The PICA Insurance Group is the Carolina Printing Industry's greatest resource for maintaining the strength and health of your printing business.

This dental plan is for PICA members only. With this exclusive product, members can save an average of 40 percent on their current dental coverage premiums.

PICA Insurance Group provides all types of employee and business insurance, including Group Medical, Dental, Life, Vision, Long- and Short-term Disability, Workers' Compensation, Property and Casualty, Key Man, and Cafeteria plans.

Contact Ralph Doster at (704) 357-1150 or via email at rdoster@picanet.org for more information or to schedule a confidential consultation.

Dynamic New Educational Programs for PICA Members

Target New Markets

This year PICA is working with Sid Chadwick of Chadwick Consulting to introduce a new series of monthly webinars/seminars that focus on reaching specific target markets.

These sessions will be offered as seminars and live webinars, which will allow for more interaction between the speaker and participants. The seminar sessions will be limited to 14 participants.

Certain customer markets are growing and their need for print and supporting print-related services is increasing. Knowing which markets are (1) financially strong (2) stable-to-growing and (3) structurally positioned to prosper are important elements for your

organization and business development teams to succeed. Participants need to be willing to consider new resources, new skills, different ways of thinking, and be able think through the evidence and recommendations to create their own plans. What you will learn:

Recent trends and successes

Information resources and approaches

Major players & profile targets

“What’s Hot” & what’s changing

Programs will be held the second Thursday each month from noon until 1:00 PM. Member pricing: \$85/per webinar connection. Seminar: \$75/per person. See the current schedule on the Industry Calendar on page two next to your Chairman’s letter.

Reboot.20.10: A Turnaround Program for Printers

MargolisBecker and New Direction Partners have assembled experts in a dynamic new program called *Reboot.20.10: A Turnaround Program for Printers*. This program is designed to help printers in turnaround situations to begin operating profitably after the worst recession since the Great Depression. **Free with your PICA membership, the program includes:**

Webinars

Group Conference Calls

News articles and other important information. Articles will be posted on the PICA website in the Members Only section under MargolisBecker.

In many cases, MargolisBecker and New Direction Partners feel the information from these conference calls, webinars and articles alone will help many printers

get back on track. Individual consultation can be provided at modest rates. As assembled, the team of experts is equipped to help printers reach profitability (sometimes in the same quarter). From a single consultation to creating a customized Profit Plan, these experts help increase EBITDA in preparation for sale and can assist with other serious decisions that affect the health of a company.

The goal of this program is to provide a comprehensive plan of assistance. Feedback is welcome; the program will be continually improved based on the needs expressed in the marketplace.

Contact PICA for more information or to register: cjepps@picanet.org, (704) 357-1150, or (800) 849-7422.

About MargolisBecker

MargolisBecker has long been recognized as the financial expert for the printing and graphic communications industry by assisting thousands of companies with strategic and financial management, valuation, accounting, audit and tax services. The firm is noted for its expertise in enabling printing companies to optimize profits. Proudly, it is the purveyor of the industry’s Cash is King, and Value-Added Principles of Management, and compiles the annual PLA Ratios, the industry’s premier benchmarking tool. Additional information about MargolisBecker is available at www.MargolisBecker.com or by calling (888) 577-1717.

About New Direction Partners

The team at New Direction Partners LLC has guided over 200 printing company owners through the sales and merger process. The advisory services reflect a full set of skills to help you sell or expand your business: valuation, management consulting, financial advisory and investment banking. The deep experience and industry expertise at New Direction makes it uniquely suited to serve printing, packaging and allied graphic arts businesses. Additional information about New Direction Partners is available at www.NewDirectionPartners.com or by calling (610) 230-0635.

A Celebration of Print – PICA Awards

JOIN US FOR THE 43rd Annual PICA AWARDS Saturday, March 6, 2010

*This year's event promises to be
different in a lot of special ways.*

First, remember that all printing companies in North and South Carolina were eligible to participate whether they are PICA members or not. Additionally, the entire evening will have a special “gala” feel, with a string quartet to greet you as you arrive, a professional emcee for the exciting awards presentations, and General Johnson & The Chairmen of the Board band providing music to dance the night away!

PICA's Special Events Chairperson, Kim Wallace-Repaire is excited about the changes for this year's event. "This awards banquet will be a memorable event – like no other in recent years. It will truly be a celebration of print from the very moment you step in the door."

James Tomlinson of xpedx and Chairman of the PICA Associate Committee, explains, “We've worked very hard to make some special enhancements to the upcoming PICA Awards Banquet. Our goal is to make this an annual event that our members, spouses, significant others, and suppliers look forward to attending each year! From the moment that they enter the awards viewing area, attendees will notice a difference from years' past. As the evening continues, a professional emcee will be there to keep the event moving. After dinner and the awards presentations, the legendary band General Johnson & the Chairmen of the Board will get us moving with great music and dancing! We truly desire to make this a night to celebrate the printing industry surviving through a tough year and looking confidently toward the future.”

Please join us for an extra-special evening at the Embassy Suites Golf Resort and Spa in Concord, North Carolina for the 43rd Annual PICA Awards. If you haven't reserved your room yet, call (704) 455-8200. PICA's Group Rate is \$125 and Group Code is PIC. Make your reservations today!



The poster features a central circular logo with the PICA logo and the text "The Printing Industry of the Carolinas". The logo is surrounded by a vibrant, multi-colored paint splatter effect. Below the logo, the text "43rd ANNUAL AWARDS DINNER & DANCE" is displayed in a bold, stylized font. The date "MARCH 6, 2010" is prominently shown. The venue information "EMBASSY SUITES GOLF RESORT & SPA CONCORD, NORTH CAROLINA" is listed. The event features musical entertainment by "The Legendary... General Johnson & The Chairmen of the Board", with a photograph of the three band members in purple suits. Registration information is provided at the bottom: "TO REGISTER, CALL PICA (704) 357-1150 OR (800) 849-7422 WWW.PICANET.ORG".

A Celebration of Print
2009 PICA AWARDS

pica
The Printing Industry of the Carolinas

43rd
ANNUAL

AWARDS DINNER & DANCE

MARCH 6, 2010

EMBASSY SUITES
GOLF RESORT & SPA
CONCORD, NORTH CAROLINA

Featuring Musical Entertainment
by The Legendary...
General Johnson & The Chairmen of the Board

TO REGISTER, CALL PICA
(704) 357-1150 OR (800) 849-7422
WWW.PICANET.ORG

Your Business Needs Both Stability and Change

By Claire Lawrence



Stability is important since it provides the foundation for your business, remains viable over time, and gives your employees and customers a sense of who you are and what you do. It allows you to prove your results and to celebrate clear successes. **Change** is critical for responsiveness to your markets, innovation, and forward thinking. For your employees, it ensures challenges and opportunities which in turn support retention. Both stability and change are needed for longevity and to remain viable over time.

Without stability you become too rigid and complacent; you stifle problem solving and “out-of-the-box” thinking. Without change you become immobilized and fragmented; priorities become overwhelming and strategic thinking becomes impossible.

Do you know when stability and change are out of balance? Some of the early warning signs pointing to stability being over-emphasized are failure to follow standards of protocol, increased absenteeism (people feel devalued), and customer complaints that your responses too predictable. Measurable indicators that let you know change is exaggerated could include customer complaints that reveal differing responses from associates, increases in turnover due to work related confusion, and mistakes in quality and consistency.

How do you maintain both stability and change?

Stability examples can include training your employees on existing processes and clearly communicating your expectations for your employees. Change can be demonstrated by providing training around best practices within the industry, seeking input from employees, and conducting meaningful exit interviews.

Is the company owner, president, or management responsible for managing this part of the business?

They all are and so are you! Whether you are in customer service, purchasing, human resources, or sales, you can use these same principles to ensure you bring both stability and change to your company. Take sales, for example. As you are providing your customers with superior service, ask what you can do differently for them, what is most important to them, or what changes are forthcoming in their business.

Stability and change both will ensure your company is the employer *and* provider of choice.

As an executive and sales coach, Claire Lawrence (claire3@carolina.rr.com) combines her printing career with certification in Leadership Coaching from Georgetown University, 2000. The basis for this article is Polarity Management, created by Barry Johnson, PhD. Claire received training in Polarity Management from consultant and coach, Cliff Kayser (www.xperienceit.com).

Associate Committee Spotlight

Joe Lyons, Wikoff Color Corporation
Charlotte, NC



Joe wrestled in high school and a couple of his teammates were sons of a Wikoff Regional manager. When he got out of college, he was offered a job in sales in 1985. If Joe wasn't in the printing industry he'd be in the boat or car business (he loves big boats and sports cars). Joe's spare time is filled with college football, deep sea fishing, boating, golf, and getting together with friends. Married for 21 years, Joe and his wife Gretchen still have lots of fun together. Gretchen is a second grade teacher at Springfield Elementary and was the Teacher of the Year last school year. They've got two kids: daughter Jordan is a junior at Clemson University and the president of her Sorority; son Justin is a senior at Nation Ford High school and will be heading to a school of higher learning next year. Oscar is the dog and he's the spoiled one in the family (Joe notes this with envy).

Musings of a Carolina Print Curmudgeon

By William C. Lamparter, PrintCom Consulting Group



The interaction of the economy and competitive e-technology alternatives are propelling print into a new era.

Hopeful optimism that the recession is over and that the economy is on the road to recovery has been widely promulgated in the populist media. There is, however, a growing aura of uncertainty about the touted recovery and its speed as well as strength. The outlook for print volume in 2010 is uninspiring because even if there is a recovery, print is likely to follow its historic path of lagging behind improvements in the general economy. A review of the economic outlook and its impact on print will be found on the PICA website

www.picanet.org.

Simultaneously with the economic uncertainty, two techno/market trends – the continuing development of e-alternatives to print and the continuing development of digital printing that increasingly meet market/buyer requirements – are driving print into a new era of change.

Print enters 2010 as a consolidating industry enmeshed in disruptive change.

In the New Era of Print, overall volume will be smaller, printers will be more nimble, new print products will appear, print production will be less costly and cycle times will be reduced, shortening the elapsed time from conception to delivery to the reader. The technologies enabling the New Era of Print were clearly visible at this past fall's Print show in Chicago.

The Print '09 Must See 'ems program was designed to identify the technologies critical for success in the New Era of Print as well as those individual products being shown at Print that were important Must See 'ems for attending printers.

The most critical technologies identified by the Must See 'ems Selection Committee's 21 international consultants, educators, and trade magazine editors all centered around the computer and information technology (IT). The three specific computer-related technologies identified as critical for success in the New Era of Print were: Information technology with emphasis on the printer's competence to use IT; Web-2-Print which after estimating was found to be the number one computer use; and full capability utilization of management information systems (MIS) to run both the business and production aspects of print.

The Must See 'ems products for the New Era of Print spanned a wide range of individual items from traditional litho products to digital production presses, wide format printers, software and postpress equipment.

PICA's curmudgeon analyst Bill Lamparter is a well known print industry consultant with headquarters in Waxhaw, North Carolina. He can be reached at PrintCom@aol.com or by phone at 704-843-5350.

A detailed discussion of the Print 09 Must See 'ems technologies and products will be found on the PICA website www.picanet.org. The discussion will help PICA printers prepare for recovery in 2010-2011 and the New Era of Print.

Associate Committee Spotlight

**Patrick Duckworth, Kodak Graphic Communications Group
Charlotte, NC**



Patrick got into the printing business because of his brother-in-law's recommendation that he apply for a tech job at Polychrome. At the time, Patrick thought his brother-in-law worked for some kind of car bumper chroming shop! That was in 1982. A little later he realized what a great industry and field he'd stumbled upon – one he could have a life-long career in. Patrick is currently restoring a 1946 Crosley pick-up truck and enjoys reading American historical figure biographies. He's read one on each of America's Founding Fathers. Patrick's entering his 28th year in the graphic arts industry with the same company and 26 years of married life with the same woman! He and his wife Melissa have two adult children, daughter Shane and son Rhett. They also have a four-year-old grandson, Kendal.

The Printing Industry of the Carolinas, Inc.

3601 Rose Lake Drive
Charlotte, NC 28217
PO Box 19889, 28219-0889
phone: (704) 357-1150
(800) 849-7422
fax: (704) 357-1154
www.picanet.org

Presort Standard
US Postage
PAID
Hickory, NC
Permit No. 212

Published by The Printing Industry of the Carolinas, Inc.
Printer: Catawba Direct Marketing Solutions, Hickory, NC
Paper: Athens Paper, 100# Utopia 2 Gloss Text

February/March 2010

2010-11
PLATINUM
SPONSORS:



PICASTaff

Chairman of the Board
Ralph Moore

Foundation President
Jimmy Doar

President
Jeff Stoudt ■ jstoudt@picanet.org

Vice President
Gwen Doster ■ gdoster@picanet.org

Director of Member Services
Carrie Epps ■ cjepps@picanet.org

PICA Ambassador Council
Henry Jobe ■ henryjobe@msn.com
Karl Schnellinger ■ karlgs33@aol.com

PICA Insurance GroupStaff

Confidential fax: (704) 357-9390

Managing Director
Ralph Doster ■ rdoster@picanet.org

Employee Benefits Specialist
Wilbur Streater ■ wstreater@picanet.org

Partnering With:
PALMETTO SAFETY SOLUTIONS
Mitch Allen
PRINTERS 401K
John Moynihan

Cash in on Coyne

Coyne Textile's state-of-the art 100,000 sq. ft. industrial laundry and service facility in Duncan, SC, continues to help Coyne be an industry leader in environmental stewardship for more than 75 years. Coyne continues to offer special PICA member pricing on shop towels, uniforms, and reusable absorbents.

Is your company part of Coyne's program?

Benefits:

In-house laundering on all textiles – no laundry is sent out to other sources

Specializes in team wear and image branding marketing

Printing industry specialists who can provide all your textile

Environmentally sound processes – nothing goes into a landfill

Additional Member Benefits:

As a PICA member you will receive additional discounts based on product mix and volume. Please consult Coyne Textile Services for additional information.

Coyne Textile Services:

Mike Pucak

866-346-2359

mike.pucak@coynetextileservices.com

www.coynetextileservices.com



COYNE TEXTILE SERVICES

Your local uniform rental company