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PICA Thanks
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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 Announces 2010/11 Board of Directors

Chairman of the Board – James D. Faulkenberry

Jim Faulkenberry, PICA's new Chairman of the Board, has a lot in common with outgoing Chairman, Ralph Moore. In both cases, the printing business is a true family affair! For three generations, the Faulkenberry's have been in the printing business – starting with CW "Bill" Faulkenberry, Jim's father, who founded Colonial Printing, Inc. in 1972. Jim has been co-owner since 1975. Now, his son David, and son-in-law Bo, also work at Colonial Printing.



Jim has served on the PICA Board as Chairman Elect and as a committee member. He is also involved with Rotary International, as an advisory board member of Midlands Technical College, and as a Chamber of Commerce member.

With two children and three grandchildren, Jim and wife Annette keep busy and enjoy family time, boating, shag dancing, and karaoke. They are active members of Northside Baptist Church.

**James D. Faulkenberry • Colonial Printing Inc.
Columbia, SC • (803) 771-4134 • jimf@colonialprintinginc.com**

Flip over to pages 4 and 5 to meet the rest of the 2010-2011 Board of Directors.

Summer Conference – August 5 - 8, 2010



Let's get social at this year's 2010 PICA/PIAG Management Conference at Crowne Plaza Resort on Hilton Head Island, August 5-8. Our featured speaker is Jeff Hayzlett. Jeff characterizes

big thinking. From creating innovative marketing strategies to appearing on NBC's hit television show, *Celebrity Apprentice* with Donald Trump, Hayzlett reaches for the stars in his career and personal life. As Chief Marketing Officer (CMO) of the iconic Eastman Kodak Company, Hayzlett is a much sought-after speaker on topics ranging from worldwide business growth, communications, marketing, social networking

and mobile marketing. He has become a "Celebrity CMO" according to Forbes Magazine, and organizations around the world are interested in the insights of this social media and marketing expert. He'll be joining us at the PICA/PIAG Management Conference doing just that – sharing how social media works for your company by helping you grow your brand, strengthen the bond between you and your customers and keep you grounded and aware of what people really think about your company.

Keep an eye out for your invitation. Details at www.picanet.org.



June

- 2:** **CSR Webinar – Winning More Profitable Work**
12-1 p.m., sponsored by Chadwick Consulting
- 9:** **CSR Webinar – Asking the Right Questions**
12-1 p.m., sponsored by Chadwick Consulting
- 10:** **Publications Market Webinar**
12-1 p.m., sponsored by Chadwick Consulting
- 16:** **CSR Webinar – How to Improve Customers Trust, Loyalty, Work Won & Margins**
12-1 p.m., sponsored by Chadwick Consulting
- 23:** **CSR Webinar – The Managers Challenge**
12-1 p.m., sponsored by Chadwick Consulting

August

- 5-8:** **Annual Summer Management Conference**
Crowne Plaza Hilton Head Island
- 12:** **Healthcare Market Webinar**
12-1 p.m., sponsored by Chadwick Consulting

September

- 9:** **Franchise/Chains Market Webinar**
12-1 p.m., Sponsored by Chadwick Consulting

October

- 14:** **Retail/Holiday Market Webinar**
12-1 p.m., sponsored by Chadwick Consulting
- 31:** **PICA Award Entry Deadline**

November

- 5-7:** **Fall Conference**
Kingston Plantation
Myrtle Beach, SC
- 11:** **Hospitality/Recreation Travel Market Webinar**
12-1 p.m., Sponsored by Chadwick Consulting

As I write this last letter as Chairman of your association, I am mindful of many things that I have been privileged to experience during this past year. Among them the dedication and professionalism of your PICA and Printing Industries of America staffs and the opportunity to get to know and form friendships with your Board of Directors that give unselfishly of their wisdom, time and treasure to the betterment of our industry. I can't thank them enough for all that they have done, and will continue to do, and I would be less than truthful if I was to say that I won't miss those frequent chances to get together with those folks and "talk shop." It's been a wonderful experience in so many ways, and proof of the saying, "You only get out of anything what you are willing to put into it."

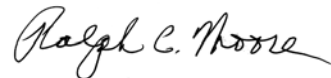
In spite of all that we have had to cope with this past year, this great industry survives, and will thrive, simply because it is an industry of entrepreneurship, opportunity, and optimism. Technological revolutions have been the story of the industry since Gutenberg, and that most likely will never change. But those who prepare for the future and embrace it will not only survive but thrive.

In April, the PICA Board (at their own individual expense) met at the Printing Industries of America headquarters in Pittsburgh (Sewickley), PA. Having had the chance before now to see this remarkable facility and meet the folks that serve us there, one of my goals for this year was to have our Board meeting there. I know that each of them would tell you it was an eye opening experience.

The resources available to us all at Printing Industries are beyond description. But you don't have to go there to avail yourselves of them. All you have to do is pick up the phone or type out an e-mail and you have the most extraordinary array of knowledge, talent and expertise available to you that you can imagine. Oh, I know what some of

you are saying to yourselves right now – "Yeah, but that's only there for the big boys." WRONG! It's there for all of us as a portion of your PICA dues, and I guarantee you that your inquiry, no matter how trivial or insurmountable it may seem to you, will get the most courteous, professional, prompt attention from folks that have heard it all – and if they haven't they'll work on it until they find the answer. You owe it to yourself and your business to get familiar with what your national association can and will do for you, your employees and your customers. So don't throw away or delete those communications from Printing Industries of America or PICA without reading them and filing them away for future reference. They can make your life a lot simpler (and profitable, too)! If you find yourself in the neighborhood of Sewickley, PA, pay them a visit. They would love to have you stop in and see for yourself what they have to offer you as a member. Membership does have its privileges, but only if you take advantage of them.

Thank you for this opportunity to serve you, PICA, and one of the greatest industries ever conceived by the mind of man. We've made it through some tough times, and we'll make it through more I'm sure. In the meantime, the good times are ahead; prepare for them, take advantage of them, and let PICA be your partner along the way. If you haven't done so already, begin by being in Hilton Head for the Summer Conference, August 6th - 8th. I look forward to seeing you there!



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

Member News

Condolences to the family and friends of Albert Jamison. From 1966 until 1984, Mr. Jamison was the owner of Aladdin Web Offset, now known as **Aladdin Graphics** (Charlotte). He died on Friday, May 14, 2010.

Konica Minolta was awarded three "Best of Show" awards at the ON DEMAND show in Philadelphia. The products recognized included the bizhub PRO 950, Printgroove and their recently released bizhub PRESS C8000.

DocuSource of NC (www.docusourceofnc.com), a full-service resource for printing and communication materials, sponsored the 2010 edition of the Strawberry Festival which benefitted Central Park School for Children in Durham, NC. DocuSource donated over \$1,000 in printed materials to help publicize the event (costs the organization had previously paid out of pocket). Proceeds from the event went toward improvements to Old North Durham Park (located right behind the school).

Genesis Press, Piedmont, was the victim of arson back in March 2008, and has since been locked in litigation with the insurance company (Hartford) regarding the settling of the claim. The insurer accused company officials with involvement in the arson, and would therefore not honor the claim. Persistent in maintaining their innocence, Larry Kudeviz and his partners fought the accusations and won their court battle on May 20 in a Greenville (SC) federal court room. The jury deliberated several hours over a two-day span and awarded Genesis Press \$14.5 million, which was \$2 million more than Genesis had sought. The Hartford plans to appeal the verdict. More public coverage of the case is available at www.greenvilleonline.com. Now perhaps Larry and the fine folks at Genesis can get back to what they do best, and that is print.



Pictured front row (l-r): Jeff Stoudt, statue of Ben Franklin, and Bryan Hall.
Back row (l-r): James Tomlinson; Brad Donnell, Bill Smith, Lee Ellen Turnbull, Scott Cotten, Jim Faulkenberry, Mel Clarke, Jr., Ralph Moore, and Wayne Morris

The PICA Board visited the headquarters of Printing Industries of America in Sewickley, PA, on April 22nd.

"While listening to the Environmental Health program I was amazed at some of the things that OSHA can write you a citation for. Dust on shelves could cause a explosion. I am sure this is information that many are not aware of. A real eye opening day." William H. Smith Jr., Customer Development Manager, Business Card Express of Charlotte

New Members

Redmond Imaging Solutions, Inc.
Greenville, SC • Louis Redmond
(864) 422-6020

We specialize in putting ink or toner on paper; whatever your printing needs.

Hendersonville Printing - Copy Works
Hendersonville, NC • Kenneth Kitlasz
(828) 697-9742

Our Mission is to continually improve service for our customers, make the company more profitable, and to improve the standard of living of our employees. We are in the business of printing; however, we feel that our company produces something much larger than ink and toner on paper. Our company produces success. We take pride in the fact that the products we create help to make our customers' businesses more successful.

Wright of Thomasville • Thomasville, NC
Greg Wright • (336) 472-4200

Founded in 1961 by Bill & Tom Wright. They provide offset, flexo, digital and letterpress printing. Along with weaving and embroidery, lenticular multi-dimensional imaging, domes labels and finishing .

Claire Lawrence • Charlotte, NC
Claire Lawrence • (704) 543-1163
Claire provides Executive Coaching and Sales Consulting.

PICA 2010-2011 Board of Directors



Chairman of the Board – Jim Faulkenberry

Colonial Printing, Inc. was established in 1972. They are general commercial printers with approximately 15 employees, located in Columbia, SC. Jim is the President of Colonial Printing, Inc. www.colonialprintinginc.com



Chairman-Elect & Membership Committee Chairman – Wayne Morris

The Printing Port was established in 1986. They are general commercial printers with approximately 20 employees, located in Myrtle Beach, SC. Wayne is the Owner of The Printing Port. www.theprintingport.com



Vice Chairman for NC – Bill Smith

BCE of Charlotte was established in 1998. They are trade printers with under 20 employees, located in Indian Trail, NC. Bill is the Customer Development Manager of BCE of Charlotte. www.bce-charlotte.com.



Vice Chairman for SC – Mel Clarke, Jr.

Service Printing Company was established in 1940. They are general commercial printers with under 50 employees, located in Columbia, SC. Mel is the President of Service Printing Company. www.servicecolor.com



Secretary-Treasurer – Lee Ellen Turnbull

Belk Printing Technologies was established in 1968. They are general commercial printers with 55 employees, located in Charlotte, NC. Lee Ellen is the CEO of Belk Printing Technologies. www.belkprinting.com



Assistant Secretary-Treasurer – Walter Hobbs

Loftin & Company Printers was established in 1898. They are general commercial printers with under 30 employees, located in Charlotte, NC. Walter is the President of Loftin & Company Printers. www.loftinco.com



Immediate Past Chairman – Ralph C. Moore

Commercial Printing Company was established in 1894. They are general commercial printers with under 25 employees, located in Raleigh, NC. Ralph is the President of Commercial Printing Company. www.comprintco.com.



PICA Foundation President – James E. Doar

Wentworth Printing Corporation was established in 1963. They are a general commercial printer with under 100 employees, located in West Columbia, SC. Jimmy is the CEO of Wentworth Printing Corporation a Consolidated Graphics Company.



Printing Industries of America Director – Bryan Hall

Graphic Visual Solutions of Greensboro, NC, was established in 1985. Graphic's 70 employees work on commercial, packaging, digital and wide-format printing. Bryan is the President of Graphic Visual Solutions. www.graphicvisualsolutions.com



Director-at-Large for NC – Louis Crockett

Established in 1943, Keiger, Inc. operates two divisions, Keiger Printing provides general commercial printing services, and Keiger Direct creates cross media marketing campaigns. Louis is the President of Keiger, which has 26 employees and is located in Winston-Salem, NC.



Director-at-Large for SC & Fall Conference Committee Chairman – Trish Sports

Sheriar Press was established in 1971. They are general commercial printers with approximately 21 employees, located in Myrtle Beach, SC. Trish is the General Manager of Sheriar Press. www.sheriarpress.com



Associate Committee Chairman – James Tomlinson

James is the Graphic Imaging Business Unit Manager for xpedx. www.xpedx.com.



Special Events Committee Chairman – Kim Wallace

Wallace Printing Inc. was established in 1989. They are general commercial printers with under 9 employees, located in Newton, NC. Kim is the Owner of Wallace Printing Inc. www.wallaceprinting.com



PICA President – Jeff Stoudt

The Printing Industry of the Carolinas, Inc. Charlotte, NC.



Director, Area 1 – George Glisan

Hickory Printing Group, Inc. was established in 1917. They are general commercial & packaging printers with under 200 employees, located in Conover & High Point, NC. George is the President/CEO of Hickory Printing Group, Inc. www.hickoryprinting.com.



Director, Area 2 – Walter Payne

ImageMark Business Services is a general commercial printer that offers print, direct mail and fulfillment services. They have approximately 45 full time employees, located in Gastonia, NC. Walter is the President of ImageMark Business Services. www.imagemarkonline.com



Director, Area 3 – Phil Kelley, Jr.

Salem Printing was established in 1987. They are a commercial, packaging and flexographic print services provider with 75 employees, located in Winston-Salem, NC. Phil is a second generation owner and current President of Salem Printing. www.esalem.net



Director, Area 4 – Jack Campbell

Classic Graphics was established in 1983. They are general commercial printers with 177 employees, located in Morrisville, NC. Jack is the Division President of Classic Graphics, Triangle. www.cgraphics.com



Director, Area 5 – Brad Donnell

Linprint Company was established in 1947. They are general commercial printers with under 20 employees, located in Wilmington, NC. Brad is the Vice President of Linprint Company. www.linprint.com



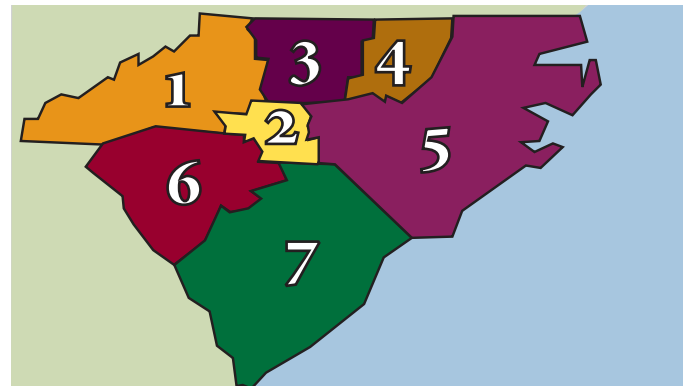
Director, Area 6 – Jan Caldwell

Southeastern Printing was established in 1967. They are general commercial printers with under 15 employees, located in Spartanburg, SC. Jan is the President of Southeastern Printing. www.southeasternprinting.com



Director, Area 7 – David Lloyd

The R. L. Bryan Company was established in 1844. They are general commercial printers located in Columbia, SC. with approximately 70-95 employees in their Printing Division. David is the Vice President / General Manager of The R. L. Bryan Company. www.rlbryan.com



Accurately estimating, costing, and pricing can be extremely challenging for a print provider in light of technological advancements and an ever-changing business environment. *Printing Estimating, 5th Edition*, which quickly emerged as one of Printing Industries Press's best sellers, is the industry's exclusive guide to estimating print projects. This edition has been extensively updated and offers the latest information on digital prepress and digital printing. A supplemental CD is included that contains a complete set of estimating problems and answers to apply a hands-on learning technique.

Publication: *Printing Estimating, 5th Edition – Costing and Pricing Print and Digital Media*

Authors: Philip K. Ruggles with Joe Polanco

Item Number: 1782

List Price: \$139

PICA Member Price: \$99

Associate Committee Spotlight

Mark Woodall, Agfa Corporation



Mark started his career in the printing industry with Lem Whitsett at Pictorial Engraving back in 1977. As a family owned business, this was a great place to learn all aspects of the business, like letterpress & offset printing, flexo and sublimation. Mark eventually worked his way up to lead color cameraman. In his spare time, he enjoys fresh & saltwater fishing, gardening and cooking. He enjoys riding trains and visiting train museums around the country. Mark also collects and operates O Gauge Toy Trains. Mark and his wife Jill have been married for 17 years and have two sons – Cameron 14 and Connor 11.

Pete Harms, Heidelberg USA



Pete started working for a silk screen company as a summer job in 1973. He successively worked for Arts Engraving and Craftsman Printing, Fisher Harrison, and Dittler Bros. Pete enjoys golf, skiing, working in his yard, and spending time at the beach. He's a Lay Pastor with his church and works with young men who have drug and alcohol addictions. Pete's mother, a sergeant in the Marine Corps in WWII, lives in the Charlotte area and will be 89 in June. Pete is most proud of raising his son to be the man he's turned out to be.

E-mail your technical questions to:

Brad Evans, Senior Research Technician,
bevans@printing.org.

Q: What happens to wetting agents that are added to ink?

A: Pigments do not disperse uniformly through the vehicle. To reduce the surface tension of the vehicle, and help the vehicle penetrate the microscopic air spaces, the ink manufacturer adds a specific amount of wetting agents. If too much wetting agent is added, this could result in excessive emulsification of the ink.

Q: We are printing a very large format plastic sheet. When the sheets are examined after printing, there are areas that are scratched in a zigzag pattern down to the substrate. What is happening?

A: This sounds like jogger marks. If the sheets are being delivered uneven in the lift, this can cause the sheets to scratch each other in the delivery. The jogging movement causes the zigzag pattern.

Q: We print a magazine web heatset and then it is saddle stitched. The problem is that the center pages are breaking away from the staples. What tests do you recommend to determine why this is happening?

A: Since the signatures were printed web heatset, we suggest testing moisture content because low moisture content could make the paper brittle. Also, determine the ash content, because high filler content along with low moisture will also cause a paper to become brittle. This problem can also be caused by staples being too tight.

CONFRONTING DIFFICULT ISSUES

By: Claire Lawrence



When delivering a difficult message, being **clear and succinct** is essential. When we soften and protect, the message is lost and it's unlikely anyone will change. When we speak aggressively, relationships can be damaged. Say what you have to say in **sixty seconds**, and then extend an invitation to your associate to join the conversation. Use the following **outline to prepare your opening statement**. Put your opening statement in writing and practice before delivering it.

Name the issue.

Name the behavior causing the problem and the area the behavior is impacting. If there are multiple issues with one person, name the central issue. Otherwise conversation will lack focus. Ask yourself "What's the theme?"

Sample: "Chris, I want to talk with you about the effect your leadership style is having on the team."

Select a specific example that illustrates the behavior or situation you want to change.

Be succinct. No long stories. If you don't have an example, you can lose credibility and the problem can easily be dismissed.

Sample: "I learned that when Pat was asking questions, you told him you didn't have time for private tutoring sessions. I also learned that during a meeting with the team, you tore a page off the flipchart, threw it on the floor, said that this wasn't the team you had signed up for, and left the room."

Describe your emotions about this issue.

Emotions are deeply personal. You are letting the person know you are affected and that you are vulnerable. This can work to disarm the other person. Express emotions calmly. It can be powerful to say quietly, "I am angry."

Sample: "I'm deeply concerned and I am fearful of the possible consequences."

Clarify what is at stake.

What do you feel is at stake for the individual whose behavior you are confronting? What is at stake for you, for others, for the customer, for the team, for the organization? Use the words "at stake" because they have emotional impact. Speak calmly and quietly. Do not deliver in a threatening manner.

Sample: "There is a great deal at stake. A long-term employee has considered leaving the company rather than work with you. I am not prepared to lose good people who I hope will be here for the long term. The stakes are high for the department."

Identify your contribution to this problem.

First ask yourself this question: "How have I behaved in ways guaranteed to produce or influence the very results with which I am unhappy?" No long confession is needed, but a brief acknowledgment that you recognize any role you may have played in creating the problem and that you intend to do something about it.

Many problems arise as a result of not communicating clear expectations at the outset of the project/relationship and not establishing accountability to appropriate expectations. If you believe you have not contributed to the problem in any way, leave this step out of your opening remarks.

Sample: "I have contributed to this problem by not reviewing your priorities and due dates with you. I will correct that." Or "My role in creating a growing rift between you and others is that I did not bring it to your attention earlier."

Indicate your wish to resolve the issue.

Use the word 'resolve'. This ensures the intent of conversation is to resolve the issue, not to attack the other person. Also, restate the issue so you begin and end with clarity about the topic on the table.

Sample: "This is what I want to resolve with you, Chris—the effect your leadership style is having on the team."

Invite your associate to respond.

Typically when our behavior is being confronted it feels like an attack. The model of these opening remarks describes the reality of this particular behavior or issue from one person's point of view (the speaker's). Extend an invitation for the other person to join the conversation. This is the launching point of a two-way dialogue toward resolution.

Sample: "I want to understand what is happening from your perspective. Please talk to me about what's going on with you and the team."

Claire Lawrence is certified by Georgetown University as a Leadership Coach. She is integrating her successful printing experience with this new learning to assist executives and sales individuals improve results. She may be reached at (704) 907-8179 or via email at claire3@carolina.rr.com.

Source: Adapted from "Fierce Conversations" by Susan Scott.

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