

# **MARKETING/BUSINESS**

## **PPI Student Poster Contest Blog Post**

The votes are in, and we have wrapped up judging on the 2019 Student Poster Contest. Thirteen student entries were chosen to represent our industry using themes such as, “Explore the Universe of Design,” “Discover the World of Print,” and “Create Art You Can Touch.” Entries came from all seven of the PPI member states, including several from Hawaii and Alaska. We are hard at work putting together the 2019-2020 Academic year calendar and could use your help!

The Educational Trust through ExploreVizComm.org carries our message to students and teachers at the high school and college level that print is not dead, and that there are many viable career options in the industry. By involving students early, we can secure our future workforce. We help spread the word by distributing the Academic Year calendar to all schools that offer any form of art, graphic art, printing and finishing classes in the PPI member states.

Last year we were fortunate to have PPI members donate the paper, printing of the calendar pages, binding, and mail sorting. We would love to be able to count on you again. We will be reaching out soon to ask for your help, but it would be fantastic if you wanted to give us a ring and let us know you would be interested in participating. Your company logo will be proudly displayed on the last page of the calendar, and you will have our eternal gratitude. Help us show these kids that print rocks!

## **PPI PrintROCKS! Entry Blog Post**

The twelfth annual PrintROCKS! season is under way! We began accepting entries on May 1<sup>st</sup> and will continue to take them until July 1<sup>st</sup>. That's only twenty days away! If you have participated in the past, you know that we enter all winning a PrintROCKS! entries into the Printing Industries of America Premier Print Awards at no additional charge.

Winning a PrintROCKS! award, or indeed a Benny, goes a long way toward impressing your clients with your quality work. They're not bad for industry bragging rights as well, as all entries will be displayed at the PrintROCKS! party on September 27<sup>th</sup> so members can vote on their favorite for the People's Choice award. After the party photos of all winning entries will be displayed on the PrintROCKS! website.

So, grab your best work from 2018 and send it to us by July 1<sup>st</sup>. Please include three unmounted copies per entry. If that is not possible, give us a call as sometimes special arrangements can be accommodated. Enter as many pieces as you like, and if you are having trouble choosing a category, pieces can be submitted into more than one (additional fee applies). If during judging, the judges feel that the piece was miscategorized, they will move it for you to where they feel it belongs, so don't stress too much about categories. If you'd like a consultation, feel free to give us a call and we can make a guess for you.

Take advantage of the PrintROCKS! room block rate. Hotel reservations for the party are being accepted until August 30<sup>th</sup> at the Dossier in Downtown Portland. In addition, PrintROCKS! sponsorship opportunities are still available, and the Diamond and Gold level sponsorships include tickets to the party. Check out all the details today at [printrocks.org](http://printrocks.org), and we'll see you at the party!

## **The Value of Values**

In the current climate where a multitude of people are only concerned with what they can acquire, it is the organizations that realize giving back to the community can produce great rewards that will be deemed worthy of their mandate. Many scholars agree that the core values of the organization are a key element of their identity and communicating them to stakeholders authentically creates legitimacy and builds their reputation. The core values of a company are inherently part of their identity and the foundation of their strategic vision. Management by Values is emerging as a leadership tool with extraordinary potential for practical development.

Gaining support from stakeholders for these values is imperative. Communicating the mission of the organization will ensure emotional impact, building confidence and excitement about the future. Strong values generate visions that inspire employees and improve the working environment. Employees who appreciate and identify with the vision and mission are more cooperative, perform better, and engage in desirable behaviors by virtue of their identification with the organization. Strategically communicating these values has a strengthening effect on the reputation of the organization, as reputations are co-created with stakeholders in the development of relationships.

There are many acceptable ways to communicate values, but doing so through actions speaks volumes. The concepts of Corporate Social Responsibility (CSR) and sustainability are becoming more popular, and have can positive effects on business outcomes. However, the choice of activity should be in line with the values and ethics of the organization to avoid the appearance of hypocrisy. CSR activities that exhibit a lack of sincerity generate mistrust of motive. The organization must not appear to be participating simply to gain favor or social acceptance. Studies show that companies who conspicuously advertise their CSR can be thought inauthentic and have their motives questioned.

As far back as 1979, CSR activities have been categorized into four types: economic, legal, ethical, and philanthropic. In later years new categories have surfaced to include strategic, political, altruistic motivation, and self-interest of management. Participation in some of these categories can be fundamental, such as practicing non-discriminatory hiring practices (legal) or enforcing codes of conduct (ethical). Philanthropic efforts that are concordant with the values of consumers will yield greater returns if they do not counteract product performance. Self-interest of management CSR activity would seem to communicate the personal values of the leadership, which in turn inform the values of the company at large as stakeholders often anthropomorphize organizations, judging them as a whole by the actions of their leaders.

No matter which method is chosen to express core values, the focus of efforts must be on authenticity. Living the values that are declared and exhibiting them through actions and character are the best ways to convince stakeholders that intentions are sincere, and that they are dealing with an admirable organization with whom they can confidently do business.

## **What Constitutes Excellent Customer Service**

There's a little local shop that I frequent. Every time I go in, I'm greeted and asked if I need help finding anything. Often, I do, as their organization of items isn't exactly how I would have done it. Usually my items are located and I go to checkout. There are two registers, and if someone else is using one, instead of customers waiting in line, another employee will just jump on the other to take the next person. This all constitutes good customer service, and I enjoy shopping there. Excellent customer service requires a further step. One day I was looking for something they did not stock. I asked and was told, "no sorry, we don't carry that." If instead, they would have said, "you know we don't have that in the store but let me see if I can order that for you," that would have been excellent customer service.

When I worked at a copy shop in college, there was a principle that we operated on: Do whatever it takes to make the customer happy. This was accompanied by a policy that every single employee was empowered to do just that. If anyone ever had a problem, they never had to ask for a manager, as the employee at the counter would make it right. Sometimes this involved giving away the copies for free, but we were allowed to do that if that's what it would take. More often we would just need to re-run copies that they had made on our self-service machines on our bigger machines at no extra charge. Not every business can afford to give it's product away for free, but the empowerment of the employees creates an environment where excellent customer service is the norm and not the exception.

Occasionally a business will run into the "horrible customer." This is a person for whom nothing in the world will make them happy, and no amount of compromise or compensation will help. What do you do with this customer. My suggestion is simply to listen. Sometimes people just want to be heard. Perhaps this customer doesn't have anyone else to whom they can vent their frustrations. Maybe they are going through a difficult time in their lives. What does it cost you to take a few minutes to really listen to their complaint or concerns? Nothing but a little time. People who give excellent customer service have a capacity for empathizing with their fellow humans and a desire to want to help. These are people you want on your side.

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## Announcing the 2018 PrintROCKS! Award Winners

PPI Association hosted its **11th Annual PrintROCKS! Awards & Party** on September 21, 2018 at the Melody Ballroom and Event Center in Portland, Oregon. Print manufacturing companies, agencies, and even students entered the 29 categories ranging from direct mail to catalogs to posters to packaging.

PPI received 210 PrintROCKS! Awards entries from 39 companies in PPI's seven-state region. This year's entries raised the bar as new technology and techniques expand traditional capabilities. Excellent examples of web, offset, digital, large format, folds, dies, finishing and special solutions challenged the panel of judges comprised of Sandy Hubbard—HelpPrintThrive.com, Jill Crossley—Hub and Spoke Marketing, Carl Vonder Haar—Sales Aficionado and Abe Hayhurst—Konica Minolta Inkjet. Bryan Hall, Chairman of PIA and Michael Makin, President & CEO of PIA shared the stage with PPI Executive Director Jules Van Sant to honor the top **PrintROCKS** award winners.

Go to [PrintROCKS.org](http://PrintROCKS.org) for full event details. It's never too early to start planning for next year, so start saving your best print for **PrintROCKS! 2019!**

## Post PrintROCKS! Celebrations

The promotion of our 2018 PrintROCKS! winners only starts at the party. We showcased winners at the WCP Solutions Paper XOXO Show on September 27th in Portland, OR.

The following week, we displayed some of the Best in the West at the Spicer's Paper Show in Salt Lake City Utah in conjunction with Design Week.

Some of our big Utah area winners were unable to attend PrintROCKS! We hand delivered seven first place awards to **Alexander's Print Advantage** along with their Mad Props crown for their Tektured self promotion series.

We then visited with **Utah Media Group** in Salt Lake City to deliver their awards and check out their enormous web press operation.



*Jeff Alexander and his winning team!*



# WHERE WILL YOU PUT YOUR ACCENT® ON?

## FIND YOUR INSPIRATION TODAY!

INTERNATIONAL  PAPER

### PPI Ed Trust Update

PPI participates in regional high school and college career fairs and events that are funded by the **Pacific Printing Industries Educational Trust**. Our mission is to build awareness for career opportunities in the print and visual communications industry and to renew our labor pool.

**THIS YEAR AT PRINTROCKS! WE RAISED**

# \$23,000+

This will help us continue to develop tomorrow's workforce. A special thanks to those who donated and support the Ed Trust.

### *Where Have We Been This Month?*

- We participated in the **Center for Advanced Learning (CAL) Makers Gone Pro Career Fair** in Gresham, OR and the **Clackamas Community College Career Fair**. We will be attending many more career fairs this month including **Mount Hood Community College** and **Mountain View High School**.
- We have partnered with the Hillsboro Chamber and are currently seeking a company to **host a Career Day for High School students** in November (see details below). If you have any leads on schools we can connect with in YOUR area, please let us know!

We Value Your Support! Represent your company by partnering with the Ed Trust or donate via check, credit card or on your monthly PPI invoice. The Ed Trust needs your support to continue these programs that benefit our ever changing, regional industry.

### Want to help out?

**Let us know as soon as possible** if you are able to host High School Students for the **Hillsboro Chamber Career Day**. We have tentative dates available at the end of November. We are also in need of hosts for the Spring dates of March 6, 13 or 14th. Please call or email Erika Tucker at [erika@ppiassociation.org](mailto:erika@ppiassociation.org) if any of those dates work for your company. We have proposed agendas available to let you know what kind of things the students are expecting and what activities would qualify for their 1/2 credit requirement. These are a total of 15-16 hour visits, and can be spread over two consecutive days, or a few hours a week over a longer period. You can set the size of group that visits you, and these are juniors and seniors who have specifically requested a tour in YOUR industry.

Contact [info@PPIAssociation.org](mailto:info@PPIAssociation.org) or call 503.221.3944 for more information



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**NEW!!!**

## Konica Minolta National Buying Program



**KONICA MINOLTA**

Konica Minolta is pleased to become a premier member of the Printing Industries of America's (PIA) National Buying Program. Building on the existing partnership of the two organizations, **Konica Minolta will now offer considerable discounts to all current PIA members.** The Konica Minolta Program offers negotiated discounts and promotions on:

- The entire suite of Konica Minolta Accurio Digital CMYK and B&W Presses highlighted by the IQ 501.
- The portfolio of Konica Minolta Accurio Wide Format products highlighting UV LED Technology with roll and direct to substrate capability.
- The InterTech award winning Konica Minolta MGI Industrial Print Products which features foil, embellishment, 2D and 3D varnish plus label.
- Unique specialty products such as Duplo, Colex and the EFI uv LED Wide Format Products.

Konica Minolta is known for world class production offerings, pre-press and post press solutions and advanced Cloud Technologies. PIA Members can now take advantage of end

to end solutions featuring efficiency, productivity and profitability.

**What differentiates your business in the graphic communications industry?** Is it high quality

imaging or consistent color? Benchmark service levels? Emerging products and services? Konica Minolta can help you achieve all of these with products like our Accurio line of production print devices. The name is derived from the word "accurate" and it reflects the advanced, automated and precise nature of our graphic communications business solutions. It's also a great place to begin your differentiation in a very competitive market.

Visit [printing.org](http://printing.org) > *Buying Program* > *Konica Minolta* and log in to see brochures, videos, member specific discounts and pricing. For more information or questions please contact Brian Steck, Konica Minolta Business Solutions U.S.A, Inc. at [bsteck@kmbs.konicaminolta.us](mailto:bsteck@kmbs.konicaminolta.us) or [info@ppiassociation.org](mailto:info@ppiassociation.org).

For all member benefit programs visit [ppiassociation.org](http://ppiassociation.org) > Resources > Benefits & Buying Power Program

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## How to Get Students Interested in Print

By John Berthelsen, VP-Development, Print & Graphic Scholarship Foundation, PGSF.org



Companies throughout the industry (and this includes suppliers) are facing a common problem. They have an increasing number of employees who are reaching retirement age and are wondering where they are going to find replacements for these skilled workers. While this has always been somewhat of an issue for our industry, today it is becoming mission critical. A 2018 industry survey listed the top three business challenges as 1) Finding skilled sales personnel (65%), 2) Finding skilled production employees (42%), and 3) Recruiting and retaining employees (38%). How we address this going forward is of vital importance to the future survival of the graphic arts community.

Read more at <http://bit.ly/GetStudentsInterested>

Read more at [ppiassociation.org](http://ppiassociation.org) > News > Printlandia: the Blog