



August 28, 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

September 3, 12-1 pm

“Improving Customers Trust,
Loyalty, Work Won &
Margins”

CSR webinar, Part 5

September 10, 12-1 pm

“Working to Improve
Department Performance and
Successful Employees: The
Manager’s Challenge
CSR webinar, Part 6

September 30, 9:30-2:30

“Print ’09 Technology
Symposium” at PICA
Free to members

October 2, 10 am - 12 pm

Heidelberg presents
“10 Things Keeping Print
CEO’s Up at Night”
at PICA

November 6-8

“Business Solutions for Today
& Beyond”
PICA Fall Conference
Pawley’s Plantation

Member News

ASU’s GAIT Golf Tournament is scheduled for Thursday, October 22 at Lake Hickory Country Club in Conover. Proceeds go to benefit the Thomas W. Reese Graphic Arts & Imaging Technology program at Appalachian State. Contact Joyce Mahaffey for details, 828-262-2523. **Dr. Dean Gilbert** has recently joined the GAIT faculty at ASU. **Yung Hsieh** will become the GAIT Distinguished Professor effective January 1, 2010.

A “**Tools of Freedom**” limited edition print is available for purchase. This print is #1940 out of 2,000 and includes a gauge pin in the lower left corner of the frame. Call **Charley Kale** if you are interested, 704-560-4212. “Tools of Freedom” was the first of the limited edition print series offered by the PICA Foundation back in the early 1980’s, and was painted by artist Ward Nichols, who also painted “The Gutenberg Creation” and “Hands of Freedom.” Two other prints were offered by renowned American history artist Mort Kuntzler, “We the People” and “The First Amendment.” The original Kuntzler paintings are on display at the Mort Kuntzler Gallery in Gettysburg, PA. For more information on the limited edition print series, give us a call at 704-357-1150.

Mark Your Calendars!

The **PICA Fall Conference** will be held **November 6-8** at Pawley’s Plantation. We have a great program lined up and Pawley’s has offered a *very* competitive room rate for us. So - great program – low cost – high value! Watch your mail for all the details!

Effective Communication – Print!

A blurb from Dick Gorelick: The COO of shirt maker Paul Fredrick has steadily increased their investment in print, reporting that “we now acquire more new customers through print than any other channel.” He says front-end customer acquisition costs are higher, but “we have seen better lifetime value as a result.” Something to keep in mind when you meet with customers.

Technology Symposium Sept 30

PICA will host a Print ’09 Technology Symposium presented by the PICA Associate Committee on Wednesday, September 30, from 9:30 to 2:30. If you aren’t going to Chicago, then come to Charlotte! This is a great opportunity for your key managers and employees to see the highlights from Print ’09. The event is FREE for members. More detailed information will be coming your way shortly.

Compensation & Benefit Study Extended

The biennial wage and benefits study has been extended to **September 15**. This study is essential to every company, no matter the size. Please take the time to send in your data. *Member companies participating receive the final report for free!* (a \$250 value!) The report is not available to non-members. For more information, contact Ed Gleeson at PIA, 800-910-4283.

WATCH OUT...Savings Ahead!!

September will see a new members-only Dental Plan rolling out from the PICA Insurance Group. Test market data shows potential savings of at least 50% on dental plan premiums. Details coming next week!

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.

