Legislative Advocacy in Action - Print’s Voice: ‘13

Members of the Great Lakes Graphics Association flew to Washington, DC June 4-5 to meet with Illinois, Indiana and Wisconsin legislators in the US House of Representatives and Senate to encourage action on postal, tax and healthcare reform.

Print’s Voice: ‘13 is the printing and graphic communications industry’s annual legislative conference co-hosted by Printing Industries of America and NPES The Association for Suppliers of Printing, Publishing and Converting Technologies in the nation’s capital. Printing and graphic communications industry executives bring print’s advocacy agenda directly to Capitol Hill to further legislative goals and to promote the industry before a key audience: lawmakers. The two-day summit features policy and political events with key congressional, administration and political leaders, and includes face-to-face constituent lobbying visits with the members of Congress.

During the trip, GLGA staff and its members visited:

- Rep. Cheri Bustos (D-IL)
- Rep. Rodney Davis (R-IL)
- Sen. Joe Donnelley (D-IN)
- Rep. Sean Duffy (R-WI)
- Sen. Ron Johnson (R-WI)
- Rep. Tom Petri (R-WI)
- Rep. Mark Pocan (D-WI)
- Rep. Peter Roskam (R-IL)
- Rep. Paul Ryan (R-WI)
- Rep. Brad Schneider (D-IL)
- Rep. James Sensenbrenner (R-WI)
- Rep. John Shimkus (R-IL)

John Berthelsen, Chairman of the Great Lakes Graphics Association Board of Directors, said, “Print’s Voice provides an important vehicle for us to get in front of our region’s elected representatives and inform them about issues that are important to our industry and our business success. We also learn a great deal about what legislative and regulatory issues are developing in the nation’s capital. It is a great opportunity to develop a relationship with our elected officials. We look forward to having even more GLGA members participate in 2014.”

To learn more about how to participate next year, please contact Joe Lyman at (262) 522-2212.

Sen. Joe Donnelley (D-IN) meets with GLGA President Joe Lyman.

Rep. Peter Roskam (R-IL) with GLGA President Joe Lyman.
What Is Multi-Channel Marketing?

By John Foley, Jr.
CEO, interlinkONE and Grow Socially

The term “multi-channel marketing” is a mouthful, but the actual reality of what it is and what it can do for your business is certainly far from intimidating. The concept is not new, but as technology evolves, the meaning of multi-channel marketing and all that it embraces also evolves.

Multi-channel marketing is all about using various methods (channels) to get your marketing message to the people who matter the most - your target market. It involves the integration of websites, phone, email, texting, print and other available channels to market relevant messages.

It’s all about sending the right people the right message using the right channel. Print is no longer an all-encompassing method of reaching your target. By failing to maximize your opportunities using multi-channel marketing, you shoot yourself in the foot and lose out … losing future customers and future profits.

One of the key elements behind multi-channel marketing is consistency in your branding. Using various ways to get your marketing message across to your prospects is pointless if that message isn’t consistent. In fact, if you muddy the marketing waters with different messages to your target market using various channels, you will in fact turn off your prospects.

A multi-channel marketing plan must be thorough and descriptive, so you are never at a loss for your next marketing move. It should be comprised of things like:

A CONTENT CALENDAR
• Get that blog up and running with fresh content on a regular basis. It should hit on all of your relevant services and expertise. This will start building your network.

LANDING PAGES
• No matter what method of marketing you employ, you should be driving traffic back to a specific landing page. This way, you can measure the impact of your marketing, and convert interested folks into qualified leads that your sales team can make use of.

SOCIAL MEDIA
• Social media is not just for keeping up with pals anymore. Social media can drive relevant traffic back to your website - if you are doing it properly. Spread the good word of your businesses and become a part of the personal conscience of your networks.

TRADITIONAL MARKETING
• There will always be a place for print and mail. But they must be used in companionship with mobile technologies such as QR Codes and Near Field Communication, landing pages, social media, and more.

While it’s easy to get caught up in the marketing game and think only of the message and reaching that target market, there are other points to consider. You have to make it easy for those prospects to contact you. You have to make it effortless to do business with you. If your prospects experience any speeds bumps along the way, you are bound to lose them.

Think about it - perhaps you perform all your research of companies you want to deal with online without batting an eyelash. But not everyone is so trusting of or at ease with the Internet. Those people want to talk with a warm body. They’d rather place a phone call and speak with someone directly to get all their questions answered. In this case, if your marketing messages lack a phone number for your prospects to call, you’ve just lost potential profits.

Continued on Page 3
This is where personalization comes into play. By personalizing your marketing messages to the recipients across the various marketing channels, you are increasing your odds of success. It doesn’t take in-depth market research to understand that a mobile text campaign targeted at senior citizens may fall flat on its face. But a well-crafted direct mail piece might be a home run!

Demographics are key to a successful multiple channel marketing strategy. You want your message to be heard, to be understood ... but you need it to be received by the targeted group of people via the correct method in order for it to work.

Multi-channel marketing is all about a seamless, almost effortless (for the target market) process. Getting your message to your prospects using various channels. Keeping those messages and your branding consistent and understandable. And making it easy for your prospects to contact you to inquire further or step up and make a purchase of your products or goods.

Remember, “convenience” means different things to different people. A sound multi-channel marketing strategy will keep this in mind and be able to deliver that convenience to a receptive target market.

John Foley, Jr. is the founder of interlinkONE, and has served as the President and CEO since the company’s inception in 1996. John is responsible for the corporate vision, strategic alliances, and technical leadership for interlinkONE. He is widely recognized for his visionary approach in designing internet marketing applications that meet the changing needs of dynamic print, fulfillment and mail service provider organizations. interlinkONE has experienced tremendous success in working with in-plants, both large and small, as well as marketing service providers and financial services organizations.

John is also the founder of Grow Socially, a dynamic marketing solutions provider that provides marketing consulting and delivery services. Created in 2010, Grow Socially helps companies with their online marketing efforts, utilizing solutions including strategic marketing consulting, website design and development, Search Engine Optimization, social media management, content marketing, and more.

He has become well-known throughout the printing industry and on social networks for his tireless commitment to education. He freely provides valuable knowledge to prospects and customers through a prolific amount of magazine articles, White Papers, eBooks, presentations, blog posts, and other forms of information distribution. He is the published author of multiple books, including Business Transformation: A New Path to Profit for the Printing Industry, which provides strategies, plans, campaigns, and case studies to help printers offer integrated marketing solutions, Business Transformation: A Path to Profitability for the Mailing and Fulfillment Industries, and his recently completed third book, Untethered Marketing: The Role of the Cloud and Mobile Communications.
It’s Golf Time!

The third of our three state golf outings - our most popular networking events! - is coming up. The annual Wisconsin state golf outing is set for Wednesday, August 14, 2013, at Lake Ripley Country Club in Cambridge, WI. The event is open to all GLGA members, their guests and anyone in the Wisconsin printing industry.

Registration begins at 10 a.m., with a lunch buffet and the range will be open for practice. A shotgun start is at 11:30 a.m. A steak cook-out and prizes following golf complete the day.

The registration form may be downloaded from our website at www.glga.info. The golf package is $150 per golfer and includes greens fee, golf cart, beverages, lunch, dinner and prizes. Dinner only is $55 per person. To register, for more information or to learn about sponsorship opportunities, please contact Sharon Flick at (855) 522-2210 or sflick@glga.info.

The End of an Era

Judi Wolters, GLGA Program Director and 14-year veteran with GLGA and PIW, has announced she is leaving the association. Judi, who wore many hats during her tenure, was the guiding force behind the Graphics Arts Excellence competition and the summer golf outings, and has been an invaluable resource to many, many members on everything from membership to business concerns. Her last day was July 2.

“After 14 years, I just felt like it was time,” she said. “I am sad to leave, because I will miss all of our members so much. But, I also am looking forward to a new chapter in my life.”

“Judi has helped to build great programs and provide fantastic service to member companies and the industry at-large,” said Joe Lyman, GLGA president. “She will not be ‘leaving’ us completely, though. She has been offered an appealing opportunity with a GLGA member company and we hope to have her continue helping us grow GLGA programs and events – this time as a GLGA committee member.”
Understanding, Embracing and Using Change

More than 50 people attended the Second Annual Summer Conference, held at Lake Lawn Resort on June 20. A line-up of stellar presenters spoke to the underlying theme of change: understanding it, embracing it and using it to improve your business.

Andrew Paparozzi, Senior Vice President and Chief Economist for the National Association for Printing Leadership, kicked off the conference with his keynote address, *Creating Your Own Recovery*. Andy discussed the need for businesses to proactively evolve their business models to meet current marketplace needs. The session was well received by the attendees, who rated it an 4.47 out of 5.

The agenda also featured Ryan Sauers, who reframed the concept of “sales” as “communications;” Chuck Underwood, who helped us understand the Baby Boomers’ and Gen Xers’ distinct differences in the way they interact with others; and Andy Rae, who previewed emerging technologies. The conference earned an overall rating of 4.44 out of 5.

“Great topics and great presenters,” said Gregg Davies of Action Printing, Fond du Lac, WI. “I wish I would have brought our key management staff.”

John Lipkowski of H&H Graphics, Inc., Vernon Hills, IL, said, “Each presenter was phenomenal and their subjects and presentations were top-notch. They were intriguing, informative, interesting and very relative to all issues and challenges and concerns that GLGA members have.”

Andrew Paparozzi’s Three Essentials for Creating Your Own Recovery

*Confidence.* We know what our best clients and prospects value most and can consistently deliver that value.

*Clarity.* Establishing ourselves as experts who help clients get it right the first time, solve problems, and capture on opportunities. This is no time to be modest.

*Willingness to Take Risk.* Well-defined, well-managed risk, because in an industry changing as dramatically as ours, no risk is greater than doing nothing.

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**TOLL FREE:** 1-888-612-0717
**FAX:** 1-847-783-0412

EMAIL ADDRESSES AND WEBSITE HAVE REMAINED THE SAME.
Congratulations, GEA Winners!

Congratulations to The Fox Company, West Allis, WI, for winning the Best of Show award in the 2013 Graphic Excellence Awards competition, presented at the GEA Awards Celebration on June 19 at Lake Lawn Resort. They took the top honors for their entry in the Booklets (4 or more colors) category entitled “Miron Construction Brochure.”

The first Runner-Up award was presented to Dillon Bindery, Inc., Milwaukee, WI, for their Product Catalog (4 or more colors) “hilmor RETOOL + CONQUER.”

The second Runner-Up award was presented to Ripon Printers, Ripon, WI, for their magazine series “ELITE Luxury Publishing-Jan/Feb 13, Mar/Apr 13, Nov/Dec 12.”

The new Peoples Choice award, voted on LIVE that night, was presented to HM Graphics, Milwaukee, WI, for their entry entitled “Anthology-Johnson Controls AGM Book” in the Diecuts, Pop-Ups, Unique Folds and Involvement Devices category.

Thank You to Our GEA & Conference Sponsors

Best of Category Winners

For a complete list of of Category and Division winners along with photos of the winning entries, please visit www.glga.info and download our Awards Annual.

Students; prepress through production
Waukesha County Technical College. Urban Uproar.

Folders (1, 2, or 3 colors)

Folders (4 or more colors)

Binders (4 or more colors)
Quad/Graphics. Heron Dance, Art Studio.

Brochures and Broadsides (1, 2, or 3 colors)

Brochures and Broadsides (4 or more colors)

Event Feeds, Digital Signage, Video and Audio

Booklets (1, 2, or 3 colors)

Booklets (4 or more colors)
The Fox Company, Inc. Miron Construction Brochure.

Flyers (1, 2, or 3 colors)
Digital Hub Printing. AFLAC Handout.

From left to right: John Berthelsen, GLGA Board Chair; Kurt Woelffer, xpedx (sponsor); Eric Bresser, Press Color (sponsor); Bud Fox, The Fox Company; Matt Fox, The Fox Company; Joe Lyman, GLGA President.
Booklet or Brochure Series

Imperial Communications. GE Healthcare.

Product/Service Catalogs (1, 2, or 3 colors)


Product Catalogs (4 or more colors)

Dillon Bindery, Inc. hilmor RETOOL + CONQUER.

Service Catalogs (4 or more colors)


Product/Service Catalogs (Cover: sheetfed, Interior: web)


Juvenile Books

Digital Hub Printing. GROWING UP WILD BOOK with soft touch covers.

Art Books

Burton & Mayer, Inc. Morven Museum Book "Portrait of Places".

Hard Cover Trade Books, Journals and Other Books


Soft Cover Books

Pentzer Printing, Inc. A Look At Modern Architecture & Art.

School Textbooks

Quad/Graphics. In Focus.

School Yearbooks

Suttle-Straus, Inc. Middleton High School.

Book Jackets

Imperial Communications. GE Adventure Series.

Novelty Books

Color Ink Where There's a Wedge.

Diaries and Desk Calendars

Tukaiz. Tukaiz Heritage Calendar.

Fashion/Health/Pop Culture Magazines


Architectural/Art/Travel/Other Magazines


Magazines (Cover: sheetfed, Interior: web)


Magazine Inserts

Fey Printing. Discover Fey Printing Ad Insert.

Magazine Series

Ripon Printers. ELITE Luxury Publishing - Jan/Feb 13, Mar/Apr 13, Nov/Dec 12.

Newspapers

CSI Media, LLC. The Express.

Retail Advertising Inserts (heatset)


Internal Communication Pieces (1, 2, or 3 colors)

Fey Printing. Matheson Seed Kit.

Internal Communication Pieces (4 or more colors)


Newsletters (1, 2, or 3 colors)


Newsletters (4 or more colors)


Business and Annual Reports (1, 2, or 3 colors)


Business and Annual Reports (4 or more colors throughout)


Point-of-Purchase Counter/Shelf

Wetzel Brothers. Emmi Kaltbach Display.

Point-of-Purchase Hanging/Wall/Window

Platinum Converting. ACE In-Store POP.

Point-of-Purchase Floor/Stand Alone


Point-of-Purchase Other

HM Graphics Inc. MAURICES - Holiday Store Decorations.

Posters


Art Prints


Cards

Specialty Print Communications. SPC New Year's Card & Spring Mailer.

Invitations (1, 2, or 3 colors)


Invitations (4 or more colors)


Programs (4 or more colors)

Documation LLC. PCI 2012 Convention Program.

Calendars

HardingPoorman Group. Indianapolis Colts 2012 Calendar.

Digital Printing - On-Demand

Newsweb. Desi Talk.

Variable Data Digital Printing

BFC. Farm Progress Passport 2012.

Digital Printing - Campaigns


Digital Books

Yorke Printe Shoppe. Landscape Forms.

Continued on Page 8
Litho Labels and Wraps, Cut and Stack, Sheetfed

Digital Large Format
Color Ink. FunDeco Serving Center.

Foil Stamping and Embossing/Debossing
Specialty Print Communications. SPC New Year’s Card & Spring Mailer.

Diecuts, Pop-Ups, Unique Folds, and Involvement Devices

Specialty Inks or Coatings, Fragrances, or Invisible Printing Inks
ABS Graphics. ABS Graphics Table Top Calendar.

Other Special Finishing Techniques
JohnsByrne Company. Motorola Launch Kit.

Product Packaging Assembly

Hi-Fidelity Printing

Stochastic Printing

Lenticular Printing
JohnsByrne Company. Top Gun DVD o-Sleeve - Lenticular.

Directories and Source Books
Times Printing Co. Inc. Greater Fort Lauderdale Hello Sunny Vacation Playbook.

Business Cards
H & H Graphics. Anything but Ordinary Business Cards.

Stationery Packages (1, 2, or 3 colors)
Yorke Printe Shoppe. Heather Howland Interiors.

Stationery Packages (4 or more colors)

Environmentally Sound Materials
Consolidated Printing Company. Illinois Affordable Housing.

Flexo-Wide Web, Line
Friedman Bag. Squeaks Cheddar Cheese Curds.

Flexo-Wide Web, Process
Glenroy, Inc. Palmer’s Coconut Oil Formula.

Flexo-Wide Web, Screen
Glenroy, Inc. Forti - Flax Pouch.

Flexo Narrow Web Labels and Wraps

Flexo-Mid Web, Process
Inland Label. Fox Barrel Cider Company Pressure Sensitive Label.

Cartons and Containers
Color Ink. Sony Sales Kit.

Litho Labels and Wraps, Cut and Stack, Sheetfed

Print/Graphic Arts Self-Promotion
Graphic Composition, Inc. Graphic Composition, Inc. Self Promotion.

Web Press Printing, Coated or Uncoated Paper (1, 2, or 3 colors)

Web Press Printing, Coated Paper (4 or more colors)
Times Printing Co. Inc. Netherland Bulb Company - Fall Collection 2012.

Web Press Printing, Uncoated Paper (4 or more colors)
Coldset Newsweb. New City.

Web Press Printing, Uncoated Paper (4 or more colors)
Heatset Crescent Printing Co. Winona Health.

Promotional Campaigns, Business-to-Business
Fey Printing. Neenah Paper Royal Sundance.

Promotional Campaigns, Consumer
HM Graphics Inc. KOHLER - Designer Style Books.

Direct Mail Campaigns, Business-to-Business

Direct Mail Campaigns, Consumer
HM Graphics Inc. Porsche Mailers.

Media Kits
Yorke Printe Shoppe. HFMA 2013 Media Kit.

Single Promotional Self-Mailer
HM Graphics Inc. The Bell Group - KTA KTOB Membership and Benefits.

Self-Mailing Unit
JohnsByrne Company. Ritz-Carlton Welcome Kit.

Cross Media Promotion
Color Ink. FunDeco Furniture and Decor.

Large Format Printing

Specialty Printing - Other
Consolidated Printing Company. Doll House Kits.

Special Innovation Awards - Printing
Color Ink. FunDeco Serving Center.

Special Innovation Awards - Other
Color Ink. FunDeco Storage Cube.

They Said It Couldn’t Be Done
HM Graphics Inc. Kohler Moxie Wall Banner.

Congratulations, National Winners!

We’re pleased to announce that 11 GLGA members won 18 Best of Category (Benny) awards in Printing Industries of America’s 2013 Premier Print Competition. And, two GLGA members took four top honors in the Binding Industries Association’s annual Product of Excellence awards. Watch for the August issue of Currents for the full list of winners. Congratulations!
Get to know these companies whose knowledge and expertise strengthen our association.

C&M Conveyor supplies high-quality, rugged material handling systems to multiple industries, such as newspaper, commercial printing, paper, film foil, nonwovens, corrugated, and folding carton. C&M's ASTI Roll Handling group of products include Fully Automatic Roll Delivery Systems (No Operator Required); Semiautomatic Roll Delivery Systems (Pendant Operator); Manual Push-Type Roll Delivery Systems (Manual Operator); Continuous Feed Roll Delivery Systems (Corrugators); and Corrugator Discharge System (Butt Roll Return). All ASTI Roll Handling Group products are precision built by C&M Conveyor, Inc.

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Delta Press, Inc. Graphic Finishers, located in Franklin Park, Illinois, is the premier provider in the Midwest of specialty and decorative finishing services to its printing clientele. With over 50 years of experience, Delta excels in the areas of foil stamping, embossing, diecutting, and gluing/folding. In today's world of digital printing and special coating effects, other than the pure design, there is not a significant way to differentiate most printed pieces from the next. The effective use of foil stamping, embossing, and diecutting techniques provides the time-tested means to have your materials stand out from the competition. Whether you are trying to portray simple elegance, a bold statement, eye-catching flash, or clever construction, Delta can help you achieve your goals.

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Contact: Mia Stein-Kodzik, Account Manager
Phone: (414) 326-1012 | Email: mstein-kodzik@wm.com

Come spend some time in The Spotlight and help other members get to know your business better.
To have your company featured, contact Sharon Flick toll free at (855) 522-2210 or by email at sflick@glga.info.
Welcome, New Members

Please join us in welcoming these new and returning members:

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(800) 232-6728
jdean@oaktrust.com
www.oaktrust.com

In 1964, a group of printers decided to pool their resources and create a credit union for their employees. Originally called Master Printers Credit Union, the organization founded by the Master Printers Section of the Printing Industry of Illinois, began serving printing companies in the greater Chicago area. With growth in Minnesota, the credit union changed its name to Oak Trust Credit Union several years ago. Oak Trust is a not-for-profit cooperative financial institution controlled through a board of directors elected by the membership. GLGA members are provided with a full service credit union with great rates, easy access, and service from people who understand your business.

**OCD, LLC**
Bob O’Neil, Principal
5 Pepper Mill Court
Burr Ridge, IL  60527
(630) 323-4929
rjo5511@comcast.net

O’Neil Consulting and Development (OCD, LLC) focuses primarily on larger acquisitions, specifically finding sellers for perspective buyers. Prior experience with international clients has led its consulting and acquisition efforts towards international clients and investors. OCD, LLC has also co-taught international business classes at the University of Chicago for employees of the French embassy. In addition, many years of selling printing, both domestically and internationally, for RR Donnelley has allowed the principal to perform sales training classes and one-on-one mentoring programs for domestic companies, both within and outside of the printing industry.

**PagePath Technologies, Inc.**
Joe Kern, Vice President of Marketing
13 East Main Street
Plano, IL  60545
(630) 689-4111
j kern@pagepath.com

PagePath Technologies, Inc. was founded in 1983 and is headquartered in Plano, Illinois. The firm pioneered the use of the Internet to place orders and transmit documents with an easy to use “point & click” system in 1996. PagePath’s MyOrderDesk is an eCommerce solution that combines, Web-to-Print, automated proofing, automated pricing, reordering and more. It seamlessly integrates into a printing organization’s existing website or can be used as a stand-alone site. MyOrderDesk is known throughout the printing industry as the leader in Web-to-Print software.

**RAM Recycling, Inc.**
Tony Duckert, President
W188 S8393 Mercury Drive
Muskego, WI  53150
(414) 315-0300
tony@ramrecycling.net
www.ramrecycling.net

RAM Recycling, Inc. was established in 1996. We buy and sell all grades of scrap paper, plastic, and metal. Our rebates are extremely competitive and we pay top dollar for scrap rolls, including butt rolls. Through our brokerage division, we are able to purchase material throughout the Midwest. Privately owned and operated, we strive to become the leader in our industry. We manage our own fleet of trucks and provide all the equipment necessary for our customers to internally manage their material.

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Minimizing Waste to Maximize Our Resources!
Upcoming GLGA Events and Activities

To learn more or to register for any of these programs, contact Judi Wolters at (855) 522-2210 or jwolters@glga.info. For the most current calendar, visit www.glga.info.

- July 17, 2013 – Printers Scholarship Golf Outing of Chicago, Wood Dale, IL
- August 2, 2013 – Real Lean: A Manufacturer’s Success Story (Quarterly Leadership Series)
- August 15, 2013 – Why Don’t Employees Do What They Are Supposed to Be Doing
- August 21, 2013 – G7 Offset Press Operator Training, Sewickley, PA
- September 9, 2013 – Orientation to the Graphic Arts, Sewickley, PA
- September 18, 2013 – Color Management Conference, Phoenix, AZ
- October 1-2, 2013 – Orientation to the Graphic Arts, Sewickley, PA
- October 8-9, 2013 – G7 Digital Press Operator Training, Sewickley, PA
- October 21-24, 2013 – Extreme Offset: Troubleshoot, Control, Optimize, Sewickley, PA
- October 24-25, 2013 – Culture Trumps All (Quarterly Leadership Series)
- November 1, 2013 – Five Steps to Become a Business Partner in Your Organization
- November 5-7, 2013 – Orientation to the Graphic Arts, Sewickley, PA
- December 7-10, 2013 – Color Management Conference, Phoenix, AZ
- December 7-10, 2013 – Printers Scholarship Golf Outing of Chicago, Wood Dale, IL
- December 7-10, 2013 – Color Management Conference, Phoenix, AZ
- December 19-21, 2013 – Orientation to the Graphic Arts, Sewickley, PA

Upcoming PIA Events and Education

To learn more or to register for any of these programs, visit PIA’s website at www.printing.org/events.

- October 1-2, 2013 – Safety Matters: OSHA Compliance for Printers, Sewickley, PA
- October 8-9, 2013 – G7 Digital Press Operator Training, Sewickley, PA
- October 21-24, 2013 – Orientation to the Graphic Arts, Sewickley, PA
- November 5-7, 2013 – Extreme Offset: Troubleshoot, Control, Optimize, Sewickley, PA
- December 7-10, 2013 – Color Management Conference, Phoenix, AZ

Upcoming MRA Webinars

To learn more or to register for these free HR webinars, visit MRA’s website at www.mranet.org.

- July 18, 2013 – Marketing for HR Professionals
- August 2, 2013 – Real Lean: A Manufacturer’s Success Story (Quarterly Leadership Series)
- August 15, 2013 – Why Don’t Employees Do What They Are Supposed to Be Doing
- September 19, 2013 – Generational Issues Maximizing Work With Millennials
- October 17, 2013 – Pain Free Performance Appraisals
- November 1, 2013 – Culture Trumps All (Quarterly Leadership Series)
- November 21, 2013 – Five Steps to Become a Business Partner in Your Organization
- December 19, 2013 – Let’s Look in the Crystal Ball – What’s Next for Business

GEA Tip of the Month

I’d like to enter the GEAs but I’m not sure if our client will let us enter the piece we did for them. Have you ever found yourself saying that? Believe it or not, NOW is the perfect time to start compiling your entries for the 2014 Graphics Excellence Awards competition. Don’t wait until March, when you may find yourself scrambling to find your samples. Follow this tip other winners have used:

If you’re unsure if a client will permit you to enter a piece in the competition, ask them upfront at the time of production. Have a standard “permission form” ready that you can have them sign, and keep a copy of the Awards Annual handy so you can show them how winning a GEA would enhance their own marketing.

Technical Hotline

Do you have questions about a technical process? Call the PIA Technical Hotline at 800-910-4283 ext 786.

Free HR Hotline

Use the free Info Now line to get answers from MRA’s HR professionals. Call toll free 24/7 at (866) 275-6721, or email at infonow@mranet.org.

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