

GoPRINT!

**Find Your
Future
in the
Printing
Industry**





Do you like to work with **MACHINES**

WHY PRINT? *Print is all around you.*

Yes, in this digital world where you can read an ebook on your phone, printing is as necessary as ever.

Print is more than just communication. Look around you – the programs at the game, the billboards by the road, the label on your favorite frozen pizza, even the packaging that your iPad comes in – Print is fundamental to daily life.

Print is necessary for every other industry to conduct business and reach consumers. Print gives credibility and stature to a message in a way that other media cannot. By integrating with digital channels, Print brings depth and permanence.

Print is transforming itself through technology and discovering new ways to become an essential part of your everyday world:

- Concert posters with embedded electronic chips that play the music of the featured band
- An interactive print magazine ad that gives you the sensation of test driving a car when you place your smartphone over the rearview mirror in the picture
- A wide format scene that can be printed directly onto your bedroom door
- Dimensional printing that feels like the image in the photo when you touch it



Print remains a vital industry. It is the second largest manufacturing industry in the United States, employing the third largest number of people. And, it needs you.

Talented people with a wide spectrum of abilities are necessary in this exciting industry. As you begin to explore the careers you may enter after you graduate, we hope you'll think about joining us in Print.

What Can I Do in Print? Can I Get a Job?

When you think of working in Print, what comes to mind first: someone running a printing press or a graphic designer creating a layout? Those traditional workers are definitely needed. In fact, press operators are in high demand. There are many other jobs in Print for people with all types of interests, skills, education and training. You might be surprised at some of the careers available in the printing industry.

We asked, and printing companies are hiring. More than 97 percent plan to hire up to 20 employees in the next year. Our top 5 most in-demand candidates:

- Sales**
- Operations/Production/Press Operators**
- Finishing and Binding**
- Customer Service Representative/Estimating**
- IT and Marketing (tied)**

Source: Survey of GLGA Members conducted by MR-Chicago.

On the following pages, meet some industry professionals who are finding their futures in Print.

What are your job duties?

Set up, maintain and operate a printing press.

When you were in high school, what were your favorite subjects and activities?

Metal class, woods and automotive classes.

What first got you interested in working in the print industry?

Every day is a new challenge and it is an interesting field.

How did you decide on your career path?

Through a friend in the same field.

How did you prepare for your position?

Did you go to college/technical school or take any special classes or participate in on-the-job training?

On-the-job training.

What do you like best about your work?

Career opportunities.

What is a typical workday like?

Look over the current job, talk to previous operator, make any adjustments if needed.

What is the most interesting part of your job?

The different daily challenges.

What's the most challenging part of your job?

Overcoming daily obstacles with machinery, etc.

What's the most rewarding part of your job?

Satisfaction that the job was done correctly.

Where do you see your career taking you in 5 years?

Possible management position.

What advice would you have for someone who is thinking about a career in the print industry?

Be ready and eager to learn. Absorb as much knowledge that you can. Keep an open mind, be on time and be respectful.



JAY KRUSCHKE
Press Operator
The Lauterbach Group



BE A . . .
press operator
bindery supervisor
maintenance mechanic

Do you like to work with SOFTWARE?



HELEN BURNSIDE

Information Systems
Burton & Mayer, Inc.

Menomonee Falls
High School
Menomonee Falls,
WI

BE A . . .

digital press operator
wide format operator
prepress/desktop
technician

When you were in high school, what were your favorite subjects and activities?

I loved all art classes & most science classes.

How did you decide on your career path?

After working in a small print shop doing hand bindery, I was interested in something a little more challenging. I found a job doing UPS/FedEx batch processing, inventory, shipping, some small kit building, etc. After 5 years, I still wanted something more challenging and was hired by Burton & Mayer, Inc. for digital print/prep. Instantly I enjoyed working and setting up files with the programs provided.

How did you prepare for your position?

Did you go to college/technical school or take any special classes or participate in on-the-job training?

I had a good amount of experience with the Microsoft programs from a previous position doing batch processing. Once hired at Burton & Mayer, Inc., I sat down with the prepress manager and he showed me how the programs worked, along with some tips and tricks. Also, I took some courses through a company called Masterlink Corporation. I really enjoyed the Adobe programs & easily found myself playing with the features and learning on my own.

What is a typical workday like?

A typical workday includes printing digitally multiple jobs throughout the day and preparing customers files for digital output. Sometimes the work can include stitching, folding, collating off press, file manipulations and variable print.

What's the most challenging part of your job?

Usually something to do with color: it can be very difficult and tedious, especially with toner based equipment.

What's the most rewarding part of your job?

Being able to see a job from start to finish, getting a full book or project done in just one day. Sometimes seeing some of the work I've worked on: "Hey, I printed that."

Do you like to HELP PEOPLE?

What are your job duties?

My main job responsibility is to bring in print sales to keep employees busy and equipment running. In order to do this, I perform a wide array of duties, including:

- Participate in seminars, trade shows & networking events
- Establish relationships with potential clients (research, schedule meetings, call, email, send letters, prepare presentations, etc.)
- Maintain and build upon relationships with current clients
- Gather information and submit quote requests
- Provide necessary information to customer service rep (CSR) for live jobs
- Follow up with clients after the sale/delivery to ensure satisfaction & collection of payment
- Prepare activity and mileage reports for management
- Research and stay up-to-date on new trends, technology & processes within the print industry

What first got you interested in working in the print industry?

My experience in our high school yearbook club sparked my first interest within the print industry. Because I liked putting together the pages for the yearbook, I originally thought I'd like to be a graphic designer.

How did you decide on your career path?

Upon meeting with some of the college reps during the admission process, I learned more about the future careers and differences between graphic design and graphic communications management. Seeing as I was more of a detailed, process-driven person (and less of a creative/artsy person), I decided to pursue a degree in graphic communications management. This degree would keep my options open after college, since it would prepare me for a wide-variety of different positions within the print industry. In the end, my decision to begin my career as a CSR/Project Coordinator for Reindl Printing was based on my level of interest with the company, its northern WI location, and the possibility for my own personal growth, as well as that of the company.

What is the most rewarding part of your job?

Being in sales is very rewarding on many different levels. The most obvious reward is that I can increase my take-home pay by increasing my sales. I also enjoy the flexibility that comes with my job – not having to punch a clock, being able to work from home or on the road, and making my own schedule in terms of traveling and meetings (which allows me to be home with my family every night). On another level, I am rewarded by all the great people I meet, the wide range of companies I partner with, and the successful projects that I help deliver.



APRIL WIRTALA

Sales Account Representative
Reindl Printing, Inc.

Abbotsford
High School
Merrill, WI

BE A . . .

customer service
representative
estimator
account representative

Do you like to TROUBLESHOOT?



JOHN VAASH

**Product Development Chemist and
Technical Service Specialist
RBP Chemical Technology**

**Case High School
Racine, WI**

BE A...

**website developer
java programmer
database technician**

What are your job duties?

Product development and modification of chemistries used in the printing industry. These chemistries would include fountain solutions, washes, cleaners, finishing solutions, and additive chemistries. I assist in customer support and troubleshooting assistance over the phone or on-site during product use in the production process. I also aid in qualifying new chemical vendors for raw material sourcing. Additional duties include technical service for our customers in India, China, and South America.

When you were in high school, what were your favorite subjects and activities?

I loved learning about how the world around me works so science and math were my favorite subjects. I also kept myself busy with soccer and baseball during my high school years.

How did you prepare for your position?

After high school I attended the University of Wisconsin Whitewater where I received a Bachelor's Degree in Chemistry. I would strongly recommend doing internships while receiving your education. This will make an enormous difference in your ability to find employment and market yourself. Your teachers and professors can be great door-opening resources, talk to them. On-the-job training was provided in some employment opportunities after college but the desire to expand on one's competencies within a subject matter can always be as simple as spending time at the library.

What do you like best about your work?

I have really come to enjoy the technical support role I have been able to apply with customers. Seeing chemistry mixed in the lab is one thing, but to follow that chemistry to a customer's production facility and watch as they produce their finished product is a great feeling. I have been able to travel to places I would have never imagined to help trouble shoot and assist customers. Traveling both domestic and globally, meeting new people and helping them with their production goals have added a whole new dimension of my understanding of people, business, and chemistry.

What advice would you have for someone who is thinking about a career in the print industry?

There is plenty of adaption and innovation left within the print industry. Certain processes such as printing labels and packaging are indispensable and are anchored at the heart of brand equity and recognition. Also, the use of technology such as social media and QR codes are still being integrated and optimized within the printing industry. Printers and print customers will continually be looking for new ways to drive consumers to their product and message.

Do you like to CREATE artwork?



**STEPHANIE
BADZINSKI**

**Desktop Publisher/
Package Designer
HM Graphics**

**West Allis Central
High School
West Allis, WI**

BE A...

**graphic artist
structural designer/
CAD operator
art director**

What are your job duties?

Each day I am approached by our Sales department or by our Customers with an idea or a concept for a package design. Every project has unique characteristics, whether it is a brochure, pop-up, box, easel, or slider; each require a specific design to meet our customer's needs. At the same time, I need to determine whether the final design can be machine or hand produced, which have different requirements. Once the design is complete, I use the CAD system to produce a mock-up for presentation to the client, which can take a number of alterations over a short period of time.

When you were in high school, what were your favorite subjects and activities?

Graphics and Applied Manufacturing. I also enjoyed playing both volleyball and softball.

What first got you interested in working in the print industry?

Being able to personalize everyday things like note pads, flyers, and business cards.

How did you decide on your career path?

I wanted a job in which I was able to use my creativity daily and push the envelope to discover new and complex design aspects.

How did you prepare for your position?

I took two years of Graphics in High School, participated in a co-op training program at HM Graphics, a desktop publishing course at Milwaukee Graphic Arts Institute, and I continue to learn new things every day on the job.

What is a typical workday like?

Each day there is a variety of projects to work on. For example, making corrections to customer's files, building them to a print layout, or running the digital press. No matter what the job entails it must meet the customer's deadline.

What's the most rewarding part of your job?

Seeing something I worked on in a store, on TV, or on the web.

INTERACTIVE:

Redefining Print, Transforming an Industry

Interactive print blends online, mobile and social media skills to create an exciting future for young print professionals.

When Milwaukee Magazine published its October 2012 issue, it was the first publication ever to feature cover-to-cover interactive print experiences that made the content come alive on mobile devices. Further, it proved that Great Lakes area printers are at the forefront of a technology revolution that is transforming our industry.

Print is not just about ink-on-paper anymore; instead it is an exciting part of an emerging omnichannel content explosion that is redefining how publishers and marketers and their printers are connecting to readers and consumers in the 21st century.

Interactive print allowed readers of that breakthrough Milwaukee Magazine to seamlessly use their mobile phone and tablet readers to see a video of the editor explaining the issue contents; see ads spring to life with 3D animated graphics; see products, such as a gold watch, pop off the page and rotate for a 360-degree view; hear restaurant reviews and much more. Making it all happen was a new breed of printing, design and editorial professionals blending new technologies and skills to create amazing, engaging and more relevant experiences for readers. (To see some of these features for yourself, go to YouTube and search "Interactive Print Demo with Milwaukee Magazine.")



Other emerging applications of interactive print include:

- **EMBEDDING NEAR-FIELD COMMUNICATIONS (NFC) MICROCHIPS** into a magazine advertisement that will allow readers to launch an interactive mobile experience with the tap of their phone. A luxury car manufacturer used this approach to launch a virtual auto dashboard onto the reader's mobile device demonstrating features of a new model.
- **USING IMAGE RECOGNITION TO LAUNCH A PRODUCT VIEW** on a catalog shopper's mobile device, with the shopper having the option to click and see different product colors and features, then order at the touch of the screen. In another application, a magazine uses image recognition to extend content. The reader scans an image on the page, bringing the featured individual to life in a short, complementary video.
- **ANIMATING CONTENT TO DIRECTLY ENGAGE READERS** with the printed page. In one application, a toy cataloger developed a special mobile app that allows children and their parents to scan a catalog page with a mobile device, prompting dinosaurs to animate across the printed catalog page.

Milwaukee Magazine cover is interactive with Quad/Graphics' Actable app (available free for iOS and Android devices).

Interactive print solutions help bring print alive and demonstrate how print is part of an exciting future of content development and delivery. Print is no longer static but is enabled to deliver endless experiences limited only by our imaginations.

Interactive print requires entirely new skill sets and technology expertise to make them happen. Young technology professionals who grew up dreaming of computer game animation now have an entirely new industry option, helping



print become interactive and go mobile.

Publishers, marketers and printers need a whole new class of employees to help develop and deliver the best experience with the right technology at the right time and at the right price.

A related technology development is the evolution of integrated multichannel marketing campaigns, blending traditional print with email, website, mobile and social media marketing. The ability to seamlessly connect all of these channels in a coordinated manner is already transforming the printing workplace with new roles, responsibilities and job titles. It is bringing in a new generation of employees who are seeing amazing opportunities and a bright future in a transformational print environment.

GO PRINT!

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To see how one Great Lakes printer is promoting interactive print, see videos posted at:
<http://www.qg.com/services/interactive-print-solutions>



Do you like to **BUILD** relationships?



PETE FIORETTI

Outside Sales Representative

**Western States
Envelope & Label**

**Waukesha West
High School
Waukesha, WI**

BE A . . .

**print sales
representative**

print buyer

account manager

What first got you interested in working in the print industry?

I've always been interested in advertising and the different mix (radio, tv, Internet, email, outdoor, print) that marketers use to communicate a message. All of these mediums are important and effective in their own way, but print stood out to me as the high quality and high return on investment method. A unique envelope in a mailbox, a full page ad in a magazine, or a special label on a jar in the grocery store can really move a consumer to make a purchase.

I found that marketing classes in high school seemed to put an emphasis on the latest trend or high tech marketing tool. I became interested in print because the medium continues to prove itself as a reliable method for sending a message that sticks with people. The trends will come and go, but print is here to stay.

How did you decide on your career path?

I sold radio advertising for the UW-Whitewater campus radio station. That was a terrific experience, and it really convinced me to look for sales positions after graduation. I did a summer internship selling magazine ads and then had a summer's worth of interviews. I decided on Western States because of their great reputation and history. The print industry is very solid and has weathered many storms. The people here have confidence in their professions, and that encouraged me to sign up.

How did you prepare for your position? Did you go to college/technical school or take any special classes or participate in on-the-job training?

I received a degree in advertising & marketing from the University of Whitewater-Wisconsin. I served as the Marketing Director and Station Manager for the campus radio station, which probably prepared me best for my current position. I participated in the extensive Western States training program, which includes several weeks working on the plant floor, and then several months working as an inside sales representative.

What advice would you have for someone who is thinking about a career in the print industry?

Try visiting Labelexpo or Graph Expo in Chicago to see what's new and who the different players in the industry are. There are so many different opportunities in the print industry worth exploring. It needs people who are creative, analytical, artistic, or any combination thereof to succeed. You can find a position in print that fits your particular skill set, but you can't find anything if you don't look.

Do you like to **LEAD** PEOPLE?



BRETT KEENE

**Director of Mailing and Imaging
Suttle-Straus**

**Fort Atkinson
High School
Fort Atkinson, WI**

BE A . . .

production scheduler

estimating manager

purchasing agent

What are your job duties?

I manage and support my operational teams. This includes monitoring day-to-day manufacturing activities, such as on-time delivery and quality. I also focus on process and procedure design and implementation for my employees. I actively meet with clients to support our sales teams, as well as provide them with a technical resource for their projects. I research and study industry trends in products and equipment.

How did you decide on your career path?

I was always interested in manufacturing as well as the operational side of business. I knew that I wanted to lead people as well. My goal was to learn as much at school and at my job as I could to get to my goal of being in a leadership position.

How did you prepare for your position?

Much of my core competencies have come with on-the-job training and experience. I have learned more by seeing and doing in the short term than I would have in course work. Over time I have taken college courses in business, both in associate and bachelor programs, and recently completed my undergrad in business administration.

What is a typical workday like?

My typical day is fast paced. Rarely is one day the same as others. I start by checking in with my employees each day. I see if they need me as a resource to help them succeed. I check on various projects to see if we are meeting our expectations. I will also work on process and procedure design and improvement through out the day. Often, I have many things going at one time, so it's never dull.

What has been your favorite project that you've worked on so far?

We completed a kiosk build out with large format graphics for the Milwaukee Brewers, Chicago White Sox, and St. Louis Cardinals stadiums. All of our products are well represented in some really amazing venues!

What's the most rewarding part of your job?

Seeing my employees that I manage succeed. Nothing is more rewarding.

Do you like to **MANAGE** projects?



BRIAN HILL

Inkjet Supervisor
HM Graphics Inc.

Palatine
High School
Palatine, IL

BE A . . .

prepress manager
working supervisor
pressroom supervisor

What are your job duties?

Supervising employees, issuing work instructions to employees, assisting machine set-up, planning job work schedules, performing inspections and quality control.

When you were in high school, what were your favorite subjects and activities?

Math. Cultural awareness.

What first got you interested in working in the print industry?

Just seeing all the “cool things” we can print.

How did you decide on your career path?

Well, I needed a job at the time. But once I started working here, I saw the unique and different jobs we run and I just got “hooked.”

How did you prepare for your position?

Did you go to college/technical school or take any special classes or participate in on-the-job training?

A lot of on the job training, by company personnel, who were willing to take the time to help me become successful. I’ve worked in every production department, except Press and Pre-Press, and I have received a number of promotions.

What do you like best about your work?

Being able to be creative.

What’s the most interesting part of your job?

Making the impossible – possible every day!

What’s the most rewarding part of your job?

Completing a job on time. Knowing that you gave it your all in ensuring quality work within the time frame given.

Where do you see your career taking you in 5 years?

Endless possibilities!!! The industry keeps changing and technology keeps advancing.

What advice would you have for someone who is thinking about a career in the print industry?

Stay creative and motivated.

Do you like to **DELIVER** results?



PAUL WARE

Project Coordinator
Tempt In-Store Productions
Powered by Quad/Graphics

Sussex Hamilton
High School
Sussex, WI

BE A . . .

customer service representative
production coordinator
account manager

What are your job duties?

Take a job and move it through the plant from start to finish. Solve any problems that come up and do whatever I can to make sure the customer is happy.

How did you decide on your career path?

I was always curious about what my dad did at work. He worked in the pressroom at Quad/Graphics from 1976 to 2008. And then after I took my first graphics class, I got hooked on print. But it wasn’t until I took a tour of a point-of-purchase (P-O-P) printing facility in Milwaukee that I really found what segment of the industry I wanted to pursue.

How did you prepare for your position?

I took three years of graphics in high school, got my associate’s degree at WCTC in Printing and Publishing and then finished my bachelor’s degree at UW-Stout. While in high school, I did a two-year apprenticeship at a small print shop in Milwaukee and a summer co-op in college at a P-O-P shop. All in all, since taking my first class in high school, I’ve been in print 14 years.

What is a typical workday like?

Typically I come in and see what has been done on my jobs during 2nd shift. Next, I make sure everything that I have in the plant is still on schedule by passing information and materials on to different departments, getting items on order and finalizing details on newer work with the sales rep and the customer. While that’s going on, I always have to be ready to jump on anything that comes up unexpectedly.

What do you like best about your work?

It’s the complexity of the projects. It’s amazing to me how almost every job is different, and how different this work is from traditional commercial print. It’s rewarding to have a customer or a sales rep tell me that the job exceeded their expectations and they are excited to work with us again.

What advice would you have for someone who is thinking about a career in the print industry?

Print is not dead. It is evolving. If you think print is just magazines, newspapers or catalogs, your view is far too narrow. Always remember you need to be flexible in this ever-changing industry and you always have to be ready to learn something new each and every day.

Do you like to STRATEGIZE?



KRISTOPHER GASCH

Director of Marketing

Fey Printing

John Edwards
High School
Port Edwards, WI

BE A . . .

business development
manager

social media coordinator

production manager

What are your job duties?

As director of marketing I'm responsible for managing our advertising campaigns, maintaining our website and social media presence, and coordinating educational events with students and other graphic designers. I also manage print accounts for clients across the country in the food service, paper manufacturing, retail packaging and graphic design industries.

When you were in high school, what were your favorite subjects and activities?

I've always enjoyed art, music and history. My job in the printing industry allows me to experience great new art from designers all over the country.

How did you prepare for your position?

Did you go to college/technical school or take any special classes or participate in on-the-job training?

I studied business in college for four years to prepare for the post-school working world. Once on the job I learned an immeasurable amount of information every day from employees who have 20, 30, sometimes 40 years of experience in printing. There's a lot of history, and a lot of technology, and a lot of processes to understand, but they all come together to make some amazing works of art. College did a lot to help me prepare for the business world, and working one-on-one with employees in all aspects of print gave me invaluable insight into how everything comes together.

What's the most interesting part of your job?

The most interesting part of my job is the variety. At 8:00 am I could be checking over the traffic statistics for our website, by 9:00 I might be on Skype with a client in Costa Rica, and later that afternoon I could be making travel plans to visit clients in California or New York.

What advice would you have for someone who is thinking about a career in the print industry?

Remember that the print industry is so much more than just ink on paper. Yes, technology is changing incredibly fast. Yes, in today's connected world there are lots of ways to communicate beyond the printed word, but that doesn't mean that print is out of date. Some of the most interesting campaigns I've seen have successfully blended online communication with printed components. In a world where so much of our communication is fast and digital and fleeting, creating something that physically lasts is more important to people than you might think. On top of that, the technology behind print continues to evolve, producing things that were almost impossible just a few years ago. It's always different, always exciting, and always rewarding.

Can I Make A Good Living?

Here are some average hourly wages and salaries that printing companies in Wisconsin are paying:

Position	Average Hourly Wage	Position	Average Monthly Salary
Stitcher/Binder Operator	\$17.26	Customer Service Representative	\$3,619
Digital Color Press Operator	\$17.83	Production Planner/Scheduler	\$4,230
Assistant HeatSet Web Pressman	\$18.35	Estimator	\$3,649
HR Assistant	\$18.25	Human Resources Manager	\$4,448
Prepress/Desktop Technician	\$19.33	Bindery Manager	\$5,004
MIS/IT Support	\$21.96	Marketing Manager	\$7,413
Art Director/Designer	\$30.51	Sales Manager	\$11,305

Almost all companies offer benefits in addition to your paycheck, such as paid vacation days and holidays, health insurance and retirement savings plans.

Source: Great Lakes Graphics Association Wage and Benefit Survey

What Are Employers Looking For?

Top 10 Employability Skills/Attributes

That Employers Are Seeking in Potential Employees:

1. Showing up for work on time, every day, ready to work
2. Communication skills – writing, speaking, listening
3. Problem solving – root cause analysis
4. Self-motivation
5. Personal accountability
6. Positive attitude
7. Lifelong learner
8. Willingness to try new things
9. Striving for continuous improvement
10. Ability to work in teams and collaborate

Source: Waukesha County Business Alliance's Manufacturing Alliance

Where Can I Get Training?

Not all positions will require post-secondary education. Some employers offer on-the-job training, primarily for hourly positions. These Wisconsin schools offer various 2-year and 4-year degrees and technical training in printing and graphic communications.

Please check their websites for their most current programs:

- **Fox Valley Technical College**, Appleton, WI, www.fvtc.edu
- **Milwaukee Area Technical College**, Milwaukee, WI, www.matc.edu
- **Mount Mary College**, Milwaukee, WI, www.mtmary.edu
- **Northcentral Technical College**, Wausau, WI, www.ntc.edu
- **University of Wisconsin-Stout**, Menomonie, WI, www.uwstout.edu
- **Waukesha County Technical College**, Pewaukee, WI, www.wctc.edu/printing
- **Western Technical College**, LaCrosse, WI, www.wwtc.edu

Source: PGSF Directory of Schools.
To download a copy or to learn about the
Print and Graphics Scholarship Foundation,
visit www.pgsf.org.





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