



September 12, 2008

# Talk

The Printing Industry of the Carolinas, Inc.  
3601 Rose Lake Drive, Charlotte, NC 28217  
704-357-1150, 800-849-7422

## Platinum Sponsors

**Mac Papers**  
**xpedx**

## Upcoming Events

**“Super Wednesday  
1/2 Hour Sales Power”**  
Webinars  
9-9:30 a.m.

With Bill Farquharson  
Sept. 17: Overcoming  
Objections  
Sept. 24: 5 Keys to  
Effective Prospecting

**September 17**

**“Cross Media: Concept to  
IT to Sale of Product &  
Behind the Scenes”**  
webinar  
1-2 p.m.

**PIA/GATF**

**Converge Conference:  
Variable, Web Services &  
Cross Media**  
Sept. 20-23, Phoenix, AZ

**October 2**

ASU GAIT Golf  
Tournament

**October 7**

Clemson Career Day



## Member News

### **Congrats to our National Winners...**

PICA Members were recognized in this year's PIA/GATF Premier Print Awards, including Award of Recognition winners **Hutchison Allgood** and **Belk Printing Technologies**. Certificate of Merit winners were **Hickory Printing**, **ImageSmith**, **Sheriar Press**, **Keiger Printing**, **Professional Printers** and **Hutchison Allgood**.

**Seahorse Printing**, Pineville, provides services to the trade, including multiple-head numbering, scoring, kiss-cutting, die-cutting up to 22x30, microperf, custom imprinting and letterpress. Call Charles Smith for details, 704-583-2192.

**Culbreth-Walker**, Kernersville, is hosting a Digital Finishing Expo, Sept. 24-25 in Kernersville. Seminars and product demos will highlight the event. Go to [www.printfinishingexpo.com](http://www.printfinishingexpo.com) to register by Sept. 19.

**Keen Impressions**, Arden, has received FSC Chain-of-Custody certification. Call Doug Keen for details, 828-681-5881.

**Linprint Company**, Wilmington, now offers paper recycling. A special box is provided at no charge to customers for their paper to be recycled until their next delivery from Linprint. For more info, call Brad Donnell at 910-763-5103.

**ASU's GAIT Golf Tournament** is scheduled for Thursday, October 2 at Lake Hickory Country Club in Conover. Proceeds go to benefit the Thomas W. Reese Graphic Arts & Imaging Technology program at ASU. Contact Joyce Mahaffey for more information, 828-262-2523.

**Clemson's Career Day** is Tuesday, Oct. 7. This is a great time to meet graphics students looking for internships and regular employment. For more information call Nancy Leininger, 864-656-0107, or Linda Kanaley, 864-656-3654.

## Welcome New Members!

**Plantation Printing, Inc.**, Murrells Inlet, Colleen Welch, 843-651-7189.

**Culbreth-Walker, Inc.**, Kernersville, Allen Shives, 800-570-3540.

**UNC-G Printing Services**, Greensboro, Kris Lassiter, 336-334-3629.

## Digital Production Benchmark Study

Take part in a digital production study <http://piagatfresearch.org/digitalstudy/>. This is a production and process study, you'll be provided digital files to print and you'll send your printed samples in for analysis. You'll get a personalized report benchmarking your performance with other digital printers.

## Members Saving Cash

More than twenty members saved a total of \$3,253 in the first quarter 2008 through the **FedEx** program. One member alone saved over \$970! This is true bottom-line savings! As a member, you can save too! Call Carrie Epps to sign up, 704-357-1150.

## 2008 MIS Survey Available - FREE

PIA/GATF has released the results of its 2008 MIS Survey. A *free* PDF of the results has been sent to our main contact at your company. Give us a call if you haven't seen the report, 704-357-1150.

## Resource for Print Effectiveness

We heard from several members on the recent Chairman's tour that they would like to have information on the effectiveness of print. The Print Council has a web site [www.printinthemix.com](http://www.printinthemix.com) where research data is available along with files for promo materials. This is well worth a look!

This e-mail/fax newsletter is provided as a service to PICA members. To unsubscribe to PICATalk, send an email to [pica@picanet.org](mailto:pica@picanet.org) with "unsubscribe" in the subject heading, or call us at 800-849-7422.