



# PIAMS Weekly News

**LOCALLY FOCUSED**  
**SERVING COLORADO SINCE 1922**

**April 3, 2009**

**Printing & Imaging Association**  
**Mountain States (303)771-1578**  
**Fax(303)771-2945 [www.piams.org](http://www.piams.org)**

## Have You Contacted PTAG

You still have time to look into reducing your personal property tax bill, and we highly recommend that you give Property Tax Advisory Group the opportunity to see how they can help you. Most members have received a letter from PIAMS introducing Richard Lohrmeyer, our personal contact from PTAG, and he has attempted to contact many of you.

It costs nothing to see if they can help reduce your tax bill and since PTAG has previously helped a number of member firms we hope you give it a try.

Saving money this year is a **HIGH PRIORITY**. You can reach Richard by phone at 888.626.7824, ext. 134 or by e-mail at [rlrohrmeyer@ptag.com](mailto:rlrohrmeyer@ptag.com).

**Don't wait until the April 15<sup>th</sup> deadline!!**

## The Importance of Print

The Direct Marketing Association reports that the printed catalog is still the largest revenue generator **among all channels averaging nearly 50% of sales in 2007 and 2008.**

**Need more convincing on the importance and effectiveness of direct mail?** A Pitney Bowes survey revealed that close to 40% of consumers surveyed have tried a new business for the first time because of information received via direct mail. Nearly 70% renewed a relationship with a business after a period of time because they received a direct mailing or promotional survey.

## Mark Your Calendars for DM Day in May

On Wednesday, May 13, 2009 the Rocky Mountain Direct Marketing Association will hold its Direct Marketing Day at the University of Denver, Driscoll Center, 2055 E Evans Ave, Denver, CO 80210

The day includes educational opportunities to fit every direct marketing interest and a trade show featuring the latest innovations in direct marketing as well as services aimed at direct marketing professionals.

To find out more go to: [www.rmdma.org/dmday](http://www.rmdma.org/dmday)



**April 21, 2009 at The Brown Palace Hotel**

[Click Here to Download Reservation Form](#)

## COBRA Update

One of the pieces of the Economic Stimulus Package was a COBRA subsidy of 65% of premium for nine months for employees who were involuntarily terminated after September 1, 2008. This became effective on March 1, 2009 and must be implemented by April 30, 2009. It is the employer's responsibility to identify those former employees who might qualify, ask them if they wish to receive subsidy, pay the subsidy, and then seek reimbursement from the federal government through their payroll tax returns. The U.S. Department of Labor has published model notices and other information relating to this subject that can be found by going to [www.dol.gov/ebsa/cobra](http://www.dol.gov/ebsa/cobra).

For companies in Colorado with 20 employees or less (which would not be covered by the above) there is a state law that requires the same. **To find out more contact Jennifer Janness at 303.771.1578.**

## Would You Like a Full Day Adobe Session?

Renowned author, consultant and educator Hal Hinderliter is interested in coming to Denver to deliver a full day seminar entitled "**New Ways to Work in Adobe's Creative Suite 4**", consisting of a 3 hour morning session covering Photoshop, Bridge and Camera RAW followed by a 3 hour afternoon session focusing on InDesign, Illustrator and Acrobat.

This would be an excellent session for designers, prepress technicians, and anyone else who needs to get the most out of CS4.

Should this generate enough interest – the session will be scheduled for Tuesday, June 30<sup>th</sup>. Please contact Kathy Lauerman or Jennifer Janness at 303.771.1578.

## A Couple of Quips from Dick Gorelick

### Unenthusiastic Response

The trial balloon floated by Postmaster General John Potter in which he proposed five-day-a-week mail delivery fizzled. Many members of Congress are less than enthusiastic about the idea.

### How Lean is Too Lean?

Few graphic arts companies are operating with excess staff these days. That may present a problem as we head into the summer months when it is increasingly likely that two or more staff members may want to take vacations at the same time. It may not be too early to schedule vacation time now, or at least announce criteria for scheduling vacation time, so that the ability to meet customer demand is not jeopardized.