



# PIAMS Weekly News

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**January 29, 2010**

**Printing & Imaging Association**  
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## PIAMS is "On It"

Just like when the industry was threatened with potential Do Not Mail legislation in early 2007, PIAMS has immediately jumped on what the industry has heard would be 2010 legislation threatening the printing & mailing industry. Rumor had it that one of Governor Ritter's proposals to shore up the state budget by eliminating sales tax exemptions was aimed at all direct mail advertising in the State of Colorado. Our research indicates that it is only directed toward co-op direct mail like ADVO or Val-Pak for elimination of the exemptions and solo mail will not be included - only co-op mail destined for Colorado will be subject to the tax. There are other issues that the entire business community is opposing, such as taxing software, but for now the printing & mailing community seems to be out of the "immediate" woods with regard to the Governor's plan.

We will continue to monitor the situation and be prepared to "jump on it" right away should there be any modifications made.

## PIAMS/CDPHE 2010 ERP Kickoff

### An Eye Opener

On January 28<sup>th</sup>, PIAMS and The Colorado Department of Public Health & Environment (CDPHE) held a "Kickoff" for Phase III of our cooperative Environmental Results Program (ERP) at Leanin' Tree in Boulder. Those who attended received the newest Compliance Workbook and Self-Certification forms to assist them in making sure they are in compliance with all of the environmental, health & safety regulations that pertain to the printing industry. They also had the opportunity to tour the Leanin' Tree inplant and participate in a great interactive promotional exercise. We'll have photos and more information on the current ERP in next week's News.



**Just Four Weeks Left**  
**To Submit Your Entries**

The *Call for Entries* for this year's PRIDE Award Competition is sitting on your desk and as you can see we have chosen to give you some extra time to pull together all those great pieces you printed in 2009.

**The deadline for submission is February 26, 2010**

## GAERF Announces 2010 Student Design Competition

The Graphic Arts Education and Research Foundation (GAERF) recently announced the launch of its second annual student design competition, which this year challenges students to develop a marketing product to promote GRAPH EXPO 2011. The GAERF 2010 Student Design Competition invites students to be creative by taking their original design from concept to finished product as they:

- Create a theme for GRAPH EXPO 2011
- Design artwork to support the theme, incorporating the GRAPH EXPO logo, show dates and location, and
- Produce a product that incorporates the theme and logo (*i.e.*, advertisement, web site page, postcard, etc.).

The competition is open to all students attending secondary or post-secondary institutions in the continental United States who are studying in a graphic communications/printing, advertising, graphic design or interactive media program. Instructors are responsible for submitting the entry, limited to three per instructor, which will become the property of GAERF.

Design competition entries must be received by June 15, 2010. Those selected by GAERF will be judged by the Graphic Arts Show Company, the producer of GRAPH EXPO 2011. Winners and their instructors will be notified by August 15, 2010.

Among the total six winning entries will be: two first place awards, one at the secondary level and one at the post-secondary level; two second place awards, one at the secondary level and one at the post-secondary level; and, two third place awards, one at the secondary level and one at the post-secondary level.

First place winners and their instructors will receive two-day all-inclusive paid trips to attend GRAPH EXPO 2010 in Chicago, IL. In addition, the winners will be presented at the show with \$2,000 awards during Career Awareness Day on October 6, 2010. The second place winners will be awarded \$1,500, and the third place winners will receive \$1,000.

"GAERF is proud to support education initiatives that encourage students' creativity and skill in the art of design and production," said GAERF President Ralph Nappi. "This competition will recognize the talent of our best and brightest students, as well as the significant commitment of their instructors."

To view the competition guidelines and download an entry form visit: [www.gaerf.org](http://www.gaerf.org).

***Our Education Foundation supports this competition.***