



PIAMS Weekly News

LOCALLY FOCUSED
SERVING COLORADO SINCE 1922

July 17, 2009

Printing & Imaging Association
Mountain States (303)771-1578
Fax(303)771-2945 www.piams.org

WhatTheyThink?

Johnson Printing Showcased

If you haven't seen it yet, take a look at this week's interview of Mike Olson of Johnson Printing by WhatTheyThink's Cary Sherburne. It has a nice plug for PIAMS as well.

Special Pricing for PIAMS Members To Attend the Exclusive Print CEO Forum

We are pleased to announce that members of PIAMS are invited to attend an exclusive event in conjunction with Print 09. The Print CEO Forum is scheduled for September 11th and 12th at the prestigious University Club in Chicago. PIAMS members are eligible for a discounted price of \$400 for the two day program – a savings of \$100.

Produced by **WhatTheyThink**, the Print CEO Forum will feature a wide range of industry experts who will share practical insights on what top-performing firms are doing to generate superior results in today's tough new market reality. You'll gain crucial information from the experiences of top-performers that will be valuable in building your own successful future. The program will also point out the highlights of Print 09, to optimize your time during the show. Moderated by Bob Rosen, author of *The Graphic Arts CEO*, the program includes such well-known names as Frank Romano, Dr. Joe Webb, Barb Pellow, David Zwang and Cary Sherburne. This expert team will be joined by WhatTheyThink's Adam Dewitz; marketing and advertising expert Bob Lieber, CEO of Original Thought LLC; Jim Mikol, EVP at the Leo Burnett Agency; and a panel of top-performing print service providers who have put new ideas to work in building their businesses.

We encourage you to consider attending this exclusive event. We are convinced that it will be well worth your time and will provide actionable ideas you can use immediately, as well as a terrific networking opportunity with industry leaders and influential members of the buying community.

To review the full agenda and register with the special PIAMS price, [click here](#), or copy the link below into your browser:

<http://members.whattheythink.com/ceo%2Dforum/affiliates/>

Update on Do No Mail Initiative


As reported to the PIAMS Board of Directors on July 8th, a lot has been done to date since we heard about potential Do Not Mail initiatives in Colorado. And, there is much more to do. We would like to thank those who have already made donations and pledges to keep the work going. In alphabetical order our thanks go out to: BC Printing, C&D Printing, E.L. Hambright Printing, eagle:xm, Egan Printing, Golden Bell Press, HP and xpedx. So far, we have had great research & information contributions from our local USPS and Unisource in addition to what we have done internally. To keep this effort going we need your financial contributions and your volunteer efforts. *The "Join the Cause" contribution form was attached to the PIAMS Monthly Update that went out this week. If you haven't made or pledged a financial contribution or offered to volunteer your time – it's time to do so.*

Will You Be at the Buckhorn?



If you haven't RSVP'd for next Tuesday's Cocktail Party at the Buckhorn Exchange, sponsored by **FujiFilm Graphic Services** there is still room for a few more. The party runs from 5:30 – 7:00 p.m. at our favorite watering hole **The Buckhorn Exchange, 1000 Osage St., Denver, CO 80204**. There is no charge to attend we just need you to call JoAnne Billen at 303.477.2070 or Kathy Lauerman at 303.771.1578 to let us know you're coming. Another attachment is a great independent study on the **Environmental Impact of a Printing Plate** we'd think would be of value which was recently submitted to PIAMS by **FujiFilm Graphic Services**.

Chain-of-Custody Certification Reminder

 If you are interest in becoming CoC Certified (FSC, FSC/SFI, or tri-certified in FSC/SFI/PEFC) or it's time for your annual audit with your current auditing firm and have been told it will be much more expensive than in the past – **Don't forget that PIAMS partner Scientific Certification Systems (SCS) offers member firms a discount on CoC Audits which even before the discount are more reasonably priced.**

To get all the info on the SCS program or any environmental issue call Kathy Lauerman at 303.771.1578.