



PIAMS Weekly News

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May 15, 2009

Printing & Imaging Association
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Two Events Next Tuesday, May 19th

Canon Business Solutions is inviting all PIAMS members to attend a special event to introduce you to innovative solutions that can help streamline your business. The event runs from 9:00 a.m. – 3:00 p.m. and includes two educational sessions, lunch and software & product demonstrations throughout the day. We are attaching the event flyer that has all the information.



There are still a few tickets left for the PIAMS Cussler Museum tour as well. Call us ASAP if you'd like to join us.

Clive Cussler will be giving us a personal tour, and will sign your copies of his books, from 5:00 p.m. – 7:00 p.m.

A Note from Ben Cooper



The US Postal Service is taking steps to build volume in its recently announced "Summer Sale." This plan will offer a 30% rebate on mail put in the system from July 1 through September 2009 that is over a specific threshold mailed in the same period during the prior year.

Approximately 3200 mailers are eligible for the rebates, accounting for 75% of Standard Mail volume. These mailers will receive letters of eligibility as well as their individual thresholds as determined by USPS data systems. If mailers did not receive eligibility letters but think they qualify, they may appeal to the USPS. If they do not agree with the assigned threshold, they also may appeal.

Enrollment in this program will be handled over the Web via a site to be announced to eligible mailers. Deadline is on or before July 1, 2009.

Undoubtedly, you may have questions to be answered or need additional information. On Monday May 11 at 12:30 EDT, the DMA will host a virtual seminar featuring Tom Foti, USPS Manager for Marketing Mail, who will discuss the Summer Sale in detail and answer your questions. The Print Council is a sponsor of this seminar, along with eight other associations and related organizations.

To register for the DMA seminar, please go to the DMA website. If you have questions, you can send Ben an email at bycooper@wms-jen.com.



Sign Up by June 5th for Early Bird Rates

This year PIAMS is offering an Early Bird discount for golfers who plan to play in this year's Golf Tournament at Green Gables Country Club on Monday, July 13th. It will be an awesome tournament at one of the premier golf courses in Colorado. The registration form is attached.



PIAMS Subgroup Design to Print Pre-Summer Sessions

Summer is approaching and before Design to Print takes its summer hiatus there will be two great sessions...

Wednesday, May 20th

"150 Money Saving Tips to Avoid Output Mistakes aka How to Design Something You Can Print"

Presented by: Howard "Howie" Fenton

Senior Consultant, Production & Digital Technology, NAPL

Since now most people send either application or PDF files for output, this session will describe the pros and cons of each. PDF is fast becoming the defacto standard for digital document exchange in print production environments. This overview is designed to help anyone who sends files to their printer avoid costly mistakes associated with problem application and pdf files that result in higher costs for output. To create a good PDF file, first you have to create a good application file. Therefore the session will start by describing how to create good application files by avoiding the two greatest problems, fonts and file formats, and continues to talk about unique problems with specific applications. After talking about application files Fenton will cover different creation strategies, which work, which do not, and how to insure that you create a good PDF file.

Wednesday, June 17th

"Social Media: Facebook, Twitter, LinkedIn, etc. - How to Use It and Get the Most Out of It"

Design to Print meetings are held at The Denver Press Club, 1330 Glenarm Place from 5:30 p.m. - 7:30 p.m.

For more information call Jennifer Janness at 303.771.1578