



# PIAMS Weekly News

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**November 9, 2009**

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

## Holiday Survey Results

### Thanksgiving

All but one participating firm has a paid holiday for Thanksgiving Day.

### Friday after Thanksgiving

60% closed paid day off, 20% Open, & 20% closed unpaid.

### Christmas Eve

70% closed paid day off, 29% Open, & 1% closed unpaid.

### Christmas Day

All but one participating firm has a paid holiday for Christmas Day.

### New Year's Eve

29% closed paid day off, 70% open, & 1% closed unpaid.

### New Year's Day

All but one participating firm has a paid holiday for New Year's Day.

**Thanks to everyone that participated!**

## Design to Print Denver Media Group

On Wednesday, November 18<sup>th</sup> at the Denver Press Club, Design to Print will bring you:

### *"Online Marketing Strategies on a Shoestring Budget"*

**Cherish Flieder, Natalie Marlett and Arif Gangji** will be among a panel, teaching online marketing strategies including how to socially market a business on a shoestring budget. This is a special event organized by the Design to Print Denver Media Group and the Colorado Alliance of Illustrators. For more information or to register visit [www.denvermediagroup.org](http://www.denvermediagroup.org) or call Jennifer Janness at (303)771-1578.

## Social Media Also Used to Screen Employees

According to a June 2009 CareerBuilder survey of 2,600 hiring managers, 45 percent of employers reported using social networking sites to research job candidates, more than double the percentage in 2008. An additional 11 percent of those surveyed say they plan to begin using these sites as part of their screening process. Based on responses, a greater percentage of employers found content on these sites that lead them to disqualify candidates than to hire them. Of respondents who screen applicants online, 29% use Facebook, 26% use LinkedIn, and 21% use MySpace. Less popular screening tools were blogs (11 percent) and Twitter (7 percent). The businesses most inclined to use these sites as screening tools were those that are dependent on technology and sensitive information. Highest

among these groups are information technology and professional & business services firms. This should be of particular note to printers who perform financial printing, handle mailing lists and/or produce any sort of time sensitive or proprietary material.

## PIAMS Holiday Gala, Annual Meeting & Silent Auction

On December 8<sup>th</sup> PIAMS will be holding its Holiday Gala, Annual Meeting and Silent Auction at the Crystal Rose on 9755 East Hampden Avenue in Denver. Don't miss the opportunity to mix and mingle with friends and industry peers and applaud those who will be installed as your representatives on the PIAMS Board of Directors as well as members who will be given special recognition for work they have done on a voluntary level for the association. To register for this event call Jennifer Janness at (303)771-1578. The event is just \$59 per person and runs from 6:00 to 9:00pm.

## New PIAMS Partner for Training

### Strengthen your Lightroom skills with Jay

In November and December, FirstLight photography workflow guru Jay Kinghorn is offering four Webinars to help you boost your digital photography skills and streamline your Lightroom workflow. In addition to live, 60-minute webinars, you will receive a PDF e-book and video tutorials to reinforce the webinar content. He will also cover some of the changes in the recently released Lightroom 3 beta.

These webinars will help you feel comfortable organizing, editing, correcting, printing and publishing your photos from Lightroom. PIAMS members receive 20% off the list price for these webinars. With your discount, individual classes will cost \$47/each and all four classes will cost just \$160.

- 1) [Building a Lightroom Workflow: Importing and Editing](#) (11/17/09)
- 2) [Building a Lightroom Workflow: Image Corrections](#) (11/24/09)
- 3) [Building a Lightroom Workflow: Advanced Corrections](#) (12/1/09)
- 4) [Building a Lightroom Workflow: Output and Backup](#) (12/8/09)

To receive your discount, just enter the coupon code PIAMS20 during checkout. To learn more about the webinar times and topics, and to register, visit Jay's website at <http://www.prorgb.com/happyhour>.