



# PIAMS Weekly News

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## PIAMS Members Invited

Lynette Myers of the Colorado Environmental Leadership Program (ELP) has just extended a personal invitation to PIAMS members to attend the **Environmental Leadership Awards Recognition Event**, where many PIAMS member firms will be honored again this year ranging from Bronze Achievers and Silver Partners to one Gold Leader.

The event will be held at the Denver Center for the Performing Arts in the Seawell Grand Ballroom on October 20<sup>th</sup> from 9:00 a.m. – noon, and PIAMS will have a table promoting printing to the Environmental Leaders in attendance. This is such an exciting event and should encourage all firms in our industry to aspire to become PIAMS Green Members and Colorado Environmental Leaders. *Invitation attached.*



## A Little Background on Our Involvement

PIAMS has been involved in environmental issues for quite some time. Ten years ago, Kathy Lauerman was asked to be a member of the *Enviromentors* group, formed by Nick Melliadis of the Small Business Assistance Program (SBAP) division of the Colorado Department of Public Health & Environment, because at that time the printing industry was held in high esteem by the state. As time passed she was then legislatively appointed to serve on SBAP's Compliance Advisory Panel which she now chair's. During that timeframe she worked on behalf of Colorado's printing industry to give the state a better understanding of the industry's on-going efforts to continue being a shining example of an environmentally progressive industry "sector". That relationship led to our industry being chosen to have the first Environmental Results Program (ERP) established which was launched as a pilot in the spring of 2007 that resulted in the first set of Colorado Environmental Leaders from the printing industry to be honored by the state last fall.

In the interim, the Green movement was taking place all over the country with regard to printing as well as other industries. Colorado had a leg up. Green certifications and verifications began to crop up all over the country and Kathy volunteered to sit on a national committee to help establish a national certification for environmentally friendly printers – which initially was to be based upon what was being done in Colorado. As the national process moved slowly, Howard Harris of eagle:xm (current Vice Chairman of PIAMS) suggested that PIAMS implement a green member program. And the rest is history. The PIAMS Green Member program requirements are stringent, but led to almost automatic acceptance for PIAMS Green Members by the ELP as Bronze Achievers. Two member firms were even honored as Silver Partners at last year's awards ceremony.

The next step in the process – for new Green Member firms, and those who wanted to move to a higher level of acknowledgement, was to implement a Sustainable Management System (previously known as an Environmental Management System). Preparing such a system is no easy task, and there had never been an industry specific system which made the process even more difficult to achieve. Therefore, PIAMS in partnership with Joni Canterbury of the state's Small Business Assistance Program and Lynette Myers of the Colorado Environmental Leadership Program, developed and delivered program training in a four part series earlier this year. Those that participated in the training were also able to fill out applications (in the last session) and apply for this year's awards. Being eligible also included participating in Phase II of our industry's Environmental Results Program and going through pre & post examinations of their plants.

We are so proud of our working relationship we have established with the state entities and of the member firms that will be acknowledged on October 20<sup>th</sup>.

Phase III of the Printing & Imaging Environmental Results Program will launch in January and will be held at Leanin' Tree in Boulder (one of last year's Silver Partners). The next SMS series of training will begin in February, and we have already had requests from folks around the nation to hold an SMS Train-the-Trainer program so they too can help printers with an industry specific model.