

Prisma Graphic

Member Spotlight on page 8



4 Understanding and Preventing Conflict

22 Four Reasons Why Certifications Help Your Business

Sales Management

Customer Service

Marketing

Left to Right > Top Row

Julie Volz Vice President of Sales \ Robert Anderson CEO \ Rob Nawfel President \ Kerry LaBatt Director of Operations

Left to Right > Bottom Row

Lisa Hunter Director of Technology \ Jennifer Decker Director of Client Services \ Lisa Lathrop Corporate Controller



SEPTEMBER 13, 2018

1:00–5:00 p.m. EDT

**A virtual conference and resource center that you
can access from any desktop, laptop, or tablet!**

When you log in to OSHA Ready!, you'll learn how to:

- 1. Take charge!** Expand the effectiveness of your safety program, stay ahead of OSHA, and avoid the most common safety violations in our industry.
- 2. Strategize!** The absolute essentials of what you need to have in place—as the employer—when it comes to OSHA compliance.
- 3. Respond!** Know how to react to an inspection if OSHA comes knocking and what you should do if you get cited.
- 4. Know your stuff!** You'll find actionable, real-world information and stay current with the most critical regulatory developments.

\$99 | PIA members

\$149 | Non-members

For more information or to register,
visit printing.org/oshaready today



Table of Contents

2 Spotlight

Education Recap at the TAGA 2018 Annual Technical Conference

Bruce Myers,
Rochester Institute of Technology

4 Solutions

Understanding and Preventing Conflict

Jennie Jerome,
The Strategic Artisan

8 Member Spotlight

Prisma Graphic

Sarah Sudar,
Printing Industries of America

12 Spotlight

Marketing Trends

Jenn Strang,
Printing Industries of America

14 Infographic

Value of Print vs. Social Media

Jon Hall and Ligaya Scaff,
Printing Industries of America

16 Solutions

11 Tips for More Effective Direct Mail

Kristen McKiernan,
AccuZIP, Inc.

18 Spotlight

Customer Service through Social Media

Maggie Graham,
Freelance Copywriter

20 Spotlight

A New Look at Estimating

Bob Lindgren,
The Management Guys and
Gerry Michael, Falco Sult

22 Solutions

Four Reasons Why Certifications Help Your Business

Joe Marin,
Printing Industries of America

June/July 2018 | Volume 10, Issue 5

The Magazine—ISSN: 1947-4164

Editor: Ellen Lewis / Assistant Editor: Sam Shea / Design: Jon Hall / Publisher: Jenn Strang

Printing Industries of America Staff

President and CEOMichael Makin

Printing Industries of America Board of Directors

ChairmanBryan T. Hall, Graphic Visual Solutions

First Vice ChairmanMichael S. Wurst, Henry Wurst, Inc.

Second Vice ChairmanPaul Cousineau, Dow Jones & Company, Inc.

SecretaryJohn E. LeCloux, WS Packaging Group

TreasurerMichael M. Marcian, Corporate Communications Group

Printing Industries of America: The Magazine is published by Printing Industries of America, a member-supported, nonprofit, scientific, technical, and educational organization dedicated to the advancement of the graphic communications industries worldwide. A subscription to the magazine is included with every affiliate membership. Nonmember subscriptions are \$200 per year for subscribers in the U.S. and \$300 for those outside the U.S. Single copies are \$15 except for the Forecast issues, which are \$99 for members and \$199 for nonmembers. To subscribe, order single copies, or order the *Forecast*, call 800-910-4283, fax 412-741-2311, or visit www.printing.org/store. For complete membership information, please email membership@printing.org.

The contents of the *The Magazine* are copyrighted and the property of the foundation; they are not to be quoted or reproduced without prior written consent. Mention of commercial products does not constitute endorsement. Bylined articles represent the opinions of the authors and are not necessarily those of Printing Industries of America.

Send manuscripts and news for potential publication to:

Jenn Strang,
301 Brush Creek Rd., Warrendale, PA 15086
Phone: 412-259-1810
Fax: 412-741-6860
Email: editing@printing.org
Manuscripts may be peer reviewed.



Printing Industries of America
301 Brush Creek Road
Warrendale, PA 15086
Phone: 412-741-6860
Fax: 412-741-2311
www.printing.org