PRINT 17 to Showcase All-New Learning Experience

PRINT, the largest gathering of the printing, publishing, in-plant, graphic communications and mailing/fulfillment communities in the Americas, owned and produced by NPES, returns to McCormick Place in Chicago, September 10-14, 2017, as PRINT 17 sets its sights on delivering a high-energy experience with brand-new opportunities to grow the industry and your business.

Learning Experience

PRINT 17 will feature innovative education session formats that foster knowledge exchanges and allow attendees to design their own “Learning Experience.” More than 50 education sessions will shed light on topics ranging from design/creative process, packaging, marketing, growth strategies and emerging technologies. These education programs will analyze new methods to increase ROI through seminars and hands-on labs, the pre-show OUTLOOK 17 conference, panel discussions, “Distinguished Leader” speakers, and The Learning Experience Theater presentations on the show floor.

Distinguished Leader Speakers

New this year, the “Distinguished Leader” speaker series will feature demonstrated thought leaders and agents of change, open to all at no cost. These leaders in their fields will share their unique experiences and how to stay ahead in the industry. Kicking off the morning on Monday, September 11, Tod Szewczyk, VP, Director Emerging Technology & Innovation of Leo Burnett speaks on “The Future of People, Technology and Advertising.” Tuesday, September 12, attendees will hear from Michael Chase, Chief Marketing Officer at St. Joseph Communications, on “Print in a Digital World 2018 Trend Report.”

On the Show Floor

Across the show floor attendees will discover innovative product solutions from the entire value chain essential to their business success. Show goers will see live equipment demonstrations, compare and evaluate companies and products, keep up-to-date on industry trends and issues, and network with colleagues and customers. Specialty show floor areas will include:

- Software (Design & Workflow) Prepress
- Press & Finishing
- Materials Matter
- Mailing and Fulfillment
- News Print
- The Printerverse
- Workforce Solutions

Workforce Solutions

Who isn’t having a problem finding talent to build their business? Attracting and keeping skilled employees can be a
President’s Perspective

Thayer Long, NPES President

Partnering with another organization or company can create effective new synergies that build on the strengths each partner brings to the table. Our NPES 2017-2020 Strategic Plan embraces this power of partnerships in many of its strategic initiatives, and most recently via two new and expanded partnerships that aim to increase the breadth and depth—and value—of opportunities available to our members and also a broader spectrum of industry stakeholders.

CMO Council

First, teaming up with the Chief Marketing Officer (CMO) Council to deepen collaboration between brands and supply chain partners, we have launched a new online resource: The Brand Inspiration Center (www.brandinspiration.org). I encourage you to visit this new web destination, which aims to achieve greater levels of go-to-market proficiency by providing a “one-stop shop” for marketers to gain inspiration, insights, and ideas from the technology experts—13,000 suppliers who contribute to greater value, performance, and effectiveness in the marketing demand chain. Additionally, the website provides an important peer-to-peer thought leader knowledge-exchange opportunity by inviting people across the supply chain to submit case studies around their own successes and improvements.

Next, our partnership provides for the CMO Council to host a full-day “Elite Retreat” at the new NPES 2017 Annual Conference and Brand Inspiration Forum, slated for October 16-18 in Scottsdale, Arizona. This joint event will bring together marketing executives and print industry leaders for an exciting day of peer-powered panels, compelling presentations, and working group sessions that will reveal key insights and direction designed to transform today’s marketing supply chain.

VDMA

Through an ongoing relationship with VDMA, the Printing and Paper Technology Association within VDMA/PrintPromotion Gmbh (PP)—our German counterpart—collaborative efforts have expanded with the recent signing of a joint agreement to produce a variety of initiatives and events in the areas of industry market data and international conferences. On the market data side, these new initiatives will include Quarterly Market Data Reports and an Annual State of the Industry Report. International events will include an Annual Industry Symposium, hosted alternately by NPES and VDMA with the first symposium scheduled for 2018, and international technical “Print Media Management Conferences,” which will serve as sharing forums on technology, applications and best practices.

These initiatives, which will utilize and enhance the strengths of both our organizations, will deliver greater value to our respective members.

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challenge. Start here at PRINT 17 in the new Workforce Solutions area, which will focus on growing the pool of skilled workers in the printing and graphics industry.

“We know that the success of the entire printing and graphic communications industry hinges on staying profitable,” said NPES President Thayer Long. “We are transforming PRINT 17 into an entirely new experience—with more opportunities to connect and inspirational learning sessions to innovate the industry. PRINT 17 promises to deliver the venue for business networking and commerce within our community needed to grow this industry.”

To make it easier for the entire industry to come together for the show, NPES is providing free high-speed wireless Internet service throughout the convention center, allowing PRINT 17 attendees to stay connected to their businesses with their personal devices while experiencing the latest technologies and trends in Chicago.

For more information about PRINT 17, visit www.Print2017.com.
NPES has launched a rebranding initiative for the organization designed to reflect the focus of its bold new 2017-2020 Strategic Business Plan to align and grow the global printing and imaging industry.

NPES has partnered with Marriner Marketing Communications (MMC) to collaborate on the rebranding process. Guided by Marriner’s “Clarity Capture℠” process, advance research will tap into a strategic sampling of current and prospective Association members, printers, industry consultants, and other value chain stakeholders, to obtain their insights and perspective. Subsequent steps in the process include a full-day “Brand Conclave” working session where key themes obtained from the research will be mined, tested, and incorporated into the final imagery and messaging.

“Rebranding the Association is an essential step forward that will more clearly express the direction and scope of our ambitious three-year business plan,” states NPES President Thayer Long. “It will ‘put a face’ to the plan that was designed not only for our Association, but most importantly, for our industry,” he continued.

Rob Levine, Partner, Vice President of Account Strategy at Marriner, added, “We salute NPES and their commitment to developing a deeper understanding of their audience. Target insights are key to helping organizations articulate their purpose and drive stronger emotional connections.”

The NPES 2017-2020 Strategic Plan that launched in January 2017 centers around two priority focus areas, to:

“Convene, Lead, and Drive the Global Printing & Imaging Value Chain toward Operational Excellence,” and “Position and Engage the Global Printing & Imaging Industry for Growth throughout the Value Chain.” An overview of the Association’s new three-year plan is featured in print and online (tinyurl.com/yb3drwpg) in the May/June 2017 edition of NPES News.

For more information about the Association’s rebranding initiative, or the NPES 2017-2020 Strategic Business Plan, contact NPES Senior Director, Communications Debbie Vieder at phone: 703/264-7200, or e-mail: dvieder@npes.org.
NPES is praising the unanimous bipartisan approval of the Strengthening Career and Technical Education for the 21st Century Act (H.R. 2353) by the U.S. House of Representatives on June 22. “This is a very important step forward in bridging the widening skills gap in the printing, imaging and mailing industry,” said NPES President Thayer Long. “It is imperative that the bi-partisan momentum that brought about this success continue with the U.S. Senate acting on the legislation as soon as possible. The improvements that this legislation brings to career and technical education across the country need to be put into effect now,” he adds.

NPES especially thanks and commends Congressman Raja Krishnamoorthi (D-8-IL) who sponsored the legislation, along with co-sponsor Congressman Glenn “GT” Thompson (R-4-PA). Krishnamoorthi represents the Illinois 8th congressional district, home of over 20 NPES member companies, the most in any congressional district in the nation.

The bill is designed to strengthen and improve career and technical education by reauthorizing the Carl D. Perkins Career and Technical Education Act, which will help more students gain the knowledge and skills they need to compete for in-demand jobs, and aid employers in finding technically qualified workers for their businesses. “This is a totally ‘win-win’ effort,” says NPES Vice President, Government Affairs, Mark Nuzzaco. “The challenge of finding qualified workers for technically demanding jobs is repeatedly cited as one of the top “keeps me up at night” issues for our members and others in the printing, imaging and mailing industries value chain,” Nuzzaco adds.

At a press conference following House approval of his legislation, Congressman Krishnamoorthi said, “This legislation will help grow our economy and close the skills gap by bringing businesses and educators together to build training programs that will prepare students for in-demand careers.” To that Margie Garr, Director, Graphic Arts Education and Research Foundation (GAERF), adds, “Funds made available under this Act supplement normal operational expenses for graphic communications programs allowing for improvement and development, such as the PrintED accreditation program. PrintED provides a valuable framework aligning curriculum with national industry standards to prepare students for further education and employment opportunities.”

The Carl D. Perkins Career and Technical Education Act provides federal support to state and local career and technical education (CTE) programs. The new legislation will improve current CTE policies to help more Americans gain the knowledge and skills they need to succeed in the workforce by:

• Giving states more flexibility in using federal resources, and incentivizing technical education that prepares students for high-skill, high-wage occupations and careers;
• Improving curriculum alignment with in-demand jobs, supporting innovative learning opportunities, building stronger community partnerships and engagement with employers;
• Increasing employability skills, work-based learning opportunities, and meaningful credentialing, so students are prepared to enter the workforce;
• Streamlining performance measures, reducing administrative burdens, simplifying applying for federal resources, and tailoring programs to local and state needs;
• Replicating promising practices that best serve students and employers; and,
• Providing parents, students, and stakeholders a voice in setting performance goals and evaluating the effectiveness of state and local programs.

For more information contact NPES Vice President, Government Affairs, Mark J. Nuzzaco at e-mail: mnuzzaco@npes.org, or phone: 703/264-7235.
PRINT REVOLUTION:
PRIMIR 2017 Summer Meeting Highlights

Taking full advantage of the recent organizational merger between NPES and PRIMIR, more than 40 industry professionals gathered at the Marriott Courtyard Philadelphia Downtown, June 19-21, to explore how to guide the transformation of industry challenges into profitable new opportunities throughout the value chain.

Timely and fast-paced, the PRIMIR Summer Meeting program delivered to industry marketing strategists and thought leaders three new studies delving into the business potential available in the North American printed rigid and flexible plastics market, trends and usage of MIS/ERP systems, and adoption of LED UV curing. In addition, the meeting featured an engaging “Speak Out” session among a diverse group of prominent regional printers; an “insiders” plant tour of a PI 400 top Philadelphia publishing company; dynamic networking sessions; and, highly interactive 2018 research topic discussions to advance development of breaking new studies in highly actionable formats—all leveraging the meeting’s theme, “PRINT REVOLUTION: Profitable New Roads to Success.”

The highly rated printer “Speak Out” panel session, facilitated by Mark Subers (r), President/CRO at NAPCO Media, featured printer panelists (l to r) Alan Gardner, President, Growth, Inc.; Lori Norcross, President, Cortineo Creative, LLC; Joe Olivo, President, Perfect Communications; Scott Reighard, COO, The Standard Group; and, Helene Rubin, President, Bartash Printing.

PRIMIR meeting participants were provided a first-glimpse into the framework of a valuable new resource set for release to NPES members in the Fall. Dr. Joe Webb, President, Strategies for Management, shared a high-level overview of the product that will synthesize the numerous federal surveys and government reports on print related industries into highly actionable market data for member companies’ use.

NPES President Thayer Long welcomed the gathering of NPES and PRIMIR members to the PRIMIR Summer Meeting, and updated them on numerous strategic initiatives that NPES and industry leaders set into motion to align the value chain and drive sustained global print and imaging industry growth. He emphasized that PRIMIR’s role, in providing actionable market data and research, is integral to drive forward the plan to fulfillment and success for the entire industry.

Rick Mullen (c), PRIMIR Chair, VP-Market Development & Analysis, Domtar, presented service citations to Chad Fiedler (l), Market Research Analyst, ACTEGA N.A., and Eric Frank (r), SVP, Marketing and Product Management, KBA-North America, for co-chairing “The North American Market for Printed and Rigid Plastics” study.
Supporting effective initiatives such as the SkillsUSA competition, which recognizes superior training and talent, is essential to the growth and future of the Graphic Communications Industry.

GAERF Supports Top Graphic Arts Competitors at SkillsUSA Competition

STUDENTS, TEACHERS AND INDUSTRY WORK TOGETHER TO DEVELOP BEST AND BRIGHTEST FUTURE WORKFORCE

The Graphic Arts Education and Research Foundation (GAERF) recently recognized talented Graphic Communications competitors from across the country who participated in the SkillsUSA 53rd Annual National Leadership and Skills Conference (NLSC) Championships, held June 19-23 in Louisville, Ky. The largest skills competition in the world, the annual SkillsUSA event showcases over 6,000 of the best career and technical education students in the nation, with each a first-place state medalist in their category among the 100 competition areas for career and technical students.

In addition to prizes awarded to the 2017 national winners by competition sponsors, GAERF provided a $250 scholarship to each of the 23 Graphic Communications contestants. GAERF President Thayer Long stated, “Supporting effective initiatives such as the SkillsUSA competition, which recognizes superior training and talent, is essential to the growth and future of the Graphic Communications Industry. It is truly inspiring to see the high caliber of students represented among this year’s competitors and winners.”

Graphic Communications competitors worked against the clock, and each other, in several competency areas, according to industry standards, including: Graphic Communications Assessment, Production Planning, Digital Workflow, Digital Press, Offset Press Operation, Finishing, and Oral Professional Assessment.

The SkillsUSA partnership of students, teachers and industry works together to ensure a skilled workforce for the future. According to Mike Stinnett, GAERF’s Technical Committee representative and former instructor at Royal Oak High School in Michigan, “The Graphic Communications Contest has our best-trained students being taught by our most devoted teachers.”

The Graphic Communications Competition was produced with the help of dedicated volunteers, and sponsored by: Atlas Die, Baumfolder, EFI, GAERF, Heidelberg USA, RRD, Print Craft Supply, Printing Industries of America, LSC Communications, Quad/Graphics, and Xerox.

For more information about GAERF contact GAERF Director Margie Garr at email: mgarr@npes.org, or phone: 703/264-7200.

Graphic Communications Medalists

High School Level
- **Gold** – Haylee Cooper, Diman RVTHS, Fall River, MA
- **Silver** – Cody Brown, R W Johnson High School, Gainesville, GA
- **Bronze** – Lexi Hengeveld, Carroll County Career & Tech Center, Westminster, MD

College Level
- **Gold** – Brittany Whitestone, Carroll County Career & Tech Center, Westminster, MD
- **Silver** – Cheyanne Kasmierski, Thaddeus Stevens College of Tech, Lancaster, PA
- **Bronze** – Daniel Long, Riverside Community College, Riverside, CA
NPES Pushes for Pro-Growth Tax Reform in 2017

NPES is pushing hard for pro-growth tax reform in 2017. In a statement filed with the House Ways and Means Committee, NPES advises tax reform is essential to fuel a more robust economy and promote sustained economic security. NPES President Thayer Long commends Speaker of the House Paul Ryan, House Ways and Means Committee Chairman Kevin Brady, and Ways and Means Tax Policy Subcommittee Chairman Peter Roskam for championing A Better Way Tax Reform Blueprint, which is designed to promote efficiency and economic growth by simplifying and making permanent tax laws that will reduce the costs of tax compliance and facilitate business planning and investment for the future.

NPES’s over 660 member companies supply the technology that undergirds the printing, imaging and mailing industries, which combined account for over $1.4 trillion in commerce annually, and over 7.5 million jobs. NPES’s Long emphasizes that, “collectively the printing, imaging and mailing industries comprise one of the largest industrial sectors in the country, and are an integral part of every community in America. And, notwithstanding the ongoing shift to electronic communication, the printing, imaging and mailing industries are still vital manufacturing employers that play a critical role in the nation’s communication and commerce.”

In assessing the various facets of tax reform, NPES Vice President, Government Affairs Mark Nuzzaco unequivocally states that, “full and immediate expensing is the indispensable cornerstone of pro-growth tax reform.” He adds that, “it is imperative that full Expensing be included in tax reform legislation that needs to become law this year.”

Expensing is not only the correct method of accounting for the service price of job-producing capital investment, it is also widely regarded as the single-most powerful component of a pro-growth tax reform plan that will increase sorely lacking capital investment. It will add the most growth to the economy, bring back well-paying jobs and will, in turn, result in rising wages and increased tax revenue. NPES urges that it be made a permanent part of a comprehensively reformed tax code.

Nuzzaco continues by citing the Tax Foundation’s analysis that shows allowing businesses to fully deduct, or expense, their investments immediately would significantly reduce the cost of capital, boosting long-run GDP by 5.4% and increase the number of full-time equivalent jobs by one million. He underscores that, “because Expensing only applies to new investment, it stimulates new growth in the economy.” And he warns that, “weakening full Expensing in exchange for other corporate tax reforms, helpful though they may be, must be avoided.” Nuzzaco adds, “the synergy of combining Expensing with a corporate rate cut would be even more powerful and beneficial.”

Along with Expensing, NPES also supports other elements of A Better Way Tax Reform Blueprint, including a corporate rate cut for all business entities—however they are legally organized—and repeal of the Death Tax, both especially important to smaller family-owned businesses.

NPES stands ready to continue to work with Congress and the Administration to achieve the vital goal of tax reform that promotes economic growth, tax compliance efficiency, business planning certainty, and the well-paying jobs that come from it.

For more information contact NPES Vice President, Government Affairs, Mark J. Nuzzaco at e-mail: mnuzzaco@npes.org, or phone: 703/264-7235.

Applause! Applause!

CALL FOR NOMINATIONS: NPES 2017 GEGENHEIMER AWARDS

The 2017 Harold W. Gegenheimer Awards for Industry Service are your opportunity to recognize exemplary Individual and Corporate leadership and commitment to building a strong future for the printing and imaging industry.

Named in honor of the former Chairman of Baldwin Technology Company and former President of NPES, the awards are presented annually to one NPES member company, and one individual employed by a member company.

Nominations are open from June 1 to September 1 for the awards that will be presented at the NPES 2017 Annual Conference and Brand Inspiration Forum, coming October 16-18, 2017 to the Scottsdale Resort at McCormick Ranch, in Scottsdale, Arizona. Any NPES member may submit nominations for the Individual and Corporate Service Awards. For complete award criteria, and to download a nomination form, visit: www.npes.org/members/gegenheimerawards.aspx.
Too many young Americans are struggling to find good-paying jobs once they graduate from school.

Duckworth Champions Career and Technical Education with Community College Bill

First-term United States Senator Tammy Duckworth (D-IL) is championing career and technical education (CTE) by sponsoring S. 620 the Community College to Career Fund Act (CC2C Act). Designed to close the “skills gap,” the legislation aims to better prepare students for careers in high-demand industries like manufacturing—including printing, healthcare, clean energy and information technology. The bill amends the Workforce Innovation and Opportunity Act by directing the Department of Labor to award competitive grants to eligible community and four-year colleges, and other public and private educational institutions that partner with employers to provide career training for workers that will lead to recognized postsecondary credentials. The legislation is co-sponsored by Senator Al Franken (D-MN) and Congresswoman Robin Kelly (D-2-IL).

Introducing the bill, Senator Duckworth stated that while “small businesses are struggling to find qualified candidates to fill job openings, too many young Americans are struggling to find good-paying jobs once they graduate from school.” Her legislation strives to correct this discrepancy by forging a partnership between local community colleges and businesses that can build a pipeline of career-ready students armed with the right skills to succeed.

NPES commends Senator Duckworth and her colleagues for their efforts. Illinois is the epicenter of the U.S. printing industry, and is home to more NPES member companies than any other state in the nation.

For more information contact NPES Vice President, Government Affairs Mark Nuzzaco at 703-264-7235, or mnuzzaco@npes.org.