

people in print

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OCCUPATIONAL PROFILE:

PRODUCTION COORDINATOR & CUSTOMER SERVICE REPRESENTATIVE

Customers demand perfectly printed products on time every time. Thankfully, production coordinators and customer service representatives are on hand to enter orders and ensure that people on the shop floor have the information, material and equipment they need to satisfy old clients and win over new ones.



OCCUPATIONAL PROFILE:

ESTIMATOR

They print all to shape and making that winning when you see your material & received complete. Printing sales and design work with to determine the job's cost and production needs. It's hard to remember estimator, accurate and they estimate.

Printing and graphic communications companies are in business to make money. But high-quality products and fast project turnarounds come at a cost. Estimators ensure that the sales & economy changes are competitive, and that clients are billed fairly for the products and services they receive.



OCCUPATIONAL PROFILE:

SALES REPRESENTATIVE

At their core, companies all have one thing in common: sales. Every business must compel consumers to buy products and services to survive. Print and graphic communications shops are no exception. Without sales representatives drumming up demand for printed goods, even the most talented workers and sophisticated machines in the industry rest idle.

Sales representatives communicate, create and maintain relationships with existing and potential customers. They represent the interests of businesses in selling their products.

Just released: CPISC's Production Support Skill Standards

CPISC proudly released its national Production Support Skill Standards at Print World 2010 in Toronto on November 21.

The new skill standards and occupational profiles for Estimators, Sales Representatives and Production Coordinators/Customer Service Representatives describe what an employee should know and be able to do on the job. The standards and profiles will benefit print industry employers, current and future employees, students and educators as they are useful tools for recruitment and training.

CPISC was joined by nearly 40 industry stakeholders at its launch event, which was sponsored in part by Fujifilm Canada Inc.

"Employees in production support have a significant impact on workflow, quality control and the bottom line," said Project Chair Brian Ellis at the launch event at Print World. "These new standards and occupational profiles will ensure that we have a better-trained, more adaptable workforce that will help our industry prosper."

"Standards enable employers to assess the skills of new and current employees, helping them to identify what training and development is most needed to help employees perform at their best," added CPISC Co-Chair Jeff Ekstein. "They are also being used for curriculum development in post-secondary and training institutions."

These latest skill standards are part of CPISC's *Skills for the Future* project, which has produced standards and profiles for nine other occupations. All of CPISC's standards and profiles have been developed and validated by the industry, for the industry. Standards for Production Managers are in the early stages of development and are slated for release late 2011.

Download the Production Support Skill Standards and Occupational Profiles at www.cpsc-csic.ca or request printed copies at info@cpsc-csic.ca.

CPISC Co-Chair Appointed as PIA Secretary

The Printing Industries of America (PIA) appointed its 2011 Officers and Board of Directors on November 14 at its Fall Administrative Meetings held in San Francisco, California. Among the new inductees is CPISC's Co-Chair, Jeff Ekstein.

Jeff is the third generation in his family to own Willow Printing Group in Concord, Ontario. He has worked in the family business since he was 10 years old. Jeff graduated from York University in Toronto in 1983 with a degree in Economics

and Business and then went on to attend the Graphic Arts Certified Executive (CME) program from York University and NAPL. Currently the President and CEO of Willow Printing Group, he has spearheaded the acquisition of several printing companies over the years and has most recently acquired a mailing shop. Jeff is also the chair of the Printing Industries Education Committee, a Premier Print Awards judge, and a member of the Printing Industries of America Executive Committee. Congratulations, Jeff!

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Did You Know?

According to CPISC's **Bridging the Gaps** report (to be released later this month):

- 39% of web offset press operators require teamwork skills to take on leadership roles and promote teamwork within an organization;
- 34% of digital press operators lack workflow process and control skills to apply scheduling principles and analyze and interpret production performance;
- 29% of web offset, sheet-fed offset and flexographic press operators lack health and safety skills;

- 29% of web offset and digital press operators are not equipped with an in-depth understanding of industry and printing processes that can be used to educate and inform others.

What are training providers and academic institutions doing to address these skill shortages? How can training best be delivered to the printing and graphic communications industry? What are CPISC's recommendations?

Answers to these questions and more will soon be available at www.cpisc-csic.ca in the forthcoming **Bridging the Gaps** report.

Looking Ahead in 2011: A message from the Co-Chairs

It's hard to believe that 2010 has already come to a close. Looking back, it's been both a challenging and rewarding year for the industry and its sector council.

Now that 2011 is upon us, many exciting activities are on the horizon. Firstly, CPISC's much-anticipated Training Needs Assessment report, **Bridging the Gaps**, will be released later this month. This watershed report determines if employers and educators are teaching the basic, core and operational skills set out in the skill standards and, if not, which skills are required by employees. A training delivery model for the industry was also developed as part of the study to guide employees on the path to life-long learning.

Secondly, 2011 marks CPISC's official transition from a research-driven organization to one that also offers resources, products and tools with the

launch of our **Skill Standards Implementation Kit** and **HR Toolkit** in the first half of the year. Continuing with the Council's **Skills for the Future project**, skill standards and occupational profiles for Production Managers will also be released in late 2011.

Thirdly, CPISC will be celebrating its fifth anniversary this April. Our many accomplishments—and future plans—will be celebrated at the Council's industry Forum on June 3, 2011 in Toronto. The Forum's exciting and interactive event program is being finalized and will ensure a must-attend event for stakeholders in the GTA and beyond.

These are just a few of CPISC's plans for the new year and we look forward to working with you—the industry—in 2011 to accomplish industry and organizational goals.



Duncan Brown
Co-Chair, CPISC
National Director, CEP
Graphical, Communications, Energy
and Paperworkers Union of Canada



Jeff Ekstein
Co-Chair, CPISC
President & CEO,
Willow Printing Group Ltd.

EMPLOYER Survey Results

This fall, CPISC developed and launched an online Employer Survey within the printing and graphic communications industry. The 2010 Employer Survey results are now available online at www.cpisc-csic.ca.

What did CPISC confirm? The industry's HR challenges have not shifted since the release of CPISC's **HR Study** or **Skills and Technology Roadmap**. Despite the recent economic turmoil, the top three HR challenges facing respondents are still an aging workforce, a shortage of skilled workers and a lack of awareness and interest in printing and graphic communications occupations.

Based on the survey responses received by employers and the priority areas identified by the Council, CPISC is in an excellent position to assist the industry in confronting these challenges head on through the execution of its new Strategic Plan, which is also available on the CPISC website.

The industry also reiterated that it is still very keen on certification, with nearly 70% of respondents indicating that they would support employees in obtaining certification. CPISC is developing a National Certification Program based on the skill standards to recognize employees in the industry.

CPISC also confirmed that awareness of its national skill standards are quite high. The survey shed light on the activities that these skill standards are influencing: writing job descriptions, developing/conducting training, engaging new employees and developing/conducting performance reviews or assessments.

The Council will continue to conduct this annual Employers Survey and thanks the 2010 survey respondents.

New CPISC Board Member Profiles

CPISC is pleased to announce the appointment of three new board members following its October Board of Directors meeting in Toronto. CPISC welcomes Normand Richard, Tony Karg and André Houde to its team of dedicated leaders from the printing and graphic communications industry.



Mr. Normand Richard joins the CPISC Board of Directors as an Employer Director. Normand is Vice President of Human Resources within the Print Sector of Transcontinental in Vaughan, ON. Prior to joining Transcontinental in 2002, Normand was Director of Human Resources and Organizational Development at Domtar. He holds a Bachelor's degree in Psychology, Business and Human Resources, and a Master's degree in Project Management.



Mr. André Houde joins the CPISC Board of Directors as an ex-officio member, representing a provincial sector council. André is a Market Developer at Marquis Imprimeur in Montreal, QC and has also been a member of the «Comité sectoriel de main-d'œuvre des communications graphiques du Québec (CSMO)» since 2003, receiving the CSMO Award of Excellence in 2010.



Mr. Tony Karg joins the CPISC Board of Directors as an ex-officio member, representing an industry supplier. Tony became Senior Director of Business Development & Marketing (Graphics Systems) at Fujifilm Canada in Mississauga, ON in 2004 after serving as Product Marketing Manager at Fuji Graphic Systems Canada Inc. Tony is a 22 year veteran of the industry having worked in sheetfed printing prior to joining Fujifilm.

The addition of these new members complements the Board's diverse skill sets and specializations, ensuring CPISC has the best available resources as we move forward with our new strategic plan. Our sincerest appreciation is extended to the newly retired board members, **Michel Cliche**, **Brian Ellis** and **Nicole Desloges**.

BEING SOCIAL with Social Media

Social media—Twitter, LinkedIn, Facebook and other social networking sites—are more than just a trend: these websites foster connections in real-time, providing new opportunities to build personal and professional relationships.

Before jumping into social media, first identify your strategy. At the very least, identify goals (Connect with existing customers? Find new ones? Promote products/services?) and commit to a minimum amount of time each day or week to engage in social media platforms. Social media is a two-way street, so you can't just broadcast your messaging—you need to target, talk, respond and engage.

If you've yet to take the plunge into social media, here are a few tips on how to get your feet wet.



Start simple.

A press isn't assembled in a day and neither is a social media empire, so choose one medium to start with. LinkedIn is a good choice because it marries your professional accomplishments with your company's offerings, and gives the opportunity to build a network of trusted contacts. LinkedIn follows a "six degrees of separation" approach, enabling you to search for new contacts and discover a path to them based on your current connections. Create a company page to advertise your products and services, and follow other interesting organizations.



Maintain and expand.

Once you have built your LinkedIn profile, made connections, created a company page and are monitoring your account on at least a weekly basis, explore expansion to another social medium.

Consider joining the conversation on Twitter, the social networking site that enables users to send and read other users' messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page (much like Facebook's status line). Users choose to follow and read others' posts based on existing relationships, common interests or topics. Twitter accounts can be for personal or professional use, in the name of a person or business/organization.

It is important to monitor and engage with Tweeps (people on Twitter) often. There are many mobile applications that enable tweeting on your smartphone or set aside 10 minutes each day to engage in the Twitterverse (the world of Twitter). Find new people to follow and keep track of your accomplishments.

Explore More.

Keep searching for new contacts on LinkedIn and new people to follow on Twitter. When you're ready to expand your social media strategy to include more channels, consider what's best for you or your organization. Not everything will be a fit and

you need to choose what you can successfully maintain.

While Facebook is a large entity, it's more difficult to connect with customers and content tends to be very personal. That being said, it might be appropriate for you.

If you have a lot to say and/or expertise in specific subject matter, consider starting a blog. Keep in mind that you'll need to post new entries regularly to sustain a following.

Explore YouTube to see if there's a fit for your organization. Consider posting news on Digg. Join the adventure on Foursquare.

Be patient, social and adventurous. You won't have hundreds of followers or connections overnight, but if you keep engaging with people and companies you'll steadily see your network grow. And mark June 3, 2011 on your calendar – CPISC's Forum will feature an engaging social media seminar.

Join CPISC on Twitter (@CPISC) and follow us on LinkedIn. We, too, are just getting our feet wet but are enjoying the journey.



INNOVATION

Spotlight: PURLs

Variable data printing is becoming a larger revenue stream for many printing and graphic communications firms. PURLs—personalized URLs—are gaining traction in direct marketing and starting to pop up in many Canadian printing shops and multi-channel campaigns. They take QR codes one step further, integrating individuals' unique information into a personalized mini website to facilitate direct and personalized engagement with marketers.

Customers and prospects who access their PURL see content tailored specifically to them based on prior behaviour, life stages, segmentation, demographics and any other data a company may have in their database.

PURLs can ask respondents to enter a contest, respond to a survey, register for an event, update their information, generate warm leads, fundraise... the possibilities are endless! Used optimally, PURLs help marketers gather behavioural targeting both online and in the mail stream. The more marketers know about customers, the more they can deliver messaging that causes them to act. Therefore, PURLs create a feedback loop that benefits marketers and customers alike.

There are many online companies that securely facilitate PURLs and their accompanying mini-sites, but as with all marketing communications activities it's important to plan ahead before jumping in with both feet. Prior to integrating PURLs into your next campaign—or guiding a client to do so—ensure the database is in good working order, objectives are clearly defined, and the call to action is relevant. Use a multi-channel approach to increase your reach and don't forget to monitor your successes and opportunities to continually improve messaging.



"Do you love Canadian print?" was a question CPISC asked Print World attendees at their trade show booth this November. The answer, as expected, was a resounding "Yes!". CPISC rewarded the enthusiastic and passionate business owners, employers, students and educators with "I ♥ CDN Print" buttons, which quickly became one of the 'must have' items of the show. Edible building block candy—another hit—reinforced the Council's building block approach.

CPISC also asked visitors to participate in a video project about print. Nearly twenty brave souls answered questions like why they love the industry, what the first printed item they saw that morning was, or how they got into the industry. The Council will create a melange video of the participants to create awareness about the importance of print and its vibrant industry.

While the buttons, video and blocks were certainly great conversation starters, the real triumphs of the show were the new connections CPISC made, and the existing ones that it fostered. Although many visitors were aware of CPISC and its resources, an equal number were pleasantly surprised to learn about our organization. The skill standards and occupational profiles—including the new Production Support materials—piqued the most interest from our new friends, while our watershed *HR Study* and *Skills & Technology Roadmap* continued to shed light on where our industry is, and where it's going.

For those who visited us, thanks for stopping by! And if you want your own "I ♥ CDN Print" buttons, simply email info@cpisc-csic.ca.



Print is all around us, but we certainly don't need to remind our *People in Print* readers—you are the glue that holds our industry together. But perhaps you're not aware of the current marketing campaigns promoting the use of print and/or paper across the globe. Here are just a few:

TwoSides.info

Promotes the responsible production and use of print and paper, and dispels common environmental misconceptions by providing visitors with verifiable information on why print and paper is an attractive, practical and sustainable communications medium.

PrintGrowsTrees.com

An educational campaign that uses facts to show that print on paper actually helps to grow trees and keep our forests from being sold for development.

PaperBecause.com

Highlights the key role paper plays in our lives and the reasons why it's an environmentally sound choice.

DoYouKnowTheFacts.com

An educational campaign to raise awareness about the environmental and business benefits of print on paper.