

November-December 2009

This edition of **CEO Update** will share highlights from our fall administrative meetings in Charleston and report on the financial position of Printing Industries of America through the first ten months of the year.

Gibson elected Chair



Bill Gibson gives his inaugural address in Charleston

After a number of years of distinguished service at the local and national levels, **Bill Gibson** became the seventh joint Chairman of Printing Industries of America and its Foundation on November 15, 2009 in Charleston, South Carolina.

In his inaugural speech delivered before his peers, Mr. Gibson thanked outgoing Chairman **Ken Kaufman** for his outstanding commitment to the organization, particularly during these difficult economic times.

Mr. Gibson also stressed the importance of affiliates and Printing Industries of America working together to serve the “members,” ensuring their success.

Recognizing the challenges facing the association, Chairman Gibson announced that he would be appointing a Task Force early in 2010 to examine the structure of the current federation to see if improvements need to be made.

National Officers

Joining Mr. Gibson in the Officer ranks for 2009-2010 are **Michael Keene** of the John Roberts Company (1st Vice Chair), **Laura Lawton-Forsyth** of Lawton Printing Incorporated (2nd Vice Chair), Tim Burton of Burton & Mayer, Inc. (Secretary) and **Hal Slager** of Trico Graphics (Treasurer). **Ken Kaufman** of Omni Print becomes Immediate Past Chairman of the Board.

In addition to new Officers, **Ed Chalifoux** was elected as Chair of the Affiliate Managers Group and will join the Executive Committee.

Other Charleston highlights

- The 2010 budgets for Printing Industries of America and its Foundation were approved, including provisional capital expenditures totaling \$200,000. It should be noted that the board agreed to support a deficit budget in 2010 of almost \$475,000. CEO **Michael Makin** outlined the need for this unprecedented budget and stressed the importance of exploring the organization’s structure and its offerings as continued deficits cannot be sustained.

- **Ken Kaufman** reported on the future collaboration with NAPL to produce one industry top management conference and to address the industry's image. The organizations will continue to meet to discuss further collaboration.
- The Board was provided updates on the Branding Initiative, Green Tool Kit for printers, new website, SGP and Consumer Product Safety Commission rulings. **Gary Jones** also reported on the increased industry scrutiny by OSHA and EPA.
- The Board re-affirmed its stance on being pro Free and Fair Trade but opted not to formally get involved in the anti-dumping petition of NewPage, either to oppose or support it.
- The industry briefing session of the board focused on the activities of The Print Council and how its research can be better disseminated through Printing Industries of America and its affiliate network. There was also consensus that a coordinated campaign is required by the industry to address the poor perception of paper in terms of environmental responsibility. Printing Industries of America will raise this issue with NAPL, the Print Council and other industry organizations to see what can be produced.
- The Board adopted a new Anti-Trust Policy in addition to its Conflict of Interest Policy.

Financial performance

Treasurer **Hal Slager** reported in Charleston that the aggregate financial performance of Printing Industries of America and its Foundation through 10 months of the year continues to be positive; although this has been entirely accomplished through expense control as revenues continue to struggle. The combined above-the-line positive variance to budget for the organization is currently just over \$40,000.

Above-The-Line

	October 31 Income (Actual)	October 31 Income (Budget)	October 31 Expenses (Actual)	October 31 Expenses (Budget)	Net Variance to Budget
2009	\$8,697,661	\$11,035,873	\$8,866,690	\$11,245,613	\$40,711
2008	\$10,925,794	\$11,359,014	\$10,578,142	\$11,598,916	\$587,554

Bottom Line

Reporting on our below-the-line performance, the Treasurer noted that the picture is much brighter, thanks to the strength of our investment portfolio. Through October 31st, our bottom line positive variance to budget stands at almost \$730,000. This compares to a negative variance to budget of almost \$4.5 million last year – a staggering \$5.2 million swing in fortunes. While we lost some market ground in October, we are hopeful we will end the year with significant gains.

	October 31 Income (Actual)	October 31 Income (Budget)	October 31 Expenses (Actual)	October 31 Expenses (Budget)	Net Variance to Budget
2009	\$10,129,370	\$11,816,973	\$9,142,222	\$11,559,777	\$729,952
2008	\$6,655,140	\$12,231,349	\$10,857,109	\$11,938,761	(\$4,494,557)

Best wishes for Thanksgiving and the holiday season from the staff at Printing Industries of America!