



Press Release

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For Immediate Release

Institute for Graphics and Imaging Schedules Seminars on Hourly Cost Rates and Employee Performance

Pewaukee, Wisconsin; September 2009 — The Institute for Graphics and Imaging (IGI) — an education and training organization funded by and dedicated to the printing and graphic arts industry and Printing Industry of Wisconsin (PIW) — a state-wide trade association — have scheduled two seminars which will be conducted by popular print consultant Craig Press. Attendees at November 10, 2009 session will learn the secrets of budgeted hourly cost rates and how to apply them in their businesses. The second seminar, the following day, will deal with maximizing the performance of employees, and will touch on productivity, cost effectiveness, and resource allocation. Craig Press, the instructor, is the president of Profectus, and is widely known for helping printing and packaging companies implement best business practices and maximize the value of information technology investments. The fee for the seminars is \$195 per day. Course details and enrollment forms are available at www.igi.org/events_calendar.

Discussing the seminar series, IGI Curriculum Manager Barbara Hoeft commented: “Craig Press is an immensely popular and highly regarded consultant and instructor, and has helped printing companies improve their business practices for more than 35 years. Attendees at his courses learn practical, down-to-earth techniques for managing their businesses. IGI, in cooperation with Printing Industries of Wisconsin, is pleased to bring these seminars to the area.”

The Institute for Graphics and Imaging provides education and training in the graphic design, printing, and related industries. Supported by a vast network of industry suppliers, printers, publishers, and governmental agencies, IGI operates on the campus of the Waukesha County Technical College in suburban Milwaukee. IGI facilities, which include computer classrooms and access to the latest printing equipment, are available for sales events and corporate training courses. For additional information, go to www.igi.org or call 262-695-6260.

Since 1886, Printing Industries of Wisconsin have represented the printing industry and its allied partners. They are a professional state-wide trade association dedicated to helping printing businesses achieve powerful results. Printing Industries of Wisconsin is an affiliate of Printing Industries of America (PIA) — Their mission is to deliver products and services to their print industry members to enhance their growth, efficiency and profitability. Click here for more information www.piw.org

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