

# GRAPHIC COMMUNICATIONS GUILD



*Serving the Graphic Communications Industry Since 1920*

*June 2011*

## Tuesday June 21, 2011

### The Graphic Communications Guild *(formerly The Printers Guild)*

## 66th Annual Scholarship Golf Outing



# EAGLEWOOD RESORT & SPA

**1401 NORDIC ROAD, ITASCA, IL 60143 (630) 773-1400**

**Check in at 12:30p.m. - Shotgun Start Time 1:00 p.m.**

**Golf and Dinner Package - \$150.00/person**

*includes golf, golf cart, 2 drink tickets per person and dinner buffet*

**Dinner Buffet Only - \$50.00/person**

## Games - Prizes - Fun - World Class Golf Course

*Unlimited Buffet including grilled chicken, roasted pork, broiled cod and more...*

The main purpose of the Scholarship Golf Outing is to provide funds for deserving graphic arts students at various area schools.

Thousands of dollars are awarded yearly because of your generosity.

***Location: between Irving Park Rd. and Lake St. just West of I355***

Make your reservation by calling (312) 930-1900 ext.131  
or sending e-mail to [rcoder@wernerprinting.com](mailto:rcoder@wernerprinting.com)  
Please make your check payable to The Printers Guild.

## President's Message



**It's been a rewarding 7 years.**

*I'm referring to the length of my term as President of the **Printers Guild**. The gavel will be turned over to our new president, **Chuck Schwartz**, who will take over this September.*

*Thanks to my board **Norm Iglarsh, Ralph Coder Sheila Miehle, Burt Behm, Dan Davidson, Fabio Fabbri, Derek Gordon, Bill Monteleone, Chuck Schwartz and Dave Webb** for their tireless efforts arranging the events and golf outings. These events have been informative and educational for our members, and ultimately rewarding to the students who have received the guild scholarships as a result of the money these events have earned.*

*I will continue as the editor and publisher of the **TONIC**, but as **Bill Benson** reported in the last edition, the new name of our organization will be called **Graphic Communications Guild**, reflecting our adaptation to drastically changing times.*

*Be well, stay busy and optimistic.  
Sincerely, Howard Moldofsky  
[hmoldofsky@howlan.com](mailto:hmoldofsky@howlan.com)*

## BACK TO BASICS By Bill Benson

If I were a betting man, I'd bet that everyone reading the TONIC is a salesperson. Think about it. In some form or fashion, whether you are a business owner, customer service representative, supplies vendor, equipment vendor, or software distributor, you are in some capacity selling for the company you represent – which brings me to my point. Sometimes, getting back to basics can make all the difference in the world. Let me illustrate.

Since April, I have been calling on a large printing company trying to get an audience with the CEO. I tried stop-ins - never making it past the receptionist's desk - emails, sending cards and letters - each with no reply, and voice mails - always resulting in leaving a

# 2011 Calendar of Events

## Tuesday September 13, 6p.m.

Plant Tour and Dinner

**Aargus Plastics, Wheeling, IL**

*See how plastic bags are made; ITS AMAZING!*

## Tuesday October 4, 6p.m.

Plant Tour and Dinner

**Partner Printing, Elk Grove, IL**

## Tuesday November 1, 6p.m.

*A Unique Thanksgiving Special Treat*

# HAPPY NEW YEAR 2012

## Tuesday January 9, 6p.m.

*To Be Announced*

**Membership keeps us strong.  
Talk to a friend, supplier, or business associate about  
joining The Graphic Communications Guild.  
Visit [www.theprintersguild.com](http://www.theprintersguild.com)**

voice mail message. So last week, I attended an outside training session that covered the fundamentals of leaving successful voice mails. The class helped me rediscover strategies and allowed me to organize my thoughts into different "talk tracks," varying depending upon the person I was calling or the type of appointment I was seeking.

During the class, a salesperson from a paper company commented that what had worked for him, especially at the higher calling levels, was to call early in the morning, or late in the evening, since owners, presidents, and executives tend to start early and stay late. I made a back-to-basics note of this.

Armed with my freshly scripted talk tracks, my first early morning call the next day was to the CEO I had been trying to reach for months, prepared to leave a compelling voice mail that would allow me to

move to the next step of the sales process. Lo and behold, I reached the CEO directly!

After taking a quick, deep breath, I adjusted my script to be a bit more conversational, and had all my key points highlighted and delivered during the call. The result? She accepted an invitation to participate in an upcoming Webex my company is sponsoring, and she agreed to have me come in for a tour of her facility.

As salespeople, we all recognize that stop-bys, emails, sending cards and letters, sending direct mail pieces, and phone calls are all ingredients to the selling process recipe - multiple touches of different types are required to be successful. Reminding ourselves to think like our prospects, calling outside the 8:30AM - 5PM norm, and being prepared, are basics that are worth getting back to.



## Are you surviving the Recession?

**Joanne Rock** was brilliant as moderator, guiding our panel as to how they survived or are still surviving the recession.

Their advice: A) Look for new avenues of sales B) Create new products to offer your customers C) Expand on what you do best and D) [probably the most difficult thing to do] Develop a good working relationship with your bank. Today banks treat the graphic communications industry like the restaurant industry. Not a good way to foster growth in today's market, but you've got to deal with it.



**Annual Scholarship Golf Outing  
 Eaglewood Resort & Spa**

**The Graphic Communications Guild**

P.O. Box 2211, Schiller Park, IL 60176

Purpose: "To promote, encourage and foster a spirit of friendly relationship, cooperation and mutual education among printers and allied printing trades; to support and cooperate in any movement for the betterment of the printing and allied trades; to aid and encourage the members of this corporation in their respective business; to encourage the printing trades in establishing and maintaining a high standard of business ethics; and to do and perform all other things which are or may become necessary to carry out the ideals and purposes of this corporation."  
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