



September 25, 2006

Dear Member,

It has been several years since our last member survey --- a lifetime of change in today's printing and graphics industry. As the industry has reshaped itself, so has PIA MidAmerica. Yet, the Association needs to continue to change so we can help your business prosper.

To help us accomplish that goal, please take a few minutes to complete the enclosed survey and return it via fax to (800) 600-8055. We truly value your opinion.

Cordially,

A handwritten signature in black ink, appearing to read 'Joe Polanco'. The signature is stylized and cursive.

Joe Polanco, President

2006 Member Survey

Demographics

Number of Employees in Company

- <5 Employees >6 and <15 >16 and <40 >41 and <75
 >76 and < 150 >151

Company Location

- Dallas/Fort Worth Metro Kansas City Metro
 East Texas Central Texas (Austin/Waco/San Antonio)
 West Texas Oklahoma City/Tulsa
 Wichita/Topeka South/Central Missouri

The job title which best describes my position with the company:

- Owner/CEO Plant Mgr. Sales/Sales Mgr.
 CSR/CSR Mgr. CFO/Admin. Prod. Supervisor

My birth year falls between the following ranges:

- Before 1950 1951 – 1965 1966 – 1975
 After 1976

Association Membership – Benefits

From your perspective, which of the following should be provided by a trade association? Please rank: 1 – Extremely Important; 2 – Very Important; 3 – Neutral; 4 – Not Important; 5 – Should not be an Association focus.

- ___ Legislative Advocacy (Lobbying state and federal lawmakers)
___ Regulatory Advocacy (Working with state and federal agencies to interpret regulations)
___ Education and Training
___ Workforce Development
___ Industry & Member Promotion (Buyer's Guide/GraphEx)
___ Technical Research & Development
___ Consulting Services (Technical)
___ Consulting Services (Managerial)
___ Industry Events (PrintWeek; Golf Tournaments; Awards Gala)
___ Peer-to-Peer Networking
___ Group Buying/Discount Programs
___ Technical Certification
___ Information about Industry Trends
___ Other

What are the most important issues facing your business today? Please rank the following with #1 being the most important.

- | | |
|---|---|
| <input type="checkbox"/> Keeping Up with Industry Trends | <input type="checkbox"/> Finding Employees |
| <input type="checkbox"/> Training Employees | <input type="checkbox"/> Government Regulations |
| <input type="checkbox"/> Developing and Maintaining Sales | <input type="checkbox"/> Industry Over-Capacity |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Improving Plant Productivity |

Member Communication

Which are the methods you MOST prefer to have PIA MidAmerica communicate with you and your employees? Please rank 1 – 5 with #1 being the most preferred.

- Email
- Face-to-Face
- Fax
- Mail
- Telephone

The Association has several publications/newsletters it uses to communicate with its members. Please rank the following based on their effectiveness in keeping you informed. #1 – I always read and find it informative; #2 – Useful information, occasionally read; #3 – I hardly ever read it.

- Hotline Newsletter (Monthly – 1st week of month; print and email circulation)
- E-Line Newsletter (Monthly – mid-month publication; email circulation)
- Advisor (Quarterly print publication)

Do you think there are other options of keeping you informed? Please rank the preferred methods/tools you would use with #1 being the most preferred method.

- Website
- Printed newsletters/information
- Electronic newsletters/information
- Blogs
- Community Newsrooms (Electronic)
- Podcasts & Webcasts
- ListServ Communication
- Other? _____

Training (Seminars, Workshops, Webinars)

In 2005 or 2006 did your company participate in a PIA MidAmerica training event?

- Yes
- No (Why Not? Check all that apply)
 - Cost
 - Topics Not Relevant
 - Travel Time
 - No Need For Training

In the next 12 – 24 months, do you see your need for employee training?

- Increasing
- Decreasing

What are the training/education topics of most interest to you and your company's employees?
Please rank them from #1 (most important) to #5 (no relevancy):

- | | |
|--|-------------------------------|
| ___ Information Technology | ___ Premedia Applications |
| ___ Pressroom (Offset) | ___ Digital Printing |
| ___ Safety Training | ___ Supervisor Training |
| ___ Sales | ___ Bindery |
| ___ Economic Trends | ___ Management Best Practices |
| ___ Basic Courses (Intro to Print; Estimating; Job Planning) | |

Of the top three topics from the previous question, select the method you feel is the best way to provide the information/training:

Topic#1 _____

- | | |
|------------------------|---------------------------|
| ___ Onsite (your shop) | ___ Workshops/Seminars |
| ___ Webinars | ___ CD or DVD Interactive |
| ___ Web-Based Training | ___ Textbook/Publications |

Topic#2 _____

- | | |
|------------------------|---------------------------|
| ___ Onsite (your shop) | ___ Workshops/Seminars |
| ___ Webinars | ___ CD or DVD Interactive |
| ___ Web-Based Training | ___ Textbook/Publications |

Topic#3 _____

- | | |
|------------------------|---------------------------|
| ___ Onsite (your shop) | ___ Workshops/Seminars |
| ___ Webinars | ___ CD or DVD Interactive |
| ___ Web-Based Training | ___ Textbook/Publications |

Programs & Services

The major services programs available through PIA MidAmerica are listed below. For each one, please indicate which of the following best describes your feelings:

- A. You are aware of the program/service and find it beneficial
- B. You are aware of the program/service and do not consider it useful
- C. You are not aware of the program/service

	A	B	C
Annual Wage Survey			
Aramark Towel/Uniform Program (Texas)			
Consulting Services (Technology, Environmental, Safety, Sales & Customer Service)			
Effective Environmental (Texas)			
Golf Tournaments			
GraphEx (Graphic Excellence Awards Program)			
Newsletters/Communications (Advisor, Eline, Hotline)			
Online JobBank			
PIA MidAmerica 401(k) Plan			
PIA MidAmerica Credit Union			
PIA MidAmerica Insurance Services/Brokers (See below)			
Printer's Disability Trust			
United Insurance Programs			
PIA Texas Insurance Agency (Texas/OK)			
Hertel McClendon (Texas)			
CBiz - Jack Manning (KS/MO)			
PIA MidAmerica ListServs			
PIA MidAmerica Website			
PIA/GATF Bookstore/Publications			
PIA/GATF Group Buying (Adobe, Enfocus, FedEx, Xerox)			
PIA/GATF Website (www.gain.net)			
SlowPay/NoPay Online Credit Exchange			
Telephone Consultation			

Return this survey to PIA MidAmerica by **October 13, 2006**. Your participation is greatly appreciated! PIA MidAmerica, 8828 N. Stemmons Fwy., #505, Dallas, TX 75247 or FAX to (800) 600-8055.