

# MEMBER NEEDS ASSESSMENT

Printing Industries Alliance (PIAlliance) periodically surveys our membership as part of our strategic planning process. Your input will assist us in evaluating how well we are serving our membership. Please take a few moments to complete the survey and give us your thoughts. Complete the entire survey, or as much as you can; any and all input is appreciated. Thank you for your help!

## Location of your company:

- Central New York       Eastern New York       New York City       Long Island  
 New Jersey       Pennsylvania       Western New York

## How many employees do you have?

- 1-10       11-25       26-50       51-100       101-150       150+

## Primary Type of Firm:

- General Commercial Printer       Packaging/Converting  
 Specialty (transactional, point-of-purchase)       Web/Publication  
 Mailing/Fulfillment (over 75% of sales)       Premedia (design, marketing)  
 Label Manufacturer       Finishing  
 Wide Format/Signage       Paper Supplier  
 Equipment Supplier       Other \_\_\_\_\_

**Optional:** Your name and company are optional, but we encourage you to supply them so we may follow up on your input. We welcome all input -- please be honest!

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Name

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Company

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email

**Please return completed survey to PIA by September 30, 2017.**

**Mail:** 636 N. French Road, Suite 1, Amherst, NY 14228

**Fax:** (716) 691-4249

**email:** ktuzzo@PIAlliance.org

**Online:** Go to <https://tinyurl.com/ycy85x2j> to complete the survey online

**Contact PIA:** (800) 777-4742 with any questions. Thank you for your input!

September 2017

## INDUSTRY ISSUES

The following are broad issues that are affecting our industry and changing the way we relate to customers, employees and the general business environment. In Column 1, rank these issues in terms of their importance to your business right now! In Column 2, rank these issues in terms of their importance to your business in two years.

**RANKING SCALE**

1 - Most Important

9 - Least Important

**Column 1**

*(Importance Today)*

**Column 2**

*(Importance In 2 Years)*

.....  
**Marketing to Potential Print Customers**

\_\_\_\_\_

\_\_\_\_\_

**Education and Training of Current and Future Employees**

\_\_\_\_\_

\_\_\_\_\_

**Environmental/Safety and Health Regulatory Compliance**

\_\_\_\_\_

\_\_\_\_\_

**Profitability and Other Business Issues**

\_\_\_\_\_

\_\_\_\_\_

**Government Affairs/Government Relations /Lobbying**

\_\_\_\_\_

\_\_\_\_\_

**Human Resource Issues & Employment Law Compliance**

\_\_\_\_\_

\_\_\_\_\_

**Increasing Public Awareness of Industry and Importance of Print Communication**

\_\_\_\_\_

\_\_\_\_\_

**Rising Insurance Costs**

\_\_\_\_\_

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**Understanding New Technology & Its Impact on Industry**

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Please list any other issues that you feel are important to your business and the printing industry - -

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## EVALUATION OF PIALLIANCE SERVICES

Please indicate the importance of each PIA Membership Benefit to you and your business, using the following scale.

	Very Important	Somewhat Important	Neutral	Not Very Important	Not At All Important	Not Aware of Service
Meetings and other networking opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity to keep up with industry trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Membership in Printing Industries of America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on managing a printing firm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance website (www.PIAlliance.org)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Printing Industries of America website (www.printing.org)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PrintAccess online print buyers guide	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wage and benefit information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance in drafting employment policies, procedures and handbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance in handling union negotiations and labor relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance in environmental compliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance with OSHA compliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free OSHA training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assistance in understanding state and federal employment regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting print career opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supervisory training programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales training programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lean manufacturing programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical training programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experian credit reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>PIA Signature</i> newsletter, e-Signature and advisories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## EVALUATION OF PIALLIANCE SERVICES (continued)

	Very Important	Somewhat Important	Neutral	Not Very Important	Not At All Important	Not Aware of Service
.....						
PIA Group Buying Programs:						
<input type="checkbox"/> NYS Workers Compensation Safety Group	○	○	○	○	○	○
<input type="checkbox"/> PIA 401(k) Program	○	○	○	○	○	○
<input type="checkbox"/> Health Insurance	○	○	○	○	○	○
<input type="checkbox"/> Business Insurance	○	○	○	○	○	○
<input type="checkbox"/> Credit Card Processing	○	○	○	○	○	○
<input type="checkbox"/> Legal/Employment Law Services	○	○	○	○	○	○
<input type="checkbox"/> Transportation Management and Logistics Program	○	○	○	○	○	○
<input type="checkbox"/> FSC Certification	○	○	○	○	○	○
<input type="checkbox"/> Safety/Industrial Supplies	○	○	○	○	○	○
<input type="checkbox"/> Shop Towels and Uniforms	○	○	○	○	○	○
<input type="checkbox"/> Energy Services	○	○	○	○	○	○
<input type="checkbox"/> Commercial Collection Fees	○	○	○	○	○	○
<input type="checkbox"/> FedEx	○	○	○	○	○	○
Assistance in becoming a "green" printer	○	○	○	○	○	○
Assistance in remaining "union free"	○	○	○	○	○	○
Recruiting/locating new employees	○	○	○	○	○	○
Representing the industry to federal, state and local government	○	○	○	○	○	○
PIA Financial Ratios	○	○	○	○	○	○

Comments:

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## OVERALL EVALUATION OF PRINTING INDUSTRIES ALLIANCE

Please rank these statements using the following scale:

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
PIAlliance is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The need for PIAlliance will increase in coming years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance services have increased in recent years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance services have improved in recent years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know all of the services offered by PIAlliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance correspondence is timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance sends too much correspondence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance is well-informed on latest industry trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance provides our company with valuable programs and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance provides some unique resources and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance is generally responsive to members' needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance favors interests of printers vs. interests of other graphic communications companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PIAlliance provides an outstanding overall benefit to my company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

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## MEMBER FEEDBACK

What programs, services, or activities do you feel PIAAlliance should offer to make your membership more valuable to you in the future?

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Are there any specific things about PIAAlliance that you do . . .

**NOT LIKE** and would like to see corrected?

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**LIKE** and would like to see emphasized more in the future?

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Do you have any other comments about PIAAlliance, its membership, or the changing nature of the printing industry . . . that you feel are important in the drafting of the PIAAlliance Strategic Plan?

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**THANK YOU FOR YOUR INPUT!**

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