

The Importance of Investing in Our Industry:

Nurturing the Next Generation of Print Leaders



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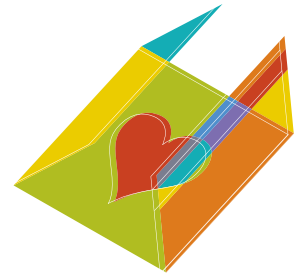
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Investing in the Future

At SPC, we have a deep understanding and appreciation for our industry, and how rewarding it can be. That's why, as thought leaders, we feel a responsibility to usher in the next generation of professionals with the same level of passion and enthusiasm.



We are proactive in reaching young people by speaking at a number of high schools and colleges, attending college job fairs and bringing our real-world expertise into curriculums to elevate the print industry in the eyes of students, and positioning it as a viable and attractive post-graduation option. We continue to do our part and challenge other companies in our industry to follow our lead.

\$874
BILLION BY 2024

The Future of Global Printing to 2024

Print is a big player globally. With the value of \$818 billion in production at the end of 2019, the industry is projected to reach \$874 billion by 2024.¹

The Future of Digital vs Offset Printing to 2024

The total market for traditional and digital printing combined will grow at a compound annual growth rate of 1.3%, reaching \$862 billion by 2024.²

\$862
BILLION IN 2024

\$3.9
BILLION ON NEW
EQUIPMENT

Inkjet Printing Value as of 2020

In 2020, inkjet print is an \$80.4 billion market. Growth continues as high performance technology is added to the market. Printers and converters spent \$3.9 billion on new inkjet equipment, up from \$2.9 billion in 2015.³

¹ <https://www.smithers.com/services/market-reports/printing/the-future-of-global-printing-to-2024>

² <https://www.smithers.com/services/market-reports/printing/the-future-of-digital-vs-offset-printing-to-2024>

³ <https://www.smithers.com/services/market-reports/printing/future-of-inkjet-printing-to-2025>

Your Path to Success



SPC has instituted various initiatives to allow individuals to experience how fulfilling the print industry can be:

- Internship program
- Apprenticeship program – tentatively launching in 2020
- Continued education forums
- Find Your Calling Quiz to kick-start your career



It's no secret that SPC is dedicated to helping ensure that the future of our industry is a bright one. But in order to accomplish that, we must nurture the next wave of professionals.

“At York High School, it is important to us to have our students college and career ready. We offer our students the opportunity to explore rewarding careers in the trades. They provide a student a way to get a job in a field they like without having to go to college. College isn't for everyone, and if our classes can help a student land a job they are passionate about that turns into a career, well that's pretty cool.”

- Joe Stolz

York High School, Instructor and Print Shop Director, SkillsUSA Lead

Looking into the print industry as a career option?

Explore below our advice and suggestions for you in regard to what to study, relevant experiences to seek out and how to position yourself as the right candidate for a potential role.

1 Step Outside Your Comfort Zone

Being proactive rather than reactive with certain skills that don't come naturally will benefit you in the long run. Good communication, business writing and public speaking all take time and practice. It's also important to partake in more in-depth exploration, especially in areas you may not have previously considered when identifying a career you may have a passion for. It can also help you be a more well-rounded person and attractive candidate to potential employers if they see you aren't afraid to try something unconventional.

2 Be Your Own Advocate

To expand even further on that notion, it's true that universities offer a range of focused programs, but you should push to enroll in courses offered outside of your chosen major. Don't be afraid to challenge your college to allow you to take something even if it is exclusive to another major—especially if you strongly believe it may benefit you down the road.

For me, a career in sales was always my dream, and I didn't take no for an answer when I pursued registering for a sales course. I didn't accept the fact that it wasn't part of my program and took my case straight to the Dean of the Western Michigan University Business School to fight when I was denied enrollment. I knew it would help round out my skills, and I didn't give up on preparing myself for my future.

- Ryan LeFebvre

SPC, Executive Vice President of Sales

3 Get Real Experience

It's beneficial to get some real-world experience through internships that help you hone in on what you are passionate about while identifying what you are good at. At SPC, our interns rotate throughout all departments to get a feel for the entire business. It's a philosophy that we've seen work, because each intern gets a taste of all the opportunities that we offer.

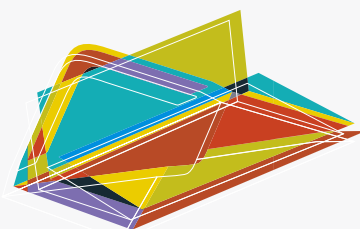
“After having two summer internships at SPC, I was able to go back for my senior year with a plan. SPC guided me in designing my own course load for what would be most helpful for me personally, setting me up for success in the start of my career.”

- Jake Wendell

Western Michigan University,
Graphic and Printing Science Major



Just like with direct response marketing, there are some finishing touches and tactics that will increase your response and success rate. Here are some qualities we look for in potential candidates:



- **Sell yourself**—use your words wisely to promote your strengths and ambitions

In addition to a comprehensive resume, we look at how well you can articulate your job descriptions on your resume. Put thought into your past experiences and how they are relevant to the role you are applying for. Be sure to express your enthusiasm and well-thought-out points to help you stand out. Use action verbs and strong declarative sentences or bullets to describe your experience and characteristics that could transfer to your future role.

- **Here are a few descriptions from four different resumes. Which individuals would you hire?**

A

PNC Bank Credit Card Department

Customer Service Representative

- Serviced customer credit card issues.

OR Entourage Clothing & Gifts

B

Customer Service Associate

- Assisted customers in store and over the phone by communicating product information, answering questions, and advising based on their needs.
- Created clothing displays to effectively market merchandise in order to achieve increased sales.
- Ranked first in sales out of six sales associates for four consecutive months.

A

University Recreation Center

Officiator/Referee

- Officiated soccer games, recorded scores.

OR Oak Park Youth Baseball/Softball

B

Umpire – Youth T-Ball

- Umpired boys' and girls' T-ball games.
- Developed a thorough knowledge of boys' and girls' T-ball rulebooks.
- Exercised judgment as to how rules were to be applied in specific, and sometimes intense, game situations.
- Effectively communicated rulings and decisions to, and diplomatically resolved disputes between, adult coaches.
- Worked with players to develop their skills and instill in them the importance of being a hard worker, good teammate, and good sport.

More Tips to Get Your Resume to the Top of the Pile

- Avoiding typos and errors in your resume is important. It's a simple way to demonstrate professionalism and attention to detail. The graphic layout is less a priority. Use your portfolio to showcase your skills rather than overly designing your resume.
- Do you have a history of being ambitious, having a desire to learn and getting involved with extracurricular activities? This shows that you're driven. And examples of taking on leadership roles are always a positive.
- Don't overly craft your objective statement. It can often end up generic and might not be relevant to your desired role. Instead, put effort into addressing how your resume illustrates how your past experience has provided you with the skills to excel in the role for which you're being considered.

5

Get over Your FEAR (False Expectations Appearing Real)

You're never too young to start networking and flexing your public speaking muscle. It's really important to put these skills into practice to build your comfort level. The fears of rejection or having all eyes on you are common, but it gets easier the more you do it. You'll regret the things you didn't try more than the ones you did that had an outcome different than what you were hoping for.



And don't forget to take advantage of modern networking tools like LinkedIn. It gives you great exposure to individuals you might not normally have access to.

6

Explore All Options When It Comes to Learning

No matter where you are in your career, it's important to continue to grow your knowledge and skill set. It will help take you to the next level in your career. Don't feel alone in your journey—seek out a mentor, listen to podcasts, attend a workshop, and have the drive to try new things.

The internet, now more than ever, can serve as the best way to expand your knowledge and skills.



In addition to learning platforms like Lynda.com, Skillshare and YouTube, many organizations offer access to eBooks and curated information.



It's also a good idea to become familiar with business, project management, and online communication tools such as Microsoft Excel and PowerPoint, Google Suite for collaboration, and Acrobat for file preparation and production.



Find Your Calling

At SPC, we feel lucky to have a staff that has a common love for and interest in print. And we believe, with the right exposure, more people would find the same passion we all possess for the industry. We're so optimistic, that we created an [online quiz](#) to help people identify their strengths and find their calling, and we are about to launch our apprenticeship program.

SPC's NEW Apprentice Program

We're excited to launch our 8-week Apprentice Program (SAP). It will be an opportunity to learn the ins and outs of print, with a focus on our three core areas of production:

- Print Center
- Mail and Fulfillment Center
- Digital Print Center

For anyone interested, this is the chance to check us out and for us to see if you are a good fit to join SPC permanently. To learn more about the Apprentice Program, [click here](#).



Are You One of Our Future Leaders?

We always love hearing from young people who are interested in SPC and what we do. We'd be happy to talk to you about the print industry, where you fit in, and how to be most successful. To learn more about us or to be considered for our internship or apprentice programs, please contact us at apply@specialtyprintcomm.com.