

Printing Museums in North America

In June of 2020, I wrote an article for WhatTheyThink entitled “A Printing Fan’s Bucket List” (see bit.ly/PrintFans). In this piece, I compiled a list of printing museums and other institutions that have collections related to type or printing. They all represent places that I would love to visit someday. Since I wrote that article, I have discovered quite a few more places that I would like to add to the list and which I think will be of interest to the print lovers among us.

A printing fan’s bucket list

The original list of seven sites has more than doubled, and it is very likely that there are others that I have inadvertently left out. In addition, this list only includes sites in the United States and Canada. There are many, many more worldwide. Please write to me at jim@greenharbor.com if you have suggestions for other places that should be added.

Here’s my updated list:

- **Bowne & Co., Stationers** (a letterpress print shop) at the South Street Seaport Museum, New York, New York, bit.ly/BowneMuseum
- **The Carillon Historical Park Print Shop** (co-located with the Wright Brothers National Museum), Dayton, Ohio, bit.ly/PrintShop24
- **The Cincinnati Type & Print Museum**, Cincinnati, Ohio, CincinnatiTypePrintMuseum.org
- **The Crandall Printing Museum**, Alpine, Utah, www.TheCrandall.org
- **The Franklin Court Printing Office**, Philadelphia, PA, bit.ly/PrintingOffice
- **The International Printing Museum**, Carson, California, www.PrintMuseum.org
- **Hatch Show Print**, Nashville, Tennessee, www.HatchShowPrint.com
- **The Hamilton Wood Type & Printing Museum**, Two Rivers, Wisconsin (north of Milwaukee), www.WoodType.org
- **The Heritage Press Museum** in Lancaster, PA, <https://HeritagePressMuseum.org>
- **Howard Iron Works**, Oakville,

Ontario, Canada (southwest of Toronto), www.HowardIronWorks.org

- **The Letterform Archive**, San Francisco, California, www.LetterformArchive.org
- **The Minnesota Newspaper Museum**, Minneapolis, Minnesota, bit.ly/NewspaperMuseum (only open during the Minnesota State Fair)
- **The Museum of the American Printing House**, Louisville, Kentucky, <https://APHMuseum.org>
- **The Museum of Printing**, Haverhill, Massachusetts (north of Boston), www.MuseumOfPrinting.org
- **The Printing Museum**, Houston, Texas, www.PrintingMuseum.org
- **The Printing Office of Edes & Gill** (at the Clough House), Boston, Massachusetts, www.oldnorth.com/clough-house

These sites range from small operations with no or perhaps a part-time staff person to larger institutions with a handful of employees all the way to print shops that are part of larger museums or the National Park Service. Any way you look at it, they use printing or type as a tool to educate their visitors.

The smaller sites in particular are dependent on volunteers to succeed. Their budgets are funded through charitable donations, memberships, tickets, workshop fees and gift shop purchases. Some also fund their work through sales of refurbished equipment, particularly printing presses. There is an ongoing and vibrant market for items such as wood & metal type and letterpress presses in working condition. Most of these places are very active on social media. Check out their websites for details and consider donating to support their work.

Five down, many more to go

To date, I have visited five of the places on my bucket list. These are:

- **The Carillon Historical Park Print Shop:** Did you know that before they started their aeronautic work, the Wright Brothers were printers? Directly across from the Wright Brothers National Museum in the

Figure 1: Students Explore Printing Equipment at Carillon Historical Park



Source: Carillon Historical Park

Carillon Historical Park in Columbus is a fully operational 1930s-era letterpress job shop.

- **Hatch Show Print:** Founded in 1875 by William Hatch, Hatch Show Print created posters for events like circuses, minstrel shows, vaudeville acts and carnivals. Their posters are particularly emblematic of country music and had their height of popularity in the 1920s through the 1950s. Wrestling promoters, churches, plus jazz, blues and rock & roll acts were frequent customers. In more recent times, Hatch Show Print has been co-located with the Country Music Hall of Fame and Museum. They continue to produce letterpress posters while simultaneously educating and holding events like art shows.
- **The Hamilton Wood Type & Printing Museum:** In the summer of 2022, my brother and I went to Two Rivers. We are Hamiltons ourselves, but sadly are not related to this branch. Still, we share a love of books and print, so this was an ideal target location for a brotherly road trip. The museum is massive and fantastic, and we had the pleasure of meeting Master Printer and Collections Officer Jim Moran prior to his retirement.
- **The Minnesota Newspaper Museum:** My in-laws live in and around Minneapolis, so during a summer visit in 2018 I got to attend the

Minnesota State Fair and had the pleasure of visiting the Minnesota Newspaper Museum’s print shop.

- **The Museum of Printing:** I admit that I may be a little biased toward the Museum of Printing since I live in Massachusetts, I serve on its board, I volunteer as a social media coordinator and I have visited it many times. Most of you will know printing industry luminary Frank Romano, whose videos appear frequently on WhatTheyThink. Frank is the President of the Museum of Printing and a driving force behind its activities. All of you in the northeast of the United States should make a point of visiting and joining up as a member, which gets you the Museum’s award-winning quarterly newsletter.

The bottom line

As you can see, I still have quite a bit of work to do if I hope to eventually visit all of the sites on my list. No matter what, though, I’m certainly going to try... and so should you! I hope that you will find time to visit and support these places. I promise you won’t regret it!

Source: Jim Hamilton, Consultant Emeritus at Keypoint Intelligence

BUSINESS MANAGEMENT

7 Easy Ways to Prevent Sales

Does your company have a “Sales Prevention Department”? Even if you don’t have a formal department with this name, if your organization’s actions are preventing sales, then the net effect is the same. Here are seven easy ways to sabotage your sales efforts:

1. **Be rude and unprofessional.** This is probably the easiest, most sure-fire way to prevent sales. Have you ever walked out of a store or hung up the phone because the sales staff was obnoxious? I have. And so will your potential customers.
2. **Make buying difficult.** Is there anything confusing or onerous about your sales process? Do you have an online system that doesn’t make sense or a form that takes too long to fill out? Or, even worse, do prospects struggle just to figure out how to buy from you? These are all excellent sales prevention strategies.
3. **Avoid marketing.** A successful marketing program will introduce potential customers to the benefits of doing business with you and
4. **Waste sales leads.** Once you get these precious leads, what do you do with them? I’m amazed that companies will go to trade shows, run ads, attend networking events, ask for referrals, etc. – and then drop the ball once the leads come in. What a waste of time, money and effort! All leads should be followed up as soon as possible, preferably within 24 hours.
5. **Ignore your customers’ needs.** What are your customers looking for? Better, cheaper, faster? A high-end luxury experience? Someone to hold their hand through a high-tech process? 24/7 access to your staff? Whatever it is, you’ve got to deliver. Because if you don’t, your competition will.
6. **Give up too quickly.** I recently read that while 80% of sales require an average of five follow-ups in order to close the deal, 94% of salespeople give up before getting to follow-up

number five. How many sales did they prevent by giving up too quickly?

7. **Focus on features instead of benefits.** I’ve said it before and I’ll say it again: You’ve got to focus on the benefits of whatever it is that you’re selling. All your prospective customer wants to know is “what’s in it for me?”

Hopefully you don’t recognize your company in this list. But if you do, now’s the time to make some changes!

Source: Linda Coss, Plumtree Marketing, Inc., www.PlumtreeMarketingInc.com.



MEMBER NEWS

Welcome New Members!

Print24Us, LLC

Printing and Packaging
Sylmar, CA
Phone: (469) 990-9878

Print Media Graphics, Inc.

Digital Printing and Large Format Printing
Arcadia, CA
Phone: (626) 688-1807
www.print-media-graphics.com

Prisma Tucson

Full Service Printers and Mailers,
Direct Mail Marketing, MGI
Embellishing
Tucson, Arizona
Phone: (602) 243-5777
www.poweredbyprisma.com

Rockport Envelope Co.

Envelope and Printing
Pomona, CA
Phone: (626) 457-2940
<http://www.rockportenvelope.com>

PGSF Announces Newly Endowed Scholarship

The Print and Graphics Scholarship Foundation (PGSF) has announced the establishment of the Pacific Printing Industries Educational Trust endowed scholarship for students attending institutions of higher learning in the Graphic Arts fields.

This endowment will help students in the Pacific Northwest as well as in Hawaii to pay for their education at one of the many schools that help train the future workforce for our industry. This

scholarship will be for students who are from the Pacific Northwest or attending a school in that region.

“The PPI Educational Trust is excited to work with PGSF to help attract new people into the print industry,” said Chris Feryn, Chairperson of the PPI Educational Trust. “Our board works with numerous great printing companies across the Northwest and sees the great career opportunities those companies have. Printing is still very much alive!”

PGSF’s endowments enable it to annually fund over 180 scholarships in the U.S. These new funds will further expand that ability.

Scholarships are available for both full-time and part-time students. The scholarship application process is now open, and students are encouraged to apply online at bit.ly/PrintShip24.



CLASSIFIED

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For more information contact Nadine Mora at 323-728-9500 ext. 262 or nadine@piasc.org.

CONTACT US

Address

5800 S. Eastern Avenue, Suite 400
Los Angeles, CA 90040
P.O. Box 910936
Los Angeles, CA 90091
Phone: 323.728.9500
www.piasc.org

Key Contacts

LOU CARON,
PRESIDENT

Ext. 274, lou@piasc.org

NORA WOLKOFF,
VP, PIASC INSURANCE

Ext. 222, nora@piascins.com

JUSTIN BOURG,
COMMERCIAL INSURANCE

Ext. 284, justin@piascins.com

EVIE BAÑAGA,
EMPLOYEE BENEFITS

Ext. 224, evie@pibt.org

KRISTY VILLANUEVA,
MEMBER SERVICES

Ext. 215, kristy@piasc.org

RODNEY BOLTON,
HUMAN RESOURCES

Ext. 218, piasc@hrbizz.com

UPCOMING EVENTS

Graphics Night

Join us for the most anticipated in-person event of the year: The PIA 2024 Graphics Night Celebration. The theme for the evening will be “Golden Impressions.” This celebration of the best of the best in printing in the west will be held on Thursday, May 2 at the Richard Nixon Library and Museum in Yorba Linda, California. The evening will include networking, an exhibit of the winning printed pieces, dinner and a chance to honor the winners of the

2024 PIA Print Excellence Awards, the largest local printing competition.

This year’s Graphics Night will begin at 5:30 p.m. with a hosted wine reception and the exhibition of the winning pieces. Dinner will begin at 7:00 p.m., followed by the awarding of the Executive of the Year recognition to Jan Gottsman. The presentation of the Print Excellence Awards winners will begin at 8:00 p.m.

We encourage you to take this opportunity to invite your clients and/or company employees who helped create your winning piece(s). Tickets are just \$125 per person for members and \$200 per person for non-members. Traditional business or evening attire is requested.

Register online at www.piasc.org/graphicsnight.



5800 S. Eastern Ave., #400
Los Angeles, CA 90040



PIA Events CALENDAR

- Provide Customer Service with Care: Master Class
APRIL 30, MAY 7, MAY 14 AND MAY 21, 2024
11:00 AM - 12:00 PM PT
Online
www.piasc.org/events
- Graphics Night
THURSDAY, MAY 2
Yorba Linda, CA
5:30 - 9:00 PM PT
www.piasc.org/graphicsnight
- Americas Print Show 2024
WEDNESDAY - THURSDAY,
MAY 8-9
Cleveland, Ohio
americasprintshow.com

4 April

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	28	29	30			

FOR FULL LIST OF EVENTS, PLEASE VISIT WWW.PIASC.ORG/EVENTS

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