

PINE Virtual Offerings – Summer 2026

The High Performance Habit Loop: 2-Part Virtual Course

May 21 & June 18 @ 1:00pm EST

APAN Discounted Price: \$50/affiliate registration

Details:

Reinforce What Works. Strengthen Performance. Attract the Next Generation.

A practical, interactive 2-part webinar series designed specifically for owners, managers, and frontline supervisors who want to build stronger teams without adding bureaucracy.

The print industry is navigating real pressure—digital disruption, margin compression, and a need for succession planning. At the same time, attracting and retaining talent can be a challenge. The shops that thrive won't just invest in equipment and workflow optimization. They'll invest in leadership behaviors that regularly reinforce performance.

The Praise Paradox™ addresses a simple but costly reality: Leaders regularly think about positive performance feedback. They just don't consistently say it.

In operational environments, unspoken recognition means missed reinforcement. When people don't know what they did right, they can't repeat it with intention. This live, two-part series replaces vague encouragement with specific, practical reinforcement tools that work inside real production settings. Participants will explore the neuroscience behind why acknowledgment feels risky, understand the measurable business impact of recognition, and learn how to embed habitual praise into leadership routines without disrupting workflow.

The second session builds on the first, and each session is interactive and practical, with live polling, applied exercises, and immediately usable tools.

By the end of the series, participants will:

- Understand why recognition directly impacts performance and retention
- Identify their place on the Praise Spectrum
- Gain language that reinforces precision and accountability
- Learn how to integrate recognition into huddles, reviews, and leadership standard work
- Leave with clear implementation options
- Strong print organizations are built on repeatable excellence. Repeatable excellence requires reinforcing what works.

Course Schedule:

Part 1: Why We Hesitate to Reinforce What Works—May 21

Recognition is behavioral reinforcement. In this interactive session, participants explore the neuroscience behind hesitation, review performance data on the impact of recognition, and identify their own Praise Profiles through live polling. Leaders leave with practical tools (TRACK Stars and SAFE Praise Practices) and language they can use immediately.

(60 minutes, live and interactive)

Part 2: From Occasional Praise to Operational Habit—June 18

Knowing praise matters isn't enough. It must become consistent. This session builds on the first one by focusing on developing effective habits around giving people credit. The interactive session includes sharing examples, standard scenarios, and tips on the most effective ways to embed recognition into practices such as huddles, performance reviews, and leadership standard work. Participants use examples to design their own praise habits tailored to their role.

(60 minutes, live and interactive)

Meet the Presenter

Elisabeth Swan is a keynote speaker and leadership advisor who helps organizations build high-performance cultures through practical leadership habits. A former professional improviser turned process-improvement expert, she blends neuroscience, storytelling, and decades of experience in operational excellence to help leaders strengthen engagement and performance. Elisabeth is the award-winning author of *Picture Yourself a Leader* and is currently writing her next book on the science and practice of effective praise. She has worked with organizations including Amazon, Pfizer, Marriott, and the State of Vermont. Her engaging style combines humor, real-world stories, and actionable tools leaders can apply immediately.

Connection Link: [The Habit Loop of High Performance: 2-Part Virtual Course | Meeting-Join | Microsoft Teams](#)

Microsoft Teams meeting

Join: <https://teams.microsoft.com/meet/29144844789626?p=iVqTdzC4ovcDUEk8TU>

Meeting ID: 291 448 447 896 26

Passcode: 89vc2R2w

SEO/GEO...E,I,E,I,O: Showing Up In AI Search, a 3-Part Virtual Course

June 17, July 15, August 19 @ 1:00pm EST

APAN Discounted Price: \$90/affiliate registration

Details:

Build Trust. Get Found. Win More Print Buyers.

This is designed as a hands-on 3-part monthly series that helps print businesses show up in AI search tools like ChatGPT, Google AI, and Perplexity—so your team can stay visible, credible, and competitive as buyer behavior changes.

About the Course

Search is changing for print businesses.

Your next customer may never click through ten blue links again. Instead, they may ask AI tools which printer to trust, who specializes in certain types of projects, who has the best reviews, or which company is the right fit for their needs.

This course helps print businesses understand how AI search is reshaping the customer journey—and what to do about it right now. It cuts through the confusion to show how your website, reviews, listings, and third-party signals influence whether your company gets surfaced or skipped in AI-generated answers.

This is a practical, no-hype, 3-part learning series built specifically for print professionals.

No empty buzzwords. No vague future talk. No complicated tech jargon.

Instead, you'll learn how AI search tools gather information, what signals they rely on, and how to position your print business so it is easier to understand, trust, and recommend.

Each session builds on the last—so by the end, your team will have a clearer understanding of how AI-driven discovery works, where your business may be invisible today, and what concrete steps to take to improve visibility across your digital presence.

By the end of the series, you and your team will:

- Understand how AI search is changing the way print buyers research vendors
- Identify the website content and business details AI tools use to evaluate your company

- Improve reviews, listings, and third-party signals that influence trust and visibility
- Clarify your specialties, services, and positioning so AI can better surface your business
- Strengthen your digital presence to support more qualified inquiries
- Measure whether your visibility is improving over time
- Leave with practical actions and next steps, not just theory
- Presented by PINE and Eternity, this hands-on virtual course is designed for print shop owners, sales teams, marketers, and creative professionals who want to stay visible in a fast-changing search landscape.

Built specifically for the print industry, the series combines live, instructor-led sessions with practical guidance you can apply right away. Whether you are just beginning to think about AI search or already wondering why your business is not appearing in AI-generated answers, you'll gain a clearer understanding of what matters, what does not, and how to improve your online presence strategically. You'll finish the course with more clarity about how customers are discovering print companies, more confidence in how to strengthen your visibility, and concrete actions to help your business show up where modern buyers are searching.

Course Schedule:

Part 1. How Print Buyers Search in AI — June 17

Learn how AI search is changing the print customer journey—and why visibility now depends on more than traditional SEO.

You'll learn:

- How buyers use ChatGPT, Google AI, and Perplexity to research printers
- What kinds of questions prospects ask AI before contacting a print company
- Why some print businesses appear in AI answers while others do not
- How AI evaluates trust, relevance, and business fit
- The first steps to assess your company's current AI search visibility

Part 2. Make Your Print Business AI-Ready — July 15

Improve the signals that help AI tools understand, trust, and recommend your print business.

You'll learn:

- How to strengthen website content for AI-driven discovery
- Ways to improve service pages, specialties, and business descriptions
- Which third-party channels, reviews, and listings matter most
- How consistency across the web affects visibility and trust
- Practical updates that can improve how your business is surfaced

Part 3. Turn AI Visibility Into Leads — August 19

Move beyond visibility and learn how to turn AI-driven discovery into inquiries, trust, and new business opportunities.

You'll learn:

- How to turn stronger visibility into quote requests and conversations
- What to track to measure progress over time
- How to improve trust signals that influence buyer decisions
- Ways to align your online presence with the questions buyers are asking
- A practical action plan for staying visible as AI search continues to evolve

Connection Link: [SEO/GEO...E,I,E,I,O: Showing Up In AI Search | Meeting-Join | Microsoft Teams](#)

Microsoft Teams meeting

Join: <https://teams.microsoft.com/meet/29692248079663?p=1kjoFhKzHwMXtWD5YE>

Meeting ID: 296 922 480 796 63

Passcode: cL3Up6UU

Simple Lean Impression: 4-Part Virtual Course

July 9, July 30, August 6, August 20 @ 1:00pm EST

APAN Discounted Price: \$100/affiliate registration

Details:

Build a stronger, more efficient operation with this four-part virtual Lean course designed specifically for print professionals. Beginning with where to start and progressing through practical implementation strategies, each session focuses on simplifying Lean concepts and turning them into actionable steps you can apply immediately. Participants will explore core principles, learn how to create sustainable improvements, and determine whether foundational tools like 5S are the right first move for their organization. Led by Paul Critchley of New England Lean Consulting, this course delivers real-world insights to help reduce waste, improve workflow, and drive measurable results.

Session Schedule:

July 9 - Where to Start with Lean

July 30 - Lean: Keeping it Simple

August 6 - Lean: Getting There From Here

August 20 - Lean Basics: Should 5S Be Your First Step?

About the Presenter:

Paul Critchley is President of New England Lean Consulting (NELC). NELC helps organizations achieve greater profitability by integrating proven Lean methods with robust quality systems. We work with all organizational levels to eliminate waste, improve flow, strengthen compliance, reduce defects, and solve chronic problems at the room - driving gains in productivity, cost, delivery, and customer satisfaction.

Connection Link: [Simple Lean Impression: 4-Part Virtual Course | Meeting-Join | Microsoft Teams](#)

Microsoft Teams meeting

Join: <https://teams.microsoft.com/meet/28173852081647?p=bsO9qVhIIXHjj7yMWe>

Meeting ID: 281 738 520 816 47

Passcode: Dq6mS7Ak