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PRINTING INDUSTRIES ALLIANCE CELEBRATES 100 YEARS!

This year, Printing Industries Alliance is celebrating 100 years of service to the industry. The first PIA in New York State was the PIA of Buffalo, which was incorporated in 1922. To mark the occasion, we asked former PIA Chairmen, Board Members and PIA advisors to share their “two cents” on PIA. Thanks to all of these fine friends and supporters of PIA for guiding us over the years and helping us to serve our members and the industry.



PIA Open House: Former PIA Chairmen at PIA Open House in 1997 (left to right): Dick Remley, Tim Freeman, Tony Pettrone, Frank Shipman, Ray Bubar

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COVER CONTINUED

It seems like yesterday when I received a call from a couple of people interested in getting a group of printers together here on Long Island as an advisory committee for the PIA. My first reactions were: great idea, love to help, don't expect me to be chairperson. Well, it was a great idea. Over the years I have benefited both personally and professionally. However, I kind of failed on that never being chairperson concept.

There is a saying, that you get the most out of something by putting effort into it. That has certainly been the case. Through PIA, I have found, and continue to find, many peers in this industry who have helped me in countless ways. Advice on process, equipment, sources for hard to find goods or services, are just a few of the many results of networking and participating with the PIA.

PIA offers access to legal, regulatory, human resources services, all specific to our industry and are another few examples of "only in PIA" membership. **I always have joked with PIA President Tim Freeman, that no matter what I'm looking for, he always "has a guy".** On a few occasions when he didn't, he quickly found one.

There are cost savings opportunities on things like the Workers' Comp plan that far exceed the membership dues.

All great stuff – meet great people and be more successful. Maybe you'll never be the chairperson either.

— **Adam Avrck**, President
Design Distributors, Deer Park, NY
PIA Chairman 2022-2023
Member since 2008

The Print and Graphic Arts industry includes some of the most dynamic organizations and leaders who have persevered and innovated their way to success while facing an ongoing series of challenges over the past several decades. The team at Gilroy Kernan & Gilroy – having enjoyed the chance to get to know, work with and learn from the leaders who have and are finding paths to success – has doubled down on our commitment to the industry and our partnership with PIA.

A common refrain we hear when speaking with clients is the value that PIA brings to them. **High on the list is the responsiveness of Tim Freeman and his team, with all the work that was done during COVID to help navigate the uncharted territory, as one more example of how PIA is there when a problem arises.**

— **Larry Gilroy**, President
Gilroy Kernan & Gilroy, New Hartford, NY
PIA Insurance Partner and Strategic Advisor
Member since 2015



Member visits (left to right): Tim Freeman, Vicki Keenan, Fred Moss, John Moss Jr., Steve Zenger, Ray Bubar, on a visit to Galvanic Printing & Plate Co. in Moonachie, NJ in 2008.

Just out of college and starting my career in printing, my late father, George Zenger, taught me that business success is about trust. Trust comes with relationships ... with customers, vendors and industry colleagues. Tim Freeman was among the first industry contacts I made. **My most valuable and fruitful industry relationships came from involvement with the PIA.** My father also taught myself and my brothers how important industry service is and my involvement with the PIA board has been among the most rewarding experiences of my career.

— **Steve Zenger**, President
Zenger Group, Buffalo, NY
PIA Chairman 2007-2009
Member since 1987



Members lobbying in Washington D.C. in 2009 (left to right): Rich Barbaria, Adam Avrck, Steve Zenger, Tim Freeman, Robert Tapella (25th Public Printer of the United States), Vicki Keenan (retired).



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COVER CONTINUED

If you want to have the access to a knowledgeable organization who can give you the right answers on any issues you come across while running your business, the Printing Industries Alliance is the organization to join. I've been associated with the organization for over 20 years and on the board for the last 13 years. Everybody has similar issues they come across, from an employee issue, especially in highly regulated New York State, to OSHA questions or to certifying your employees to operate lift trucks. How about access to wage and benefits information so you know you are paying your employees fairly?

These are only a few resources that the PIA provides, but there are so many more services they offer.

There are board meetings throughout the year. Some are in person, some are remote but even if your competition is in the same meeting, we're not sharing any confidential information. **It's a group of people working together to better our industry and making sure we are doing our part to make the right decisions for all of our members.** When you attend meetings, it's a family atmosphere and always great to see everyone in the group whether it be on Zoom or in person.

It starts at the top with Tim Freeman, Kim Tuzzo and Caroline Wawrzyniec who do an awesome job running the organization. The companies who have joined are getting their money's worth. Anyone who is not a member should join and have access to all of the resources the PIA has to offer. You will not regret it.

— **Dave Carver**, Value Stream Manager
Nosco/Gooding Co. Inc., Lockport, NY
PIA Treasurer 2018-2021
Member since 2001

The benefits of our involvement in PIA cannot be understated. What is most striking is the dedication of its leadership, both volunteer and professional. My father, Duke Vicks, and Buzz Webber of Cohber Press loaned money to the Association when times were tough and recruited Nick Fiorenza to become the association president until Tim Freeman joined the team. Nick continues to provide exceptional legal advice to us and our members. Tim's devotion to our industry is tremendous; guiding the association through epic industry changes, keeping the services relevant and meaningful.

The volunteer board members bring their many talents to the association, and are equally willing to share experiences with each other. This camaraderie is unique. It is no surprise that the PIA turns 100 this year. The people of PIA have helped our company celebrate 103 years.



— **Dwight E. Vicks III**, President
Vicks, Yorkville, NY
PIA Board Member since 2014
Treasurer, Printing Industries of America 2005
Member since 1980

Photo on the left: Dwight Vicks receives the John Peter Zenger Medal for charitable service at the 2012 Franklin Awards in New York City.

PIA, what an acronym! Little did I know when I first joined back in 2008 how much I would enjoy my PIA friends and family.

Being involved in PIA has been one of the joys of my life. Surrounding yourself with people who love the same industry and walk in similar shoes can make the challenges of running a printing company less stressful.

As the owner of a printing firm, I learned early that our industry is unique. We are a service business that is also a manufacturer and we manage every element of business that exists. All of our companies have the challenges of employees (HR), capital investment (leveraging debt), inventory (supply chain management), sales and marketing, and invasive technologies, just to name a few. Leveraging the expertise within PIA and the programs that are offered has allowed me to navigate Sentinel through turbulent times and create more profitable results.

When I was asked to take a leadership position with PIA, I was honored and appreciative of the opportunity to contribute to the industry that has supported my family. I learned that very few of us are actually competitors. Many of us have similar equipment, but we're all unique which is why we're still operational. **PIA has given me the opportunity to help support my friends, and they continue to support me and Sentinel. The more we do to build one another's businesses, the more abundance we create for the beautiful world of print.**

— **Glen Boehmer**, CEO
Sentinel Innovation, Hempstead, NY
PIA Vice Chairman 2019-2023
Member since 2008

Thinking back on my 37 years involved in the New York printing industry, 28 as an owner after my purchase of small forms/commercial operation, there was one constant – The PIA! And it included local, state and national association involvement. Participation in the PIA paid dividends all those years! Shared networking opportunities, savings on insurance, educational programs and friendships made, was like having a willing partner ready to help when needed! You simply needed to get involved and take advantage of the PIA offerings.

One educational program, Strategic Mapping - business plan development, was a multi-week educational program that was offered shortly after I purchased the Gooding Company. It most likely had the greatest influence on our success. It helped us develop a strategic plan to convert from a forms/commercial printer to a specialty pharmaceutical literature printer. Mapping came with a system to adjust for change utilizing focused measuring protocol. All mapping information was integrated and shared with all employees. We maintained strategic mapping until the day the company was sold. One of the many PIA educational programs Gooding utilized.

Peer group involvement was another. Coordinated through PIA national, to link like-minded members throughout the country that do not compete and who were willing to pay it forward, sharing best practices. We used PIA financial ratio studies as a basis during financial discussions, with individual company quarterly results shared.

Getting involved in the PIA had a profound impact on my company and me personally. As with everything it's taking the 1st step to get involved. It is well worth the time invested.

— **Jerry Hace** (retired)
Gooding Co. Inc., Lockport, NY
PIA Chairman 2003-2005
Member since 1990

Printing Industries Alliance is a great value for the small investment. When I first became involved with PIA, I thought they were just for large savings on Workers' Compensation Insurance. Boy, did I have a lot to discover! When I first became a director in 2005, I was enlightened. PIA was a lot more than insurance; they were safety and health, employee benefits, legal consultation, industry trends and have expanded resources even more with their partnership with Gilroy Kernan & Gilroy.

Their programs are top notch, and the other directors are a wealth of knowledge.

I became the first female Chairwoman in 2015. It was a very rewarding experience, both personally and professionally.

I have forged great friendships with other members and turn to Printing Industries Alliance for all our business needs. If Tim or Kim do not have the information handy, they will find someone who does. They are truly the best resource for anyone in the printing industry.



— **Dona Reardon**, President
Snyder Printer, Troy, NY
PIA Chairwoman 2015-2017
Member since 1982

Photo on the left: First PIA Chairwoman Dona Snyder-Reardon with outgoing PIA Chairman Patrick Ryan.

A History of Printing Industries Alliance since 1922 ...

(abridged, condensed and based on records and memories; continued on page 8)

1922	1972	1977	1978
PIA of Buffalo incorporated.	PIA of Buffalo and PIA of Rochester merge to form PIA of Western New York.	PIA of WNY and PIA of East Central NY merge to form Printing Industries Association of New York State, Inc.	Kim Tuzzo (nee Richter) hired by PIA, originally to handle insurance billing. She later added association communications and events to her responsibilities. She is grateful to Vicki Keenan for being a valuable mentor over the years and to Deborah Corn, who advised her to "talk like a human" when recording an introduction to a joint project.
1979	1980	1983	
Nick Fiorenza hired by PIA as Vice President of Labor Relations to provide immediate response to labor issues and assist members with contract negotiations. He became president in 1980 and guided the association back to a positive financial position while becoming an essential advisor to members in times of crisis and daily HR issues.	PIA finances were in poor shape. Several Board members, including Dwight "Duke" Vicks Jr. and Howard "Buzz" Webber had faith in the Association and loaned PIA money to keep the Association afloat.	Members of the GCIU Lithographers union refused to cross the picket line set by the Bookbinders union at seven Buffalo employers. The struck employers, advised by PIA President Nick Fiorenza, hired permanent replacements for striking employees during the six week strike before it came to an end.	
1984	1984	1987	
Tim Freeman hired by PIA as Vice President. Over the years Tim has advised members on sales tax, employee issues, written grant applications, conducted safety training, scheduled numerous conferences and workshops, advocated for the industry with state and federal legislators and agencies and tangled with NYSID on behalf of PIA members.	Board of Directors authorizes the purchase of an IBM model XT personal computer.	PIA successfully lobbies New York State for printing to remain a "manufacturing" business - saving industry millions.	
1987	1987	1988	
PIA of NYS Workers' Compensation Safety Group established, which has saved members millions in Workers' Compensation expense, by offering an upfront discount and annual dividends.	PIA publishes "Printing Plant Safety" Video, covering the OSHA Hazard Communication Standard.	Nick Fiorenza leaves PIA to join a law firm and eventually forms his own firm, now known as Ferrara Fiorenza PC. Nick and his staff continue to this day as an essential Counsel to the Association and its membership, advising members on a daily basis. He has never lost a union election and if you're lucky, you have heard the "monkeys, grapes and cucumbers" story as well as Nick's many humorous memories from his PIA career.	



Mike Dodd, partner at Ferrara Fiorenza PC, speaking at PIA HR Conference at Turning Stone in 2019.



Nick Fiorenza Presenting at PIA's HR Conference in 2016.



Left to right: Ross Kraft and Larry Gilroy, Gilroy Kernan & Gilroy with Kelly Mallozzi at 2021 Franklin Event in New York City.

1988	1991	1991
Tim Freeman is appointed President. Working with 17 PIA Chairmen over the years, helping PIA during the acquisition of the Metro NYC territory, as well as through the COVID-19 crisis, Tim has also maintained PIA's financially secure position. Along the way, Tim became known for his calm, friendly and positive demeanor and his willingness to go the extra mile (and buy a drink) for anyone in need.	The GCIU Lithographers union filed a grievance (and the arbitration panel ruled in their favor) stating the seven employers should have given direct notice to the striking employees of their possible replacement during the 1983 strike. PIA Counsel Nick Fiorenza, as reported in the <i>Wall Street Journal</i> , appealed the arbitration and the Second U.S. Circuit Court in Manhattan ruled that the arbitration panel exceeded its authority and vacated their ruling.	PIA of NYS receives \$74,500 grant from NYS's Export Trade Development Projects Program to conduct a study of Canadian print markets and a competitive analysis of the Canadian printing industry.

1992	1992	1993
PIA/NYS Graphic Arts Education Foundation, now known as the Print Drives America Foundation, is formed. The purpose was to meet the ongoing challenge of recruiting talent to the industry. Jerry Banks served as the first Chairman of the Board.	PIA publishes "Environmental Guide for the New York State Printer".	PIA presents "Accessing the Canadian Print Market", a one day seminar held in Buffalo. The workshop assisted printers in determining how to successfully enter the Canadian marketplace. The 300 page research document produced as a result of the grant was provided to attendees.

1995	1998	1998	1999
PIA and several other local printers exhibit at Graphic Trade '95 show in Toronto to encourage Canadian businesses to buy printing in New York State.	PIA purchases office condominium at 636 North French Road, Amherst, NY. Name changed to Printing and Imaging Association of New York State, Inc. to reflect changing industry.	PIA Human Resources Consortium introduced, offering "HR Department" services provided by Ferrara Fiorenza law firm.	First Vendor Fair & Industry Mixer held in Buffalo at the Rich Renaissance facility. There were 48 exhibitors and about 100 attendees. This popular event was held annually for 22 years.

1999	1999	2000	2003
Joan Cialfi hired part time at PIA at age 65. She worked for PIA for 20 years and set the standard for speed, accuracy, professional dress and is a published poet!	PIA successfully weighs in on "I Love NY" Travel Guide being printed in Canada. Board members Ray Bubar, Deb Abott and PIA President Tim Freeman are quoted on TV and in the printed media.	PIA receives a grant from NYS to run "Total Quality Management" training, conducted with Buffalo members over several weeks.	Jerry Banks, Manager of Membership Services, is hired. Jerry took over PIA's Safety Training program and at his retirement in 2019, he had conducted 1,500 live training sessions, training 16,500 employees. If you happen to talk to Jerry, ask him about meeting Bob Hope in Vietnam and about yellow stop signs.

2003	2004	2004	2004
PIA establishes a Workers' Compensation Self-Insurance Trust to provide economical coverage to participating PIA members.	Managing in the Unionized Environment Conference was held at Turning Stone, with 34 attendees. Continuing the tradition, the 21st Annual PIA HR Conference was held in May 2022, with 90 attendees.	PIA receives first Safety Training Grant from NYS Dept. of Labor Hazard Abatement Board.	PIA introduces OSHA 10 Hour Outreach for Printers training.

2004	2007	2007
"HR Documents & Forms" Binder is published as part of the PIA Human Resources Management Service. This binder, provided to all PIA members, includes standard HR documents for hiring, performance evaluation, COBRA notification and standard employee handbook policies.	PIA of New York State expands into Metro NY, Long Island and northern New Jersey territory. Name is changed to Printing Industries Alliance.	Former AGC President Vicki Keenan is hired as PIA Vice President and a New Jersey office is established. Vicki's dedicated advocacy, consummate professionalism, superior communication skills and exceptional personal qualities were well known to PIA members, as well as the industry at large. She oversaw ten successful Franklin Events before she retired in 2014.

2007	2009	2010	2012
PIA holds its' first Franklin Event in New York City, with Martha Stewart as Franklin Award for Distinguished Service honoree, a record attendance of 550 guests and 49 corporate sponsors.	PIA publishes "Sales Tax Guide for Printers in NJ, NY and PA".	PIA successfully opposes NYS efforts to amend sales tax law to make the sale of direct mail printing a taxable transaction.	First "Women in Print" luncheon held in Buffalo with Gina Testa from Xerox as the speaker, the first of many of these luncheons held.

2015	2015	2018
Dona Reardon, President, Snyder Printers in Troy, NY is elected the first Chairwoman of PIA.	PIA begins insurance partnership with Gilroy Kernan & Gilroy (GKG), located near Utica, NY. GKG staff Larry Gilroy, Ross Kraft, Andy Biernat and Sarah Armstrong provide strategic risk assessments to PIA members, saving them money on their employee benefits and business insurance.	Caroline Wawrzyniec hired by PIA as Office Support Manager, ushering in a new era of organization and efficiency. In addition to her PIA duties, Caroline is the Manager of the Regional Affiliate Certificate Group (RACG). Her voice can also be heard as the new narrator on four of the newly updated safety webinars.

2018	2019	2020
PIA offers OSHA Compliance Training in webinar format on the website. Seventeen pre-recorded safety webinars, including six in Spanish language, are available on demand, 24/7 on any device connected to the internet, making mandatory and recommended training available to employees on an individual or group basis.	PIA takes over administration of the Regional Affiliate Certificate Group, which offers discounted group pricing on FSC® and SFI® certification.	Covid-19 pandemic hits; PIA pivots to provide constant stream of vital information to members on employee safety, advocating that print is an essential industry and offering advice on pandemic legislation.

2021	2021	2021	2022
PIA publishes a Special Edition of the PIA Signature, featuring a look back at 9/11 and its effect on printers in the Metro NYS area, as reported by Patrick Henry.	Print & Graphics Retirement Plan established by PIA, GAA and the Florida affiliate. This Multiple Employer 401(k) Plan (MEP) saves members time, money and reduces fiduciary liability.	PIA and all regional affiliates withdraw from Printing Industries of America/ Printing United Alliance after declining a proposal by the national association to assume administrative control.	PIA Workers' Comp Safety Group Executive Committee votes to change group manager to Gilroy Kernan & Gilroy. A dozen new group members are added in the first year of their oversight of the group.

2022	2022	2022
PIA publishes a Special Report on Recruitment, Retention and Pathways to Employment in the Printing Industry, as reported by Patrick Henry.	First Joint Senior Leader Conference held by PIA and Graphic Arts Association, in Princeton, NJ. This event was attended by top level managers from NY, NJ, CT and PA and featured Paul Reilly, New Directions Partners, Nick Fiorenza, Ferrara Fiorenza and Larry Gilroy, Gilroy Kernan & Gilroy as speakers.	Tim Freeman oversees his 136th Board of Director's meeting as President.



PIA Board members at 2007 Franklin Event in New York City.
(left to right):

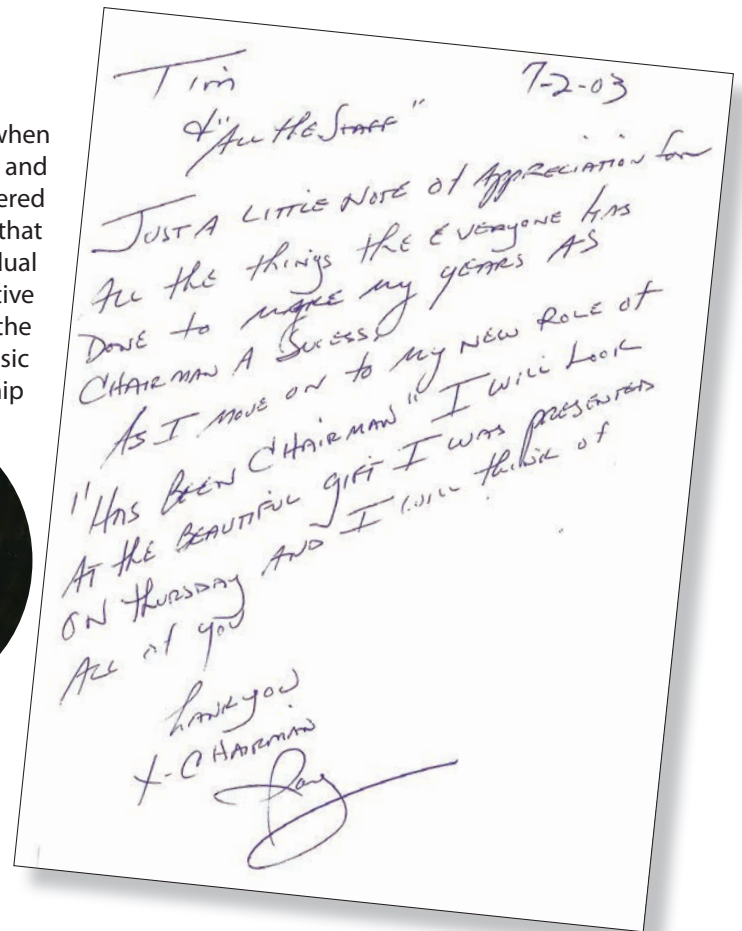
Vicki Keenan,
Cheryl Kahanec,
Tim Freeman,
Kevin Preston,
Doug Bolling,
Jerry Hace,
Steve Zenger,
Ron Koff.



Nick Fiorenza Presenting at PIA/GAA Joint Management Conference in 2022.

REMEMBERING PIA CHAIRMAN RAY BUBAR (THE "REIGN OF RAY")

The industry lost a great friend, advocate and all-around fun person when former PIA Chairman Ray Bubar passed away in 2016. Ray was CEO and president of Boncraft in Orchard Park for 37 years. Ray is remembered for his love for the industry, energy and creativity, and a firm belief that what made the industry collectively strong was good for each individual company. Ray was a contributor of practically every career fair, legislative forum, seminar and yes, party, during his career at Boncraft. In 2017, the PIA summer golf outing was renamed the Raymond A. Bubar Classic in his honor and he would have loved the camaraderie and friendship displayed at this annual event. We miss you Ray!



Ray Bubar (Center)



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PIA CELEBRATING 100 YEARS

NY PIA AT 100

By Nick Fiorenza, Ferrara Fiorenza PC and Association Counsel

PIA celebrating 100 years in New York State ... That milestone is remarkable enough - and then I realized I have been involved in the organization nearly half of that time. To quote Bob Dylan, "time is a jet plane, it moves too fast".

Yes, the Association offers valuable business services, great educational programs and a wealth of valuable information. But for me PIA has always been about a personal connection to what is truly a unique organization.



Nick Fiorenza
(Hired by PIA in 1979)

I began working for PIA right out of law school. I had some idea of what trade associations did and was anxious to begin an employment and labor law career, but honestly had never really thought about how words and images end up in print, or what print means to society at large. And, although I had studied everything the law had to say about the work I would be doing for PIA, like many newbies, I didn't know much about what it meant in real life.

Toward the end of law school, a professor told us that we would be lucky if we found one true mentor in our careers that would show us the ropes, be generous with their time, and forgive our inevitable mistakes. And that brings me to my strongest PIA memories – those involving the incredible people that are the leaders of this industry. The Board members and other business leaders who "took me in" were incredible mentors, and more importantly trusted friends.

PIA had morphed into a state-wide association just before I arrived on staff. Times were changing and, just like today, the Association was changing as well. Even though faced with their own business issues and pressures, PIA leadership, without hesitation, gave their time, financial support and personal energy to an industry Association they not only valued as a business resource, but also saw as a type of personal stewardship. I was fortunate to become part of that group and benefit from not one, but many mentors.

PIA and its members were my first exposure to business. In the early days, I am sure, I called Board members for advice at least as much if not more than they called me. Their willingness to help was remarkable. It was not until years later that I came to realize that the industry and people who make up PIA are unique in this regard.

For sure we had our ups and downs and faced many challenges, but it seems that the Association always had the right leader at the right time. That remains as true today as ever.

And of course, many of my memories - which many know I enjoy sharing (and repeating) – involve laughter and camaraderie. I have had the good fortune of working with generations of business owners and watching, sometimes being a part of, the introduction of new ideas and perspectives that continually reshape the industry. And today's Association staff and Board leadership share that same commitment to industry legacy that I first saw years ago. It remains part of the Association's DNA.

Congratulations on the century mark and to Tim, Kim, Caroline and the Board for their ongoing stewardship.

Nick Fiorenza has been Association Counsel since 1979. Really.



PIA MEMBER ADVANTAGES

WHERE CAN YOU GET ANSWERS?

By Kathie Hartmans, PIA Chairwoman 2019-2022
President, Quality Bindery Services, Buffalo, NY

Question: Who do you call when you have an OSHA issue? What do you do if you have an HR challenge and don't have a staff person to handle it? How do you find sources for items or services you need? How do you learn about legal matters in your industry that pertain to running your business? Where can you network with like-minded individuals and create new business contacts (and friends)?



PIA Board members tour Mohawk paper mill in Cohoes, NY in 2018 (left to right): Rich Shielke, Kathie Hartmans, Dona Reardon, Tommy O'Connor, Rich Barbaria, John Williams, Mark Korzelius.

Answer: Find all the above in your region's professional trade organization. For Quality Bindery Services' sector, it's the Printing Industries Alliance (PIA).

I was recently honored as outgoing Chairman of the PIA. Due to the pandemic, what was to be a one-year term ran to three. No one was counting or campaigning for the position, as we found ourselves meeting and networking on our PCs, tablets, and smartphones. Yet, we made it through, survived and thrived in red, white and blue flying colors this past 4th of July. I have Tim Freeman, President, Kim Tuzzo, Marketing/Programs Director and Caroline Wawrzyniec, Office Support Manager to thank for making my tenure enjoyable – with all the team supporting our efforts to keep serving the membership.

My best wishes to incoming 2022-2023 Chairman Adam Avrick, President, Design Distributors, Deer Park, NY!

Quite frankly, I can't imagine not being involved in PIA.

I'm surprised with the excuses people give for not joining. It's a proven fact that people do business with people they know, like and trust. The connections you make are the primary benefit of joining a trade association. You meet others in your field, find potential piggy-back service partners, meet suitable mentors, and constantly network.

Trade associations, like PIA, give their members many advantages, such as:

Networking/Relationships

Meeting potential contacts, clients and partners who may help your business move to the next level and become more profitable. Also, you have an opportunity to connect to other associations and further your collaborative opportunities.

Training & Education

Regularly attending events, seminars, workshops and training classes that help members learn and grow in their profession.

Recognition

Providing and receiving accolades for contributing to the organization's leadership. These endorsements afford an invaluable level of prestige and credibility with clients and customers.

Buying Power

Get discounts on supplies and services. Each organization typically puts together a package of benefits.

Influence

Gives you the ability to support the vision and mission of the organization and possibly influence legislation/policy that affects your industry sector.

Insight

Get insider information through the newsletters, email updates, and informative resources to help you stay updated on new developments or trends in the field.

Promotion

Gives you visibility on the organization's website membership directory (PrintAccess). Offers opportunities to reach your target audience by contributing content on critical issues at the appropriate time through its newsletters, email blasts and magazines.

Best Practices/Standards

Offers membership a vital link to staying on top of the constant updating of these day-to-day practices. In addition, trade associations provide a forum for members to share ideas and develop new ways to improve the industry.

Visit PIAlliance.org to take advantage of all PIA offers or contact PIA at info@pialliance.org with questions.

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MEMBER NEWS

KEMPER MATT SR. CELEBRATES 88TH BIRTHDAY

Dupli celebrated Kemper Matt Sr.'s 88th Birthday this July. Kemper bought Dupli in 1980. At that time, it was a small four-person envelope jet shop. To this day he still comes to work almost every day sporting his trademark bow tie. His favorite activity remains talking to customers and of course all the employees of Dupli. He is beloved by all for his style and his positive leadership that has built so much. Happy Birthday Kemper!!!



Left to right: Kemper Matt Jr., President, Jim Kelley, Mailroom Production, and Kemper Matt Sr.

LORRAINE GREGORY COMMUNICATIONS CELEBRATES 30TH ANNIVERSARY

Greg and Lorraine Demetrio hosted a party to celebrate Lorraine Gregory Communications' 30th Anniversary. Employees, colleagues, friends, and family commemorated the milestone with an evening of fun, great food, and laughter.



Greg Demetriou, CEO with Nicole Dietrich, Marketing Coordinator

Following his retirement as a NYPD detective, in 1992 Greg and his wife purchased a small printing business, which they "found in the Times", and today that business, along with the backend printing and mailing and frontend marketing agency, also includes two certified TV and Film Studios. In the past year, the company has re-branded and launched a new website. Greg is also an accomplished author, business columnist, TV host, and public speaker. Visit their new website at lorrainegregory.com and gregscorneroffice.com to read Greg's blog posts.

MEET NICOLE CAPPIELLO, NEW SALES STAFFER AT DATAGRAPHIC

DataGraphic, located in Commack, NY, is pleased to announce the addition of Nicole Cappiello to our business development team. Nicole comes to us from University of Albany and her fresh perspectives and marketing passions will be immediately put to good use. DATAGRAPHIC is looking forward to an even brighter future with Nicole on the team. Nicole's passion for sustainability will be a great asset as DataGraphic prides itself on being responsible stewards of the environment.



DataGraphic is a 90+ year old family printing business, delivering best-in-class offset lithography, digital printing, letterpress, screen printing, custom book printing & book binding and more to some of the world's most prestigious brands. Visit datagraphicdesign.com to find out more.

PIA CELEBRATES 100 YEARS



PIA Officers meeting at Design Distributors in Deer Park, NY in 2019 (left to right): Dave Carver, Kathie Hartmans, Adam Avrick and Glen Boehmer.



At the Franklin Event in 2016 in New York City: PIA Board member Joe Zenger (on left), Kim Tuzzo, John Zenger.



Kemper Matt Jr. hosting New York State Senator John A. DeFrancisco at Dupli in 2011.



Tim Freeman at Graphic Trade '95 Show in Toronto.



Tim Freeman meeting with Robin Schimminger, New York State Assemblyman.



Long-time PIA employee Joan Cialfi (right), with her daughter Mary at a PIA Christmas Party.



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PAPER SUSTAINABILITY FACTS

WHAT WOULD BEN FRANKLIN DO? - Making the Environmental Case for Paper

By Kathi Rowzie, President, Two Sides North America

Print, Paper and
Paper Packaging
have a great
environmental
story to tell



www.twosidesna.org

Mail center professionals, who already operate in a challenging business environment, are increasingly faced with the task of responding to the popular, but scientifically flawed narrative that the paper critical to their operations is somehow environmentally unsustainable. If this describes you, then Ben Franklin, father of the Postal Service and first U.S. postmaster general, offers some sage advice: "An investment in knowledge pays the best interest."

In our increasingly digital world, knowledge – knowing the facts about the unique sustainability of paper – is a potent antidote to the common environmental myths used to justify replacing paper mail with electronic communications: that paper production and use destroys forests, is a major contributor to climate change, consumes enormous amounts of water and generates excessive amounts of waste.

Whether you are the leader of an in-plant mailing operation or the CEO of a company delivering mailing solutions to customers around the globe, these "go paperless" conversations will eventually land on your doorstep, if they haven't already. To demonstrate to your management, investors, customers and other stakeholders that print on paper is a truly sustainable choice, both today and in the future, you need to be armed with the facts.

Fortunately, there is an arsenal of data to help you make the case for the sustainability of paper.

Myth: Using paper causes deforestation and destroys forests

In the United States, trees to make paper are grown, harvested and regrown using sustainable forest management practices that perpetuate infinitely renewable forestlands. While the paper industry was producing products that enrich the lives of consumers, net forestland area in the United States actually increased 18 million acres between 1990 and 2020, according to the latest Global Forest Resources Assessment by the UN Food and Agriculture Organization (FAO). That's an area equivalent to 1,200 NFL football fields every day!

The U.S. Forest Service (USFS) reports that less than 2% of U.S. forestland is harvested each year, compared with 3% that is disturbed annually by natural causes like fire, insects and disease, and most of this 2% of harvested wood is used for non-paper purposes.

Contrary to the myth that paper destroys forests, the production of paper products is a powerful economic engine and driving force in keeping U.S. lands forested. By providing a dependable market for responsibly grown fiber, the paper industry encourages landowners to manage their forestland instead of selling it for development or other non-forest uses. More than half (58%) of the forestland in the U.S. is privately owned and managed, mostly by millions of small landowners, and they are under no obligation to keep their lands forested. Without the economic incentive provided by the paper industry, untold millions of acres of forestland would likely have been lost permanently to commercial land development – converted to building projects, strip malls or parking lots.

So, is deforestation in the U.S. a real concern? Yes, but using paper is not the cause. The FAO defines deforestation as the permanent loss of forestland. In fact, the definition specifically excludes logging for the production of paper and other products because

trees in these “working forests” are expected to grow back, either through natural regeneration or sustainable forestry practices. In the United States, the primary cause of forest loss is rapidly expanding urban development, this according to the USFS.

Myth: Paper is a major cause of greenhouse gas emissions that contribute to climate change

According to the most recent data available from the U.S. Environmental Protection Agency (EPA), the pulp and paper industry is responsible for only 0.5% of total annual U.S. GHG emissions. These very low emissions are due to decades of energy efficiency and process improvements at U.S. paper mills, and to the fact that the U.S. paper industry generates two-thirds of the energy to manufacture its products using renewable, carbon-neutral fuels, primarily biomass.

According to the EPA, the paper industry produces more carbon-neutral bioenergy than any other industrial sector, using mostly wood-based leftovers from the papermaking process. This bioenergy use prevents around 181 million metric tons of

CO2 from entering the atmosphere each year – roughly equivalent to removing 35 million cars from the road.

Myth: Paper manufacturing consumes enormous amounts of water

While it’s true that the paper industry uses large amounts of water to manufacture its products, most of that water is not consumed in the manufacturing process, this according to the National Council for Air and Stream Improvement (NCASI). NCASI reports that water used in the papermaking process is recycled up to 10 times in a typical paper mill, and then nearly 90% of that water is cleaned to meet federal and state clean water standards before it is returned to its source. Most of the remaining water evaporates back into the environment, with around 1% retained in the manufactured paper.

Myth: Paper generates excessive amounts of waste

When it comes to circularity, the idea that products should be reused or recycled, paper has all other materials beat hands down. Thanks to the paper industry’s voluntary, multi-billion dollar

investments in commercial paper recovery infrastructure and to the commitment of millions of organizations and individual Americans who choose to recycle every day, U.S. paper recycling has nearly doubled over the past 20 years. At 68%, the EPA reports that the U.S. paper recovery rate is higher than any other material in the country, including plastics (9%), glass (25%) and metals (34%). The recovery rate of corrugated cardboard is 89%.

Myth: Electronic communication is better for the environment than paper

The miniaturization of digital devices and the “invisibility” of the infrastructures needed to support them leads many to underestimate the environmental footprint of digital technology. This phenomenon is reinforced by the wide-spread availability of services on the “cloud,” which makes the physical reality of use and the direct environmental impacts of digital technology all the more imperceptible.

Continued on back cover



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PAPER SUSTAINABILITY FACTS (CONTINUED FROM PAGE 15)

Any organization considering a paperless strategy for sustainability reasons must recognize that digital technology places enormous and growing burdens on the environment. Here too, the proof is in the data.

First, consider the environmentally intensive drilling and mining required to extract source materials from the earth. Computers, tablets and other electronic devices are made with non-renewable resources – fossil fuels, chemicals, precious metals, rare earth minerals and toxic minerals like lead, mercury and arsenic that are dangerous when released into the environment. Cisco, the worldwide leader in internet technology, projects that North America will have 5 billion networked devices in 2023, up from 3 billion in 2018 – a 40% increase. Cisco also projects that the average per capita number of devices and connections in the U.S. will reach 13.6 in 2023, far higher than the estimated 2023 global average of 3.6 devices per person.

Electronic devices and the massive server farms that support them are powered using mostly fossil fuels (only 17% of U.S. energy is generated from renewable sources). The Shift Project, a think tank focused on the shift to a post-carbon economy, reports that energy consumption for digital devices is increasing 9% each year, and the share of digital technologies in global greenhouse gas emissions increased by half between 2013 and 2019, from 2.5% to 3.7%. A 2015 study (Andrae and Elder) estimates that the information technology sector could use as much as 51% of global electricity and

contribute 23% of global greenhouse gas emissions by 2030.

And according to the most recent Global E-Waste Monitor report, electronic devices create nearly 7 million metric tons of e-waste annually in the U.S., and only 15% of that e-waste is recycled. Most of the remaining e-waste is either burned, landfilled or dumped.

Paper: A responsible environmental choice

Digital technology has become an essential part of our everyday lives and is likely making beneficial contributions to your mailing operations, but it also has wide-ranging environmental impacts that continue to grow. While all manufacturing processes have an environmental footprint, the fact that paper is made with an infinitely renewable resource, is manufactured using mostly renewable, carbon-neutral energy, consumes very little water, is recyclable and is recycled more than any other material, makes a strong case for its continued use.

Two Sides North America is the only industry organization that directly challenges unsubstantiated environmental claims about paper made by corporations, the media, government agencies and others. Two Sides also supports its members with factual, science-based resources to supplement their own sustainability efforts. Support their efforts at twosidesna.org/become-a-member/.