

SIGNATURE

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69th Annual Franklin Event

MARIANO RIVERA TO RECEIVE THE PIA 2023 FRANKLIN AWARD FOR DISTINGUISHED SERVICE

Printing Industries Alliance (PIA) has selected Mariano Rivera, baseball great, community leader, and philanthropist, as the recipient of its 2023 Franklin Award for Distinguished Service – the highest honor given to an individual by the graphic communications industry.



The Franklin Award began in 1952 as the printing industry's salute to iconic personalities on the national stage. Previous recipients have included former U.S. presidents, authors, artists, journalists, business and other leaders. Rivera will accept the award at PIA's Franklin Event in New York City on Thursday, March 30, 2023.

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Thursday, March 30, 2023 | 6 pm
Current, Pier 59 Chelsea Piers, New York, NY



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The Signature is published monthly by Printing Industries Alliance. Contact Kim Tuzzo for ad rates at (716) 691-3211.

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CAN

A full-page photograph of a kayaker in a red jacket and black helmet, paddling through white water rapids. The kayaker is holding a yellow paddle, and water is splashing around them. The word 'CAN' is overlaid in large, bold, yellow-green letters on the right side of the image.

COVER CONTINUED

Nicknamed “the Sandman,” Rivera played 19 seasons (1995-2013) for the New York Yankees, most of them as a record-setting relief pitcher. He is Major League Baseball’s all-time leader in saves (652) and games finished (952). He was inducted into the Baseball Hall of Fame in 2019, his first year of eligibility, and is the only player elected unanimously to the Hall of Fame by the Baseball Writers Association of America.

Since his retirement, Rivera has focused much of his time on philanthropic projects. The Mariano Rivera Foundation provides educational resources and career opportunities to children and youth from impoverished families. Its mission includes preparing young learners for careers in high-demand fields through mentorships and hands-on vocational training.

In 2021, the Foundation launched the Mariano Rivera Mentorship Program, a faith-based initiative aimed at serving underprivileged youth from facilities in New Rochelle, NY, Gainesville, FL, and Houston, TX. The program includes building the Mariano Rivera Learning Center in New Rochelle, a 40,000 sq.-ft. learning space that will offer STEM education, job skills, training, mentorship, and college preparatory services.

The curriculum will include hands-on, certification-based training for high-demand graphic arts and imaging technology jobs. While construction in New Rochelle is under way, program participants in the New York - New Jersey metropolitan area will have access to a satellite training center hosted by Premium Color Group, a commercial printer in Carlstadt, NJ (see photos below from their recent open house).

These efforts have the support of industry organizations including PIA, EFI, and Atlantic Tomorrow’s Office. In announcing Rivera as the recipient of the 2023 Franklin Award, Tim Freeman, PIA President emphasized the value to the industry of the work that he and his foundation are doing.



The crowd at the Premium Color Open House on October 11th in Carlstadt, NJ.

“The Mariano Rivera Foundation is providing an answer to one of our industry’s most consuming questions – where is our future workforce going to come from?” Freeman said. “To that end, we are proud to work with the industry organizations supporting the Foundation’s efforts and are pleased to designate the net proceeds from our upcoming Franklin Event to support the highly anticipated Mariano Rivera Learning Center in New Rochelle.”



Sponsored by PIA and the Print Drives America Foundation, the 2023 Franklin Event will take place on Thursday, March 30, 2023 from 6 p.m. to 10 p.m. at Current, Pier 59, Chelsea Piers, New York, NY. The gala includes cocktails and hors d’oeuvres followed by a sit-down dinner, the awards ceremony, and dessert and coffee stations.

SPONSORSHIP OPPORTUNITIES

- **PLATINUM** sponsorship includes a full table of 10 - \$6,500
- **GOLD** sponsorship includes a half table of 5 - \$3,250
- **SINGLE** tickets are \$475 per seat

To sponsor contact Kim Tuzzo at Printing Industries Alliance at (716) 691-3211 or ktuzzo@PIAlliance.org or visit pialliance.org/2023-franklin-event. Proceeds from the event will support The Mariano Rivera Foundation and The Mariano Rivera Learning Center.



Luis Villa, VP Production Print-IP Group, Atlantic Tomorrow’s Office, leads a tour at the Premium Color Group.

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BENEFITS OF MEPS**WHAT ARE THE BENEFITS OF MEPS?
(MULTIPLE EMPLOYER PENSION)**

Printing Industries Alliance has a new program, the Print and Graphics Retirement Plan, a Multiple Employer 401(k) Plan or MEP.

What is a MEP?

A MEP is a retirement plan for businesses that typically have a common interest but are not commonly owned or affiliated (such as members of the Printing Industries Alliance).

What Are the Benefits of MEPs?

1

Administrative relief, as the MEP sponsor and a professional service team take over the majority of day-to-day tasks

2

Reduced liability, as fiduciary support and most responsibility is assumed by professional plan administrators

3

Ability for adopting employers to retain many of their customized plan features

4

Support with investment selections and performance oversight

5

Access to participant communications and plan education support

6

Time savings for organizations by offloading many plan-related tasks

7

Potential cost savings compared to operating a single employer plan

Interested in learning more?

Visit pialliance.org/print-and-graphics-retirement-plan-mep/ or contact Ross Kraft, Gilroy Kernan & Gilroy, (315) 624-2969 or rossk@gkgrisk.com.



Looking for quality vendors? Look no further than the Supplier Members of PIA! Support businesses that take an active interest in our industry through PIA Membership — AND offer quality products and services you need to keep your business competitive! If you know an industry supplier who should be on this list, have them contact Kim Tuzzo at (716) 691-3211 or email ktuzzo@PIAlliance.org.

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MARK YOUR CALENDAR!

Visit PIAlliance.org/events/

→ PIA Christmas Party

December 8, 2022

Terrace at Delaware Park, Buffalo, NY



Sponsored by
Quality Bindery

→ 69th Annual Franklin Event

March 30, 2023 | 6 pm

Current, Pier 59, New York, NY

→ PIA HR Conference

May 4 & 5, 2023

Turning Stone Resort & Casino,
Verona, NY

WEBINARS

→ Land and Expand: Creating Opportunity for Your Sales Engine

November 1, 2023 | 11:00 am

→ Short Attention Span Webinar: Practical Guide to Posting on LinkedIn

November 10, 2022 | 11:30 am

→ Building the Sales and Marketing Powerhouse Team of the Future

December 6, 2023 | 11:00 am

→ Short Attention Span Webinar: How to Sell in a Recession

December 8, 2022 | 11:30 am

→ PIA Safety Training Webinars

Available on demand, 24/7, mobile ready training. Access from any internet connection on a desktop computer, tablet or mobile device to get the training you need, anytime, anywhere. PIAlliance.org/safety-webinars

MEMBER NEWS

LUMINITE PRODUCT CORPORATION CREATES FLEXO 101 RESOURCE HUB

With over 90 years of experience in the Flexographic printing industry, and over five years blogging about it, Luminite Product Corporation saw the need for an aggregated resource hub for the Flexo industry.

FLEXO101
Resource Hub

Luminite created their new Flexo 101 Resource Hub to serve as a one-stop shop for tips, tricks, best practices, and information on the flexographic printing industry. Here are some recent blog posts:

- How to Print on Aluminum Cans
- Sustainable Packaging Design Guide
- 4 Approaches to Combat Misregistration through Printing
- Influencing Customer Experience through Branding and Custom Packaging

Interested in contributing?
Visit flexo101.luminite.com and click "Become a Contributor."

PIA MEMBERS RE-CONNECT AT COCKTAILS & CONNECTIONS EVENTS

Three Cocktails & Connections events were hosted by Printing Industries Alliance in September. Members gathered to re-connect with old friends or make new acquaintances in Albany, NY, on Long Island in Farmingdale and at Dupli Envelope & Graphics in Syracuse, NY.

Kemper Matt Jr. and the Dupli Envelope crew hosted printers, vendors and PIA staff at their facility on September 15th. Thanks, Kemper, for your hospitality!



Kemper Matt Jr. (at right) welcoming the group while Tim Freeman (far left) looks on.



L to R: Paul Vinciguerra, Upstate Printing, John Hudack, Dupli Envelope and Brian Corbett, Hanna Paper Recycling.

UPS DISCOUNTS FOR PIA MEMBERS

NEW DISCOUNT PROGRAM WITH UPS

Printing Industries Alliance, along with their sister affiliates (America's Printing Association Network, APAN) across the country, is pleased to announce that our members can now take advantage of our newest member benefit offerings through the UPS® Savings Program!

Let us help you lower your shipping costs. From care packages to pallets – or anything in between – count on your PIA UPS® Savings Program to deliver convenient, dependable services and tools that make sending and receiving packages easy.

Member Savings Include:

- 50% on Domestic Next Day / Deferred
- 30% on Ground Commercial / Residential
- Up to 50% off International Imports / Exports
- Plus, UPS Smart Pickup® service is free



Sign up for a new account at <https://bit.ly/3MKqYZq> or if you already have a UPS account, simply re-enroll and apply our member-only savings to your existing account.

If you have previously signed up online through your regional printing association, you may receive a registration error; please call 1-800-MEMBERS (1-800-636-2377) to transition your account to APAN (your discount will remain the same).

Questions? Contact Kim Tuzzo at (716) 691-3211 or ktuzzo@PIAlliance.org.



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- ◆ Shrink Wrapping – Up to 45" (Polar Programmable)
- ◆ Paper Cutting – Up to 45" (Polar Programmable)
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- ◆ Easeling (Counter Cards)
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THE PERFORMANCE REVIEW IS BACK...

PERFORMANCE MANAGEMENT: A REQUIREMENT OF LEADERSHIP

By Joe Truncale, Founder & Principal, Alexander Joseph & Associates, LLC

Every so often, *The Wall Street Journal* runs a special section called "C-Suite Strategies". The most recent offering, September 19, 2022, was especially compelling. The main headline reads: "The Performance Review is Back". My question is this: Where did it go? And more to the point, why?



As organizations adjusted to a new way of working during the pandemic, a consensus emerged that doing performance reviews was simply not a priority in this rapidly shifting environment. It's not surprising that supervisors and employees alike enjoyed the hiatus. Research shows that neither are enamored of the process but for different reasons.

Managers aren't comfortable giving feedback that may not be well received. Many don't feel confident in the process, nor in their ability to engage their direct reports in a meaningful discussion about performance and areas of needed improvement.

Employees see the performance review as a perfunctory, "check-the box" requirement that does little to recognize their efforts nor help them improve. Many feel it is done simply to rationalize a pay increase (or not). However, just because something is being done badly does not render it unnecessary.

One of the primary responsibilities of leadership is to provide clear direction for the enterprise and to ensure that team members understand their responsibilities and where they stand performance-wise. Clearly articulated and communicated statements of mission, vision and values are important first steps and set the stage for an effective three-step process for performance measurement.

First, each team member should have a list of job responsibilities, plainly written and prioritized in order of impact on the success of the plan (if everything is a priority, nothing is). These should align with the organization's mission.

Next, each employee should have succinct, clearly stated, and measurable goals which are reasonable and provide a meaningful challenge. These reflect the company's vision.

Finally, identifiable and observable behavior standards are agreed upon, closely monitored and evaluated. These emanate from the organization's values.

The temptation to shelve a broken process is understandable. Organizations that rise above this by implementing a dynamic performance evaluation system can create a sustainable competitive advantage that sets them far apart.

For more information on the Dynamic Performance Management Process, contact Joe at joe@ajstrategy.com.

COMMEMORATIVE BRICKS

GET YOUR NAME SET IN STONE AT WNY BOOK ARTS!

PIA has partnered with WNY Book Arts for years to support its mission of celebrating the rich heritage of Buffalo's printing industry. As part of Book Arts 15th anniversary celebration, you may purchase a personalized commemorative brick. Custom engraved bricks offer the opportunity to honor the memory of a loved one, commemorate a business, or recognize yourself or your business.

The engraved bricks will be installed at Books Arts' E. Mohawk and Washington Street entry-ways, visible to both passers-by and Book Arts' diverse audience of artists, students, and patrons. Funds generated from the sale will support Book Arts' print studio and arts education programming.

All commemorative brick orders received by December 15, 2022, will be scheduled for installation in late Spring 2023 at a special dedication event.

Commemorative Bricks are 4" x 8" in size, with three lines of text available. You may also add one of three select images to your brick. When you purchase a commemorative brick, you leave a positive imprint on our community. Honor the individuals, families and businesses that matter to you, and support Book Arts programming.



Help celebrate 15 years of service to our local community and pave the way to Book Arts future!

Contact Kim Tuzzo at ktuzzo@PIAlliance.org for an order form.

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Proceeds support the WNY Book Arts Center's ongoing education programs and mission to promote printing and book related arts.

HOW'S BUSINESS? LET US KNOW BY COMPLETING THE OCTOBER 2022 PIPI SURVEY

Printing company leaders' plates are packed with inflation issues, paper supply-chain problems, workforce shortages, and a changing market. Therefore, identifying effective management practices (those connected with higher performance) in this evolving environment is relevant.

In what management practices should printing company leaders invest their time? Our October 2022 Printing Industry Performance and Insights survey will explore effective management practices. We seek to provide printing company leaders with actionable knowledge to help them set management/leadership priorities. In addition, we will examine the effects of inflation, paper shortages, and other factors touching our industry, seeking to provide a big-picture view and helpful advice.

Download previous PIPI reports at pialliance.org/management-tools-2/.



Survey link will be open until November 7th. Visit <https://bit.ly/3zhIOyP> or use QR code →



CREATIVE WAYS TO RECRUIT

SEVEN CREATIVE WAYS TO RECRUIT EMPLOYEES

By Sonali Shah, Director of Marketing & Communications, Visual Media Alliance

One of the most significant challenges facing small business owners today is finding and retaining employees. During the pandemic, over 47 million Americans (U.S. Bureau of Labor Statistics) voluntarily quit their jobs – an unprecedented mass exit from the workforce that is now widely called the Great Resignation. This has resulted in a significant decrease in available talent. And for the printing industry, a lack of talent was already a considerable challenge.



As employees are the lifeblood of a business's operations, here are seven creative ways to find and recruit employees:

- 1. Address Reasons Why Employees Don't Want to Work** – According to a Pew Research study, low pay or feeling pay was too low, lack of opportunities for advancement, feeling disrespected at work, lack of childcare, and not enough flexibility were the top five reasons people left the workforce. Knowing this, you can determine which aspects you can change.
 - Check out surveys, such as the Printing Industry Performance & Insights (PIPI) survey (view these reports at pialliance.org/management-tools-2/, Wage + Benefits Survey (2022 survey results just released) and Sales Compensation Survey (released in 2022) to make sure you are offering a competitive salary.
 - Augmented with benefits, PIA can help get you set up with health insurance and other benefits with our Insurance Partner Gilroy Kernan & Gilroy.
 - Set up an employee performance review system that can pave a path for employee growth. You can offer cross-training or other relevant education to help their career growth and job flexibility. And use these as attractors in your job posting.
- 2. Utilize Employee Referral Networks** – Your employees might be the best place to find people with the talent you need. Their network of colleagues, friends and family often have similar backgrounds. Offering a bonus if you hire a referral can be a good motivator. Additionally, companies made up of friends and family members create a wonderful company culture.
- 3. Use a Talent Agency** – If you want a qualified employee and want someone else to do the digging, a talent agency may offer the perfect solution. Recruiters often specialize in specific industries and have access to a large pool of prospects. They are also motivated to find the perfect employee for you. The downside is you'll need to pay them, and the cost varies. Costs can be 15-25% of an employee's first-year salary.

Companies like 24 Seven (24sevenalent.com), Creative Circle (creativecircle.com), Aquent (aquent.com) and 80Twenty (80twenty.com) are creative industry recruiters. PrintLink (printlink.com), Marie Leising & Associates (printrecruiter.com) and Newhouse Associates (printjobs.com) specialize in print, packaging and label industry recruitment.

4. Hire Interns – What could be better than a constant flow of eager, bright, and fresh talent that you can mold into your perfect future employee? Internships are the ideal way to test out candidates to see if they can learn/do the job and see if they fit into your company's culture.

Since most of these are students, they are usually low on work experience, so it might take a little bit more handholding. On the other hand, interns are full of enthusiasm. They want to gain real-world work experience in a career they aspire to pursue and build a resume. According to Mashable.com, companies converted nearly 60% of interns into full-time hires.

5. Previous Employees and Applicants – A pool that you already have in your database is previous contacts – your previous employees and past applicants. With past employees, you know what you are getting and they've probably added some additional skills. In a tight labor market, some people who may not have been your first choice may be possible good employees with some training.

6. Tell a Compelling Story in Your Job Ad – Your employment ad is critical real estate. It's often the first place people hear about your company. In today's market, employees are inundated with opportunities, so your ad needs to stand out. Of course, you'll want to include the standard aspects and details of the job, but you can benefit from adding something to make your ad stand out from other job listings.

One simple way to do this is to tell your story. Other companies may have similar job descriptions, but no one else has the same story. This is every company's most underutilized secret weapon. Talk about what makes your company different; the people, the culture, service differentiation, etc. Think about how working at your company will benefit the potential hire as part of the story.

7. Promote Diversity, Equity, and Inclusion – Diversity, equity, and inclusion, commonly referred to as DEI, is a crucial component of hiring as more employees seek out organizations that prioritize diversity. Employees of all ages care about DEI, but as millennials and younger folks become your target hires, you need to be aware that a commitment to DEI is essential to job seekers. According to Monster research, 86% of candidates say diversity, equity, and inclusion in the workplace are important to them.

DEI is an important topic that should be incorporated into every part of your recruiting process. There is a lot that can be shared, but briefly, some tips for incorporating DEI include:

- Use inclusivity language in your job postings
- Share names and pronouns (like she/her or they/their) when you meet in job interviews and email exchanges
- Make sure your benefits are inclusive
- Consider hiring from diverse pools like veterans

Similarly, a commitment to sustainability is also important to employees.

Getting creative and knowing what employees want, can help your business stand out and attract great employees in this competitive market.



PIA RESOURCES FOR RECRUITMENT/RETENTION

- ❑ **Job Posting Service** – PIA members can visit pialliance.org/post-a-job/, log in with their email address and the password print123 to post job openings for free.
- ❑ **Read PIA's Special Report "Recruitment, Retention, and Pathways to Employment in the Printing Industry"**, published in March 2022 – PIA member and esteemed printing industry journalist and reporter, Patrick Henry, put together this report, based on interviews with printers, educators, and other experts who address the challenges of recruitment and retention every day. It offers their insights and recommendations as a guide for other printers dealing with workforce challenges of their own. The solutions it describes are presented as a cross-section of resources and strategies available to printing companies with open jobs to fill. Visit pialliance.org/blog/ or contact PIA at info@pialliance.org to request a copy.
- ❑ **Attend PIA's Annual HR Conference** – HR staff can brush up on their skills and learn how to motivate and reward employees at this popular conference, scheduled for May 4 & 5, 2023 at Turning Stone Resort Casino.

FALL SALES WEBINARS

Presented by Kelly Mallozzi, Success In Print

Printing Industries Alliance is bringing Kelly Mallozzi back for two sales webinars this fall. Last year Kelly presented the Intro to Total Sales Transformation program and CEO Leadership Summit to PIA members, to rave reviews. Read on for details on these two webinars.


Nov. 1st at 11 am - Land and Expand: Creating Opportunity for Your Sales Engine:

Creating an environment for sales to grow and thrive is everyone's job and it begins with owners and managers. It is no longer productive to have salespeople out dialing for dollars with no marketing support, no process, and no messaging. This session will focus on creating branding and messaging that facilitates sales conversations, building a sustainable sales process, and leading your sales and marketing to bigger and more profitable sales.

Dec. 6th at 11 am - Building the Sales and Marketing Powerhouse of the Future:

Building out a team that will drive sales and profit involves embracing new technologies, new ideas, and new skills. This session will address the roles, skills and metrics that you will need to have in place in order to create more sales and lasting relationships with your customers. We will talk about where to find the best people, how to onboard, train, and mentor them, and how to compensate them.

- ✓ Webinars will be presented on Zoom and will be one hour in duration.

- ✓ Cost for each webinar is \$50 (PIA members), \$75 (Non-members), for up to three connections.

- ✓ To register, visit PIAlliance.org/events.



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HOT TOPICS FROM QUOINS2PIXELS

Are They The Right Choice??

You've built a business from the ground floor, and now it's running smoothly. Reasonably enough, your thoughts turn to picking a successor who will take it forward into the future. They may be a key employee or one of your children who are involved in the firm. After you decide who the right choice is, how do you satisfy yourself that they're the right choice knowing that if you're wrong, the business's future is in jeopardy? The simple answer is that they themselves will decide and thus you will know by their actions whether they are the right choice.

If they understand that their job is to carry out their duties as instructed by you—they're the wrong choice.

If they think out of the box and focus upon new types of customers, products or processes—they're the right choice.

Of course, they may be wrong in their thinking (just as you were in your past), but the point is that they're thinking and planning about where the business can go in the future.

Risk Review

When was the last time you looked at your property and casualty insurance policies? Typical of most businesses, this is the preveue of someone on your financial team – book- keeper, accountant, CFO. It's also one of those "if it ain't broke, don't mess with it" areas of business since "good old Billy Bob" our insurance agent has it well in hand. Or does he?



Good agents, which are rare, know a lot about your business, and more importantly, a lot more about the insurance business. If you haven't had a deep discussion with your agent in the last year about your business, industry, and associated risks – it might be time for that conversation, or a new agent.

The staff at PIA's Insurance Partner, Gilroy Kernan & Gilroy, has years of experience with the printing industry and its particular risks. Contact Sarah, Ross or Andy for help – see their contact info on page 4.

Discount For Cash

In some industries, a discount for prompt payment is almost standard. Generally, this has not been the case in print.

If you are considering this as a policy, it's worthwhile to consider the possible results. The classic discounted terms "2% 10 days, net 30 days" on their face provided a 2% bonus for an acceleration of payment by 20 days. That's equivalent to 36.5% annual interest.

In practice, customers frequently paid in 30 days and took the discount anyway. In both cases, more was paid by the seller than what it was worth.

Of course, one could mark up the quote by 2% and it would cancel the impact, but if that would work, why not just mark up the quote by 2% and not offer a discount?

Customer's Property

Many firms are discovering that providing warehousing distribution services for customers – a step beyond just mailing their promotional printing, can be an important revenue source. And better still, a great way to lock in that customer.

Of course, you must have the space to do this, but it's not high tech and some simple inventory management software is useful. However, there is a liability issue as you are now holding their property. While you can require them to insure their own material, it's really essential for you to have adequate insurance coverage for customer's good. If an error does occur, there is always the possibility their carrier would look to you for reimbursement.

You should also consider that if the goods are interesting enough for someone to steal, they probably will, so a properly secured area is necessary.

Tools For Improving Financial Performance

As our readers have noted, we very seldom talk about budgeted hourly rates, markups, and "job costs" in a positive manner. This fact is built upon years of experience and industry observation of companies which have failed – and those which have succeeded.

Understanding that the selling price must cover "out-of-pocket costs," also known as OOP, as well as generate dollars to cover overhead, equipment costs, and labor, is essential to profitability. Yet, what are the tools necessary to achieve this goal? Here's a quick list of several tools:

- A monthly profit and loss statement which delineates materials, direct labor (manufacturing), and outside purchase costs from overhead/equipment costs
- Reports showing plant capacity/utilization (how busy are we?)
- Track contribution (or value added) by job, product line, and customer
- Win/loss ratio for competitive bids
- Tracking work-in-process

There are many other reports which are important, such as: cash reports; accounts receivable aging; overtime utilization, etc., but it's the ability to measure sales, capacity, and contribution which offers a company a path to success.

About quoin2pixels: written by Bob Lindgren and Joe Polanco. Bob and Joe have spent decades in the printing industry. As a value-added service of the Printing Industries Alliance, they are available to expand on these articles, or aid with projects. Bob can be reached at (818) 219-3855 and Joe at jspolanco49@gmail.com.



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THE STORY BEHIND THE PRINTED PIECE...

THE KEY TO MAKING MORE MONEY

By Bill Farquharson

Imagine this scenario:

You are one of five sales reps sitting in a conference room, each representing a different company. A customer walks in and hands each of you a large envelope containing a printed sample of an existing document they currently purchase. With it is a cover letter containing the specifications.

After you have all had a chance to review the document, you are told the obvious, that this is a bid that will be awarded in a week's time. "Go sharpen your pencils and do your best," the client instructs.

And with that, four of the sales reps stand and exit the room, leaving only you and a confused customer.

"Why are you still here? Was there something you did not understand?"

Stop! Everyone freeze!

Right now, you are in a price-based situation, one where the only way you will win is by shaving as much profit from the job as possible and one that will continue to be price-based on the reorder.

What you'd prefer is the situation where you are selling on the basis of an idea you came up with; something that either lowers the usage cost of the document or increases its value.



The challenge is getting there.

In order to get away from price, you need to understand the story behind that printed piece. This involves asking questions that uncover how it is used, its purpose and basically everything that happens to it from the moment it arrives in Receiving to the moment it ships out with the product or is discarded.

In addition, you need to know about the purchasing chain of command. This customer is a Buyer, but who requisitioned it? Who designed it? In other words, who "owns" it?

The process of asking qualifying questions is an important sales skill. If you've never done it before, start a list of the kinds of things you'd like to know. Review that list each time you go into see a customer. And finally, add to that list with any new questions you come up with.

The difference between winning a big earning an order is monumental. There's a difference in profit, customer loyalty and customer retention and all because you stayed behind and peppered the client with a series of questions.

Anddddddd, ACTION! Start asking . . .

PIA Discount on Sales Vault

Need sales? Seminars and webinars provide temporary motivation and ideas. In a week, it's all gone. The Sales Vault delivers continuous sales growth and PIA members get a discount on subscription. Learn more at salesvault.pro/partners or call Bill Farquharson at (781) 934-7036. Sign up for Bill's free monthly sales webinars at PIAlliance.org/events and watch recordings of past webinars at PIAlliance.org/pia-for-you/.



TEN WAYS TO SAVE WITH PACKSIZE

By using the On Demand Packaging® system, companies eliminate all the empty space inside their packaging. On demand packages means less corrugated, less void filler, and a smaller impact on the environment. PIA members save \$11,000 with waived equipment fee.

1. USE LESS CORRUGATED

By using smaller boxes, on demand packaging users significantly reduce their corrugated cardboard spend.

2. MINIMIZE VOID FILL

The smallest possible box means there's a reduced need for non-recyclable void fillers, eliminating up to 50 percent used.

3. REDUCE BOX MANAGEMENT

Companies that use packaging on demand don't need to worry about managing a large box inventory.

4. OPTIMIZE WAREHOUSE SPACE

By eliminating a large box inventory, companies can free up valuable warehouse space. Store products instead of boxes.

5. MINIMIZE DAMAGES

Damage to your products often occur when they jostle around inside the carton. Eliminating that empty space has been proven to greatly reduce damages.

6. REDUCE INFRASTRUCTURE

Right-sized boxes mean you get more bang for your buck from existing infrastructure. More boxes can fit in a truck, a conveyor, or any other part of your supply chain.

7. INCREASE THROUGHPUT

When companies are able to create any sized box at any time, orders can be turned around quicker by eliminating box size guesswork.

8. REDUCE SHIPPING COSTS

Major shipping companies charge for packages based on weight and size; it's more important than ever to minimize your box sizes.

9. INCREASE SUSTAINABILITY

Packsize customers use less corrugated and filler material, while also improving their shipping activities. This results in less trees cut, less landfills filled, and cleaner air for all.

10. INCREASE CUSTOMER SATISFACTION

Your customers don't want to have to throw away oversized boxes and the copious amounts of void filler sent with them. Smaller boxes reduce damages and improve your customers' brand experience.

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Questions? Contact Kim Tuzzo at Printing Industries Alliance, (716) 691-3211 or ktuzzo@PIAlliance.org

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DHS EXTENSION | 2022 WAGE + BENEFIT SURVEY

I-9 FORMS:

DHS Extends Flexibility Regarding In-Person Verification of Required I-9 Documents to July 2023

By Michael L. Dodd, Association Counsel,
Ferrara Fiorenza PC

Recently, we reported that the Department of Homeland Security (DHS) was requiring employers to go back to the old process of physically inspecting Form I-9 ID and authorization documents within three business days of a new hire starting work. DHS had temporarily modified this process during the pandemic. Specifically, when the pandemic hit in 2020, DHS permitted employers to collect and inspect their employees' ID and employment authorization documents remotely, through email, fax, etc. However, they were only permitted to do so until they could "safely" perform in-person inspections.



Until last week, DHS reported that this flexibility was ending on October 31, 2022. On October 11, DHS announced that "Due to the continued safety precautions related to COVID-19, DHS will extend the updated flexibilities until July 31, 2023."

If you have any questions or need any assistance with respect to these matters, feel free to contact Mike Dodd at mldodd@ferrarafirm.com.

THE 2022 WAGE + BENEFIT SURVEY IS HERE!

The Print Industries Wage + Benefits Report is the most reliable labor management report in the graphic communications industry, with nearly 500 companies participating, employing more than 15,000 employees. The Wage + Benefits 2022 Survey captured wages for most industry-positions in sixteen categories, segmented by region and company size. The survey captured policies for overtime, vacation, PTO, sick-time, health insurance, and includes job descriptions for more than 200-industry positions.

Specialized Industry Segment Reports include wage and benefits data specific to Packaging, Inplant, and Union shops.

PIA members who sent in their data have already received their copy of the reports. PIA members who did not participate in the survey may purchase the survey results for \$150 (discounted for a limited time from the normal \$250 price). Non-members may purchase the results for \$750.



Order your copy today! Contact Kim Tuzzo, ktuzzo@PIAlliance.org or (716) 691-3211.

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