

# SIGNATURE

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## NEW MEMBER SERVICE – MEMBER ASK A MEMBER

**Ever have a question and don't know where to find the answer?** Over the years, members have come to rely on Tim Freeman, Melissa Jones and other Association staff, to help them track down a resource or contact.

**Our new free service, Member Ask a Member,** offers advice from other members to questions you have.

**Do you have a challenge that you cannot find the answer to?** Go ahead – ask a member question! Send your question to us at [info@printcommunications.org](mailto:info@printcommunications.org). You might get back a variety of answers to solve your challenge.

**This new service is confidential** for both the individual asking the question and for those who respond with an answer.

**How it works:** Your inbox won't be inundated. We limit the number of questions sent out and all responses go to a PGCA staff member to ensure your confidentiality. After collecting the responses, we send a compilation of answers to everyone who responded to the original question.

All primary membership contact persons are automatically added to our general list; you will receive all questions and all answer compilations regardless of topic. As the program develops we will add specialty subject lists such as EHS, Finance, Human Resources, etc.

*We will archive past member questions in our Members Only section of the website.*

**Here are some examples of questions members might need an answer to:**

- **How do you deal with a late paying customer?**
- **Given the current paper pricing volatility and lack of some paper availability, how long are your print quotes valid?**
- **How do you handle paying overtime to employees because they need to correct mistakes that they made?**
- **Has anyone ever seen a machine that will seal a ribbon to the back of a liner?**

PGCA has already circulated a Member Ask a Member question about waste hauling and about whether you charge interest on past due invoices.

**Join the conversation! Send your question to us at [info@printcommunications.org](mailto:info@printcommunications.org).**



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## YOUR DATA IS NEEDED!

### INDUSTRY PERFORMANCE FINANCIAL SURVEY - YOUR DATA IS NEEDED!

Our first quarter PIPI (Printing Industry Performance Indicators) Financial Benchmarks survey is ready to go! The financial benchmarks will provide you with comparison data regarding costs and expenses in running your company, compared to other companies in your industry segment.



#### Key points of the survey:

- ◆ Our goal is to provide members with useful financial benchmarks they can apply in making strategic decisions and finding a path to solid performance.
- ◆ Furthermore, we plan to provide financial benchmarks for different industry segments (solely digital commercial printers, digital and sheet fed commercial printers, label printers, web printers, etc.). To do this, we need many completed surveys.
- ◆ We do not ask respondents about their identity. We will not share our data with anyone. We keep the data gathered confidential!
- ◆ Before opening the survey, members should have their 2022 annual income statement and year-end balance sheet open. If respondents apply a fiscal accounting year ending on a date other than December 31st, they should use their financial statements from their fiscal year that ended in 2022.
- ◆ We will keep the survey open until March 13th.

**Please help us grow this outstanding and valuable report by participating. The more data, the better the final report!**

Visit [www.printcommunications.org/management-tools/](http://www.printcommunications.org/management-tools/) for the survey link and to download past PIPI surveys, including these from fourth quarter 2022.



#### "How Paper is Affecting Printing Companies and Approaches to Consider"

##### Key takeaways:

- ◆ Paper's effect on meeting customer needs
- ◆ Is the paper situation getting better?
- ◆ How much firms have increased paper inventory
- ◆ Is increased inventory helping?
- ◆ The impact of growing paper inventory on cash
- ◆ The last section includes ways to respond to paper supply issues, which we drew from previous supply-chain research and tested in this study



#### "Connecting a Comprehensive Strategic Approach to Printing Firm Performance"

##### Key takeaways:

- ◆ We found a positive relationship between applying a CSA (strategic planning, goal setting, and financial ratio analysis) and firm performance.
- ◆ We provide a plethora of execution tips arranged in a simple bullet-point format.
- ◆ We also examined "budgeting" as a possible fourth CSA element. Surprisingly, we did not find a clear positive relationship between budgeting and firm performance.
- ◆ We also discuss those findings and provide budgeting execution tips.



#### "A Big Picture of the Printing Industry: Revenue Trends, Inflation Effects and More"

##### Key takeaways:

- ◆ Revenue trends
- ◆ Covid recovery
- ◆ Inflation effects
- ◆ Business outlook and employees per \$1m in sales
- ◆ We provide actionable suggestions throughout the report.



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**EMPLOYEE MONITORING | AUDIT 1-9 FORMS****CYBERSECURITY PLANS AND RESTRICTIONS ON EMPLOYEE MONITORING**

By Nicholas J. Fiorenza, Partner, Ferrara Fiorenza PC, Association Counsel



Most data and cyber security plans today include some sort of employee activity monitoring. Whether targeted at access to your organization's critical data points or centered on what information is being downloaded/shared, employee monitoring software is becoming more and more common.

Underappreciated in many cyber and data security plans, however, is the expanding body of employment law impacting private sector employers and governing - often restricting - their plans to implement electronic monitoring and employee surveillance procedures. Two specifics deserve immediate attention.

Since May 2020, private sector employers in New York have been required to provide written notice to their employees that their employer is monitoring - or intends to monitor - employee telephone, email, and Internet communications. In addition, private sector employers engaging in this practice must give prior written notice to all employees who are subject to such monitoring at the time they are hired.



Employers must also post a notice of the law in a "conspicuous place" where it can be viewed by all employees. The posting must specifically advise employees that all telephone communications, electronic mail or transmissions or internet access or usage may be subject to monitoring at any time and by any lawful means.

Restrictions on technologies that allow employers to utilize security cameras, key stroke monitors, workstation screenshots, webcam photos, GPS activity and the like are under increased scrutiny at the Federal level as well. In October 2022, Jennifer Abruzzo, the General Counsel of the National Labor Relations Board, issued a Memorandum urging the Agency to protect employees "from intrusive or abusive forms of electronic monitoring".

While acknowledging that employers "may" have legitimate reasons for electronic surveillance, the General Counsel cautioned that some uses interfere with a "reasonable" employee's legally protected activity, including unionizing rights under the National Labor Relations Act (NLRA). Since the NLRA generally prohibits employer surveillance which is used or even appears to be used to spy on or chill union organizing or other protected activities, employers are cautioned to re-view their monitoring practices so that they are "narrowly tailored" to the legitimate business purpose at play. The General Counsel also advised that even where employee electronic monitoring is justified, employers must inform employees of the use of such systems which are not obvious to the employee.

The law in this area is rapidly changing, and employers are urged to review their data/cyber security plans and any other avenues of employee electronic monitoring for employment law compliance.



## EMPLOYERS SHOULD REGULARLY AUDIT THEIR EMPLOYEES' COMPLETED (OR CORRECTED) I-9 FORMS

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



A recent U.S. Dept. of Justice (DOJ) enforcement case highlights the importance of all employers having properly completed – and when necessary, properly corrected – I-9 Employment Eligibility Verification forms for all their employees. Failure to do so can lead to exorbitant fines and even criminal penalties.

The I-9 Form, which must be completed by the employee and the employer, demonstrates that the employee is legally authorized to work in the United States, in terms of citizenship or immigration status. The law requires employees to complete a portion of the form and produce documents that establish both their identity and authorization to work. The employer must then review the documents and complete the form within three days of an employee beginning work.

In the DOJ case, a staffing company, that would routinely supply 500 temporary employees to various businesses in their area, was found to have improperly completed and/or altered I-9 forms for those temporary employees. Specifically, the Immigration and Customs Enforcement (ICE) agency found more than 1000 I-9 forms with basic mistakes, such as errant checks in certain boxes, lack of employer and/or employee signatures, etc. They also found more than 200 forms that were not completed within the three-day timeframe noted above. And, lastly, ICE found nearly 180 forms in which the employer had tried to backdate certain information to make it appear as though it had been completed properly in the first place.

The staffing agency was fined \$1.1 million for the I-9s with inaccurate or missing information, approximately \$156,000 for the forms not completed in a timely fashion and nearly \$260,000 for the unlawfully backdated items.

This should serve as a cautionary tale emphasizing the importance of: 1) having protocols for the timely completion of I-9s; 2) having staff members familiar and knowledgeable with the completion and retention of I-9 forms; and 3) self-auditing existing forms and correcting any errors in a clear and transparent manner.

**About the Authors:** Nick Fiorenza and Mike Dodd, attorneys with Ferrara Fiorenza PC, counsel PGCA members every day regarding their HR challenges. Contact Nick and Mike at (315) 437-7600. Nick and Mike will be featured speakers at the 21st Annual HR Conference in May at Turning Stone.

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Don't miss this year's premier Human Resources and Employment Law Conference – keeping you in touch with the latest legal developments impacting your workplace and offering effective solutions to the HR issues you face every day. The conference is presented by the Print & Graphic Communications Association (formerly Printing Industries Alliance) and co-sponsored by Ferrara Fiorenza PC and Gilroy Kernan & Gilroy.

This year's conference has been thoughtfully designed to help you recognize HR trouble spots before they turn into expensive legal claims, while at the same time recognizing the challenges of our dramatically changed workplace and providing real-world solutions.

### CONFERENCE TOPICS

■ **QUIET QUITTING:** Keys to understanding, engaging and inspiring today's workforce

■ **AVOIDING THE MOST COMMON HR MISTAKES  
THROUGHOUT THE EMPLOYMENT LIFECYCLE**

This segment includes: Hiring Done Right, Performance and Daily Management Tips, Counsel, Discipline and Discharge the Right Way

■ **YOUR ESSENTIAL EMPLOYMENT LAW UPDATE**

■ **WHY WORKPLACE HARASSMENT CLAIMS ARE STILL  
ON THE RISE AND HOW TO CHANGE IT**

■ **WORKPLACE BENEFITS UPDATE**

■ **ASK THE EXPERTS!**

The conference runs from 8:30 am to 4:00 pm on Thursday, 8:30 am to 2:00 pm on Friday, with registration and breakfast at 8:00 am on both days.

Visit [printcommunications.org/events/2023-hr-conference/](http://printcommunications.org/events/2023-hr-conference/)  
Questions? Contact Kim Tuzzo at [kim@printcommunications.org](mailto:kim@printcommunications.org)  
or (716) 691-3211.



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## RECORDKEEPING – WHAT IS “FIRST AID AND MEDICAL TREATMENT?”

By Stephen S. Stankavage, MS, Director of Environmental, Health & Safety, PGCA



Greetings Safety fans! This month I'd like to continue our discussion on recordkeeping. Last month we discussed what makes an injury “recordable.” I'd like to now look at what makes an injury **NOT** recordable. To do that, we first must understand what “Medical Treatment” is and what it's not.

**Medical Treatment, by General industry standard 29CFR1904.7(b)(5)(i) is:** the management of and care of a patient to combat disease or disorder. Sweet, simple, and to the point.

### What it's NOT is:

- Visits to a physician or other licensed health care professional solely for observation or counseling.
- The conduct of diagnostic procedures, such as X-rays and blood tests, including the administration of prescription medications **used solely for diagnostic purposes.**
- First aid.

Now you must realize that there are **significant** injuries that do occur in the workforce that there are no medical treatments for or treatment may be postponed until the injury or illness worsens. These are still recordable. For example: punctured eardrums, fractured toes and ribs where neither medical treatment nor work restrictions may be issued. In addition, diseases like byssinosis, silicosis, and some cancers may not receive work restrictions or treatments until the disease progresses. They still must all be recorded at the time of the injury. In the case of illness, when it's first diagnosed. The key is the word “**significant**”.

**Of course, the next question that begs to be asked is what is First Aid?** And I'm glad you did, otherwise this would be really short article. Remember, in order for an injury to be “recordable” the injured must either be death, lost work, have restrictions on job function, loss of conscience or receive medical treatment **ABOVE** first aid, observation, or testing or be a significant injury.

**So, what's first aid? I'll give you the whole list as OSHA looks at it. Anything outside of this list is considered recordable.**

## FIRST AID IS:

1. **Using a non-prescription medication at nonprescription strength.** For medications available in both prescription and non-prescription form, any recommendations by a physician or other licensed health care professional to use a non-prescription (over the counter) medication at prescription strength (need a slip of paper to give to the pharmacist even if you can buy it in the store) is considered medical treatment. Basically, **any written prescription for any medication type** is recordable.
2. **Administering tetanus immunizations.** Other immunizations or shots such as Hepatitis B vaccine or Rabies vaccine, are considered medical treatment.
3. **Cleaning, flushing or soaking wounds on the surface of the skin.**
4. **Using wound coverings such as bandages, Band-Aids, gauze pads, etc.;** or using butterfly bandages or Steri-Strips. Other wound closing devices such as sutures, staples, wound glues etc., are considered medical treatment.
5. **Using Hot or Cold Therapy**
6. **Using any non-rigid means of support such as elastic bandages, wraps, non-rigid back belts etc.;** devices with rigid stays or other systems designed to immobilize part of the body are considered medical treatment.
7. **Using temporary immobilization devices while transporting an accident victim (these are preventive measures, not treatment).**
8. **Drilling a fingernail or toenail to relieve pressure or draining fluid from a blister.**
9. **Using eye patches in any form.**
10. **Removing foreign bodies from the eye using only irrigation or a cotton swab.**
11. **Removing splinters or foreign material from areas other than the eye by irrigation, tweezers, cotton swabs or other simple means.**
12. **Using finger guards**
13. **Using massages** Physical therapy or chiropractic treatment are considered medical treatment.
14. **Drinking fluids for relief of heat stress.** Any other method of getting fluids in the body specifically intravenously **is medical treatment.**

*Continued on page 8*

## PGCA MEMBER SERVICES: KODAK-BRAND SPECIAL REBATES

Whether you're looking to strengthen your offset solutions or build out a digital offering, Kodak has equipment that can meet your print shop's needs. With PGCA's exclusive Kodak-brand rebate program, members can save money while optimizing print operations with industry-leading solutions.

The rebate program includes the following products:

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  - **KODAK** ACHIEVE
  - **KODAK** MAGNUS (4-up, 8-up, VLF)
- **KODAK** PRINERGY On-Demand Software Solutions
- **KODAK** PROSPER Inkjet Presses
- Consumables: Proprietary water-based inks
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Contact Melissa Jones, Co-President, PGCA, at [melissa@printcommunications.org](mailto:melissa@printcommunications.org) or (215) 396-2300.



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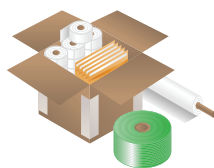
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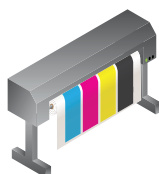
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→ **69<sup>th</sup> Annual Franklin Event**

March 30, 2023 | 6 pm

The Lighthouse, Chelsea Piers,  
New York, NY

→ **PGCA's Annual HR Conference**

May 4 & 5, 2023

Turning Stone Resort, Verona, NY

Plan to attend this year's conference and get excellent guidance from our experts on navigating the increasingly complicated human resources landscape.

Visit [Printcommunications.org/events/2023-hr-conference](https://Printcommunications.org/events/2023-hr-conference) for the agenda and registration information.

→ **Neographics Gala**

October 5, 2023

Cescaphe Ballroom, Philadelphia, PA

→ **Print Across America**

October 25, 2023

[printacrossamerica.com](https://printacrossamerica.com)

## WEBINARS

→ **March Short Attention Span Webinars****Motivation**

March 9, 2023 | 11:30 am

→ **Strategies for Growth: Attract, Engage and Retain Millennial Employees and Clients: A Virtual Workshop Series**

March 14, 2023 | 1:00 pm

Six-part monthly series

→ **New Multi-Employer 401(k) Plan Webinar**

April 11, 2023 | 10:00 am

## PGCA Safety Training Webinars

Visit [printcommunications.org/safety-webinars](https://printcommunications.org/safety-webinars) to access mobile-ready webinars available on demand, 24/7 on mandatory and recommended safety topics.

## OSHA RECORDKEEPING (CONT.) | AFTER THE INJURY

Allow me to reiterate, this is the **WHOLE** list of what OSHA considers first aid. If it's not on this list, OSHA considers it medical treatment and therefore recordable on the OSHA 300 log. Moreover, the level of professionalism of the individual administering first aid doesn't matter; it's still considered first aid if you do it or a licensed medical physician does it.

As always, PGCA and Steve Stankavage are here to help with any EHS questions or issues you have. Stay Safe.

## AFTER THE INJURY – A MOTHER'S CHILD

The recordkeeping of incidents is important as it helps keep an accurate track of injuries in your facility. However, we must never forget that this process is essentially recording a painful experience of one of your employees. Your employees are your greatest asset. No amount of money earned or lost in fines can ever replace a person. They are a mother's child who was just injured in your house.

Think about that a minute; someone's child was just injured in your house. When you boil everything away, that statement will always remain – someone's child was injured in your house. Now, when our children have friends over to our houses and one of them gets hurt, we feel pretty bad about it because we (as parents) feel responsible for their well-being while they are in "our created environment". God forbid if we have to take them to the hospital due to their injury! Well, it still applies to our work environment, after all, who's more responsible for our workplaces then we, The Management?

Needless to say, if and whenever one of your employees is injured – they should become your absolute number one priority – bar none. All injuries can be prevented; however, the severity of the injury is pure luck really. Therefore, all injuries need to be treated with the same amount of priority no matter how severe the wound received.

**The number ONE rule of injuries:** damn the paperwork, get them the help they need! This is a human being we're talking about here. A human being, in pain! I've actually seen an employee, his hand wrapped up in a blood-soaked T-shirt, dripping blood on the floor, trying to answer questions from his Supervisor as he was stumbling through filling out an incident report. Yes, the paperwork is important, but let's be real here. Think about the message you're sending to your employee(s) at that moment – the paperwork is more important than him. I guarantee that's what he's thinking. So how do you think he's going to respond when you ask for his loyalty to your company?

**The number TWO rule of injuries – get him to the help he needs!** That means take him to the doctor, don't ever let him go by himself. Yes, I mean a member of his leadership should drive him to the doctor, even if it's just his supervisor. If their injuries are too great that you feel it could cause a biohazard in their personal vehicle, call an ambulance for assistance. However, send a member of their management to ride along. This has numerous benefits. First it shows the employee that management does care about their well-being. Second, you can gain information about the cause of the injury during the ride. And third, the doctor can hear both sides of the story and not just the employee's.

Moreover, the leader should remain with the employee the entire time to include giving him a ride back to the facility. Believe me, the benefits you receive from this one action will out-weigh any lost benefit of not doing it. Furthermore, it shows the leadership that these are human beings that they are responsible for. In a previous encounter, when I told the supervisor to take his employee to the doctor, his response was, "I don't have time". The CEO who was standing behind me said, without missing a beat, "then I suggest you ensure we don't have any more incidents like this going forward by making sure



it never happens again.” The comment floored the supervisor and set the CEO’s approach to his new safety culture in a heartbeat.

**The last rule of injuries – stay in contact!** If the employee can return to work that day, great! Ask him how he’s doing daily until he’s fully recovered. If he can’t, inform the doctor about your transitional work program (better known as a return-to-work program) and what restrictive duty jobs you have available at the facility. Note: share any physical demand analyses with your occupational medical group. It gives the doctors flexibility in prescribing restrictive work practices instead of placing them in an out of work status and thereby making it a lost-time case.

It’s a good practice to have his supervisor call the employee daily on the phone if the employee is placed out of work and check on his status. Employees want to know that they are wanted and valuable to your organization. You can accomplish this with a two-minute phone call. I guarantee if you show that you value them, they will return the favor with increased safety, and quality performance.

Printing has become a fairly safe work environment over the years; that much is true. But we still have a long way to go to remove incidents completely from the profession. We’ve pretty much removed all the unsafe conditions from the printing industry with the equipment that is being used today. The final step lies with the employee and the unsafe behaviors. The only way we are going to change those behaviors is by giving the employees a reason too. After all, it’s difficult enough to change ourselves, but it’s impossible to change someone else unless they wish to be.

**As always, PGCA and I are here to help. Stay safe friends!**

**About the Author:** Steve Stankavage is Director of EHS for PGCA. He has 25 years’ experience in Environmental, Health and Safety with 17 years in the printing industry. Steve came to GAA (now PGCA) from the defense contracting industry but has EHS experience in heavy construction, wind energy, waste management and academia.

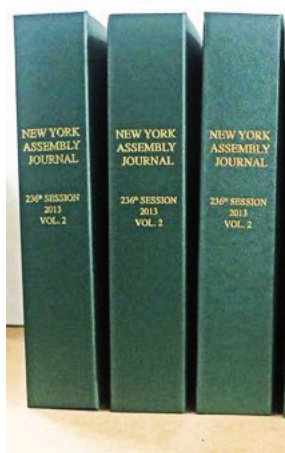
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## OPPORTUNITIES IN PRINT

A recent study conducted by RR Donnelley titled “The Optichannel Opportunity Report” surveyed 300 in-house marketing decision makers. The results reflect industry studies which have been conducted over the past 10 years showing that print plays an important role in today’s digital world – and just one channel of communication is not very effective. The term “optichannel,” crafted by RRD, is defined as “marketing outreach on two or more channels where specific customers are most likely to engage, often through real-time data.”

### Here’s the takeaway.

How do we craft a strategy which can help our clients utilize these tools, i.e. Optichannels to make them more effective and in turn make us the vendor of choice. The first step is research. How well do you know your customer’s market? Which marketing channels do they use to communicate with their customers? Are you talking to the right people in their marketing/sales groups so you know their marketing strategy and the role print will play?

The second step is a bit more challenging – finding the solutions to help those customers. It could be utilizing existing resources or looking for firms with specialties your company lacks. It can be daunting since it takes a coordinated effort of analysis as well as searching for partners who are new to your firm. The reward is further integrating your company as a trusted supplier, and not losing sales along with the potential to add additional sales from other similar customers/prospects.

**quoins2pixels** is written by Bob Lindgren and Joe Polanco. Bob and Joe have spent decades in the printing industry, and throughout their careers, they have counseled hundreds of company owners on a variety of management topics. Bob can be reached at (818) 219-3855 and Joe at jspolanco49@gmail.com.

## ARE YOU A PRINT JUNKIE?

### FIVE SIGNS YOU ARE A PRINT JUNKIE – 2023 EDITION

By Deborah Corn, Intergalactic Ambassador to the Printerverse, Print Media Centr

Do you see print everywhere? Do you count down the days until the new printing press or finishing equipment arrives at your print shop? Do you know what Pantone color the sky is? Do you make vacation plans around printing industry events or incorporate them? Do you look at digital marketing and come up with 10 ways print marketing could support the campaign? Do you think about print in the shower?



If you answered yes to any of the above, you might be a Print Junkie! Unlike other addictions that may require interventions and medical care, standing up and declaring yourself a Print Junkie can be liberating and rewarding with your print customers.

#### Here are 5 signs you may be one, and how to turn your passion into profits.



**You have no less than three rulers at your disposal.** Bonus print junkie points if any of them measure picas, are made by Schaedler, or are from your first job.

Measure twice, cut once. Now apply that to customer communications. Are the right people getting the right message at the right time? If not, get out the ruler and segment your customer lists, again. Many print customers have changed companies since 2020, and have new roles and new responsibilities, some with access to new budgets. Revisit.



**You examine everything printed to decipher the types of presses, processes and inks used.** Bonus print junkie points if you randomly share this information with strangers in the grocery store.

Curiosity is contagious and can be fun. Consider sending your customers a sample kit of your capabilities across printed materials and have a contest where the winner has identified the most on each piece, correctly. Make the prize something fun for customers and rewarding for you. Perhaps you can invite them for a VIP tour of your print shop and give them personal printed items from photos or files they send over before their visit. Avoid the “gift card” and anything else that could be an issue for some corporate and agency buyers. Ask them if you aren’t sure what crosses the line – they know! Adjust as needed.



**You are a print sniffer!** And when you do it, you close your eyes and savor the sniff! Bonus print junkie points if you do this in public, bonus points if anyone asks what you are doing, and you don’t even realize you are doing it.

Print LOVE can also be contagious! Send customers cool things you see and share how they could be applied to help achieve print marketing and communication goals. You can also send aspirational examples. I had a “draw of print dreams” in every agency I worked at just waiting for the right client or creative brief to come along and manifest them into reality. You want to be the first print shop I call when discussions start. Buyers may still need to triple bid the project, but if all is equal, they will usually reward the printspirational source – I know I did.



**You use your fingers as a paper stock weight gauge.** Bonus print junkie points if you can also detect the specific finish on coated paper.

Supply chain issues have certainly made more customers more flexible when it comes to “their paper” and getting comparable options to honor brand standards. Invest some



time to share paper possibilities with your customers this year. Invite paper merchants and mill reps to your print shop and have a paper sample party with customers and prospects. Produce blogs and video content with the paper people and use it to inspire projects and creativity. Repurpose for your social media and you have a marketing campaign guaranteed to generate ROI on many levels. Extra Bonus Points: Share ProjectPeacock.TV episodes from Domtar and Neenah!

## And the #1 sign that you are a Print Junkie...

### YOU ARE STILL HERE!

It's been rough for many print junkies looking to score big over these past three years. They kept it moving, did whatever they could to keep the presses churning and made it work to make it here. Congrats to all of you! But the work is not done.

To keep print coolness and topical information flowing with print customers you must do your part and attend industry webinars, demos, events, and user groups. Participate in industry studies, join many organizations, and contribute to the greater good.

To understand how print is being used, misused, or not used by other industries I implore you to attend events outside of print – but related. Meeting and event planners have events, digital marketers have events, and associations of all kinds have events. Those are the lowest-hanging fruit examples.

I attended and presented at Digital Book World in NYC in January with my “Making it with Print” podcast series co-hosts David Drucker and Noel Tocci. The digital publishers of e-books, audiobooks and podcasts didn't realize they were missing print in their sales and marketing plans, or how to extend the life of their offerings with collectible and/or exclusive printed products. They do now.

Listen to our Digital Book World recap podcast at [podcasts.printmediacentr.com/](https://podcasts.printmediacentr.com/).

While there are many industry events and gatherings before May 28, 2024, put drupa on your radar and do everything you can to get to Dusseldorf May 28-June 7 for the official reboot of the world's largest printing event and gathering of international colleagues, experts, equipment, technology, and start-ups that will help define the future of print and print business.

Print obsession is one habit you do not want to break. A shout-out to all the Print Junkies orbiting in the Printerverse!

### PRINT LONG AND PROSPER!

**About the Author:** Deborah Corn is the Intergalactic Ambassador to the Printerverse at Print Media Centr, a Print Buyerologist, international industry speaker and blogger, and the cultivator of Print Production Professionals, the #1 print group on LinkedIn.

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## THANKS TO NEW PGCA MEMBER PRINT SOLUTIONS!

All of us here at Print & Graphic Communications Association can thank Paul Vartanian at Print Solutions, located in Englewood, NJ, for making us look great when we're out meeting members and prospects. Paul and his team donated new business cards for PGCA staff with Spot UV used on the back to highlight the graphic element from the new logo and give it a raised, 3D effect.



*Our thanks to Paul and the Print Solutions crew!*

## WELCOME TO THE FIRST NEW PGCA MEMBERS!

### ► INTELICOR

330 Eden Road  
Lancaster, PA 17601  
(717) 285-6720

**Julia Farmer**, jfarmer@intellicor.com  
**Michael Hurly**, mhurly@intellicor.com  
www.intellicor.com

### ► PRINT SOLUTIONS

320 South Dean Street  
Englewood, NJ 07631  
(201) 567-9622

**Paul Vartanian**, paulv@printsolutions.info  
www.printsolutions.info

## HEALTH CARE COST SAVING STRATEGIES

### STRATEGIES TO BATTLE RISING HEALTH CARE COSTS FROM "EMPLOYEE BENEFITS MARKET OUTLOOK"

Provided by PIA Insurance Partner, Gilroy Kernan & Gilroy

Planning is critical for employers to develop cost-saving strategies in 2023. Traditionally, many employers have addressed rising health care costs by shifting a greater share of costs onto their employees. While some employers plan to stick with this strategy, savvy employers will recognize the potential chilling effect this can have on recruiting efforts due to the state of the labor market. Employers should understand that employees are already financially strained due to inflationary pressures. However, employers' budgets may be limited, so increased health care spending will likely restrict spending elsewhere. In 2023, employers should be open-minded regarding strategies that could help manage their health care costs while attempting to improve affordability for employees, such as investing in telemedicine or incentivizing employees to seek cost-effective care options. Some organizations are negotiating with providers, as some carriers are currently offering discounts and reduced management fees.

#### Other cost mitigation strategies include:

**Modifying health plan designs**—Rising health care costs are causing employers to reevaluate their health care plan designs and offerings to include cost-reducing features. Some employers might even consider shifting to self-funded or partially self-funded plans in search of cost effectiveness. Additionally, employers are using health reimbursement arrangements and/or health savings accounts to incentivize employees to make cost-effective health care choices. Many organizations are also implementing wellness programs to improve the overall well-being of their workforce by encouraging individuals to exercise daily, eat a balanced diet, reduce stress and visit the doctor as needed.

**Incorporating health care analytics**—Employers are increasingly relying on health care data to understand potential cost drivers and underlying claims. These data analysis initiatives include claims audits, utilization analysis, data warehousing and predictive modeling. Many employers are using claims and diagnostic information to establish and measure workforce wellness initiatives in an effort to control health care costs. By gathering data and using it to predict where and when increased costs may occur, employers can determine the best strategies to address growing health care costs.

**Improving employees' health care literacy**—Health care literacy initiatives are leading employers' cost-saving strategies in 2023. Improving employees' health care knowledge is vital to building a healthy and resilient workforce and reining in overall health care costs. More informed employees are increasingly likely to reduce health care costs by making better care choices. For example, employers are guiding employees to in-network providers so they can avoid unnecessary out-of-network care, thus reducing overall medical expenses for both parties. Many employers are also creating user-friendly benefits portals to educate employees and provide them with critical information, such as health plan options, forms, enrollment calendars and links to additional health care resources.

Rapidly increasing health care costs will likely continue to impact employers for the foreseeable future. Savvy employers will look to implement effective strategies now to rein in these costs and keep employees healthy. Employers who proactively implement strategies to address rising health care costs will be better positioned to meet their employees' needs and find long-term solutions to mitigate costs.

## PGCA Solutions for Managers Making Insurance Decisions

(Owners, CFO's, Controllers, HR Managers)

### ■ New York State Workers' Compensation Safety Group

### ■ Employee Benefits Connection

- Health Insurance
- Dental
- Disability
- and more

### ■ 401k Programs

- Individual
- Multiple Employer 401(k) Plan (MEP)

### ■ Business Owners Commercial Insurance Program

### ■ Cyber Insurance Program

### ■ Employee Benefits Benchmarking

### ■ Invitations to all GKG University Seminars/Webinars

### ■ Complimentary Risk Assessments

### ■ Complimentary Cyber Security Audit



Contact us at [info@printcommunications.org](mailto:info@printcommunications.org) to request a copy of GKG's "Employee Benefits Market Outlook".

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LPI has been working with printers for the past 18 years. During these years, the corner stone of our relationship was based on a simple premise...

### "YOU PRINT AND WE CONVERT"

As a fellow member of the PIA, we wanted to make sure you are aware of this revenue opportunity... from our supplied electronic templates, you print flat sheets and LPI Envelope will convert your sheets into quality finished envelopes.

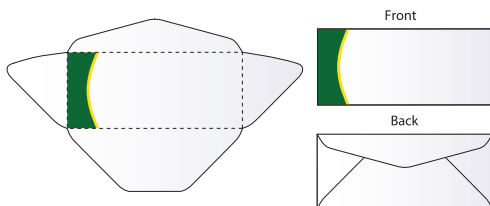
Our niche has, and continues to be, high-end envelopes of all shapes and sizes. We have incorporated all the die cutting methods which enables our converting to be as precise and consistent as possible.

*Here are some of the services we provide:*

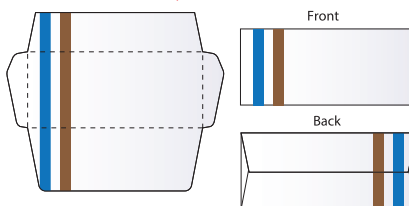
- Converting of heavy stock...large envelopes up to 14 pt.
- Application of Peel & Seal, Latex Glue, Tear tape
- Shrink Wrap and Paper or Plastic Band
- Card Key, Coin and X-Ray Envelopes
- Booklet Envelopes up to 15" wide and as narrow as 3"
- Security (seed) Envelopes with Safety Seal Corners and a resealable flap.

*Some samples of our specialty die cutting and folding on envelopes with the highest degree of registration:*

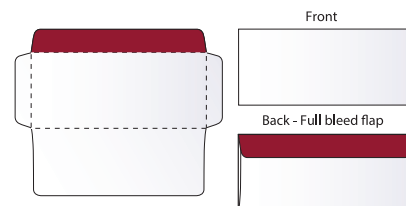
#### COMMERCIAL DIAGONAL SEAM



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#### COMMERCIAL BOOKLET



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## FRANKLIN EVENT LIVES ON!

## FRANKLIN EVENT – TIMES CHANGE, BUT THE TRADITION LIVES ON!

Printers have been gathering together for decades, to make friends, do business and have a few laughs. The Franklin Event, presented by Printing Industries Alliance, now Print & Graphic Communications Association, since 2007, has brought together printers from the Metro NYC area, as well as printers from across the country – in one venue, to celebrate PRINT!



Franklin Clubs of America Dance, October 1914, New York, NY.

The next chance to join in this tradition takes place on March 30th, when we gather to honor Mariano Rivera, a shining star in the industry's battle to find their future workforce. Join us, and the sponsors of the event, as we celebrate this year's Franklin Award recipient and our colleagues in the industry.

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## 69th Annual Franklin Event





*The Lighthouse,  
Chelsea Piers  
New York, NY*

**THURSDAY  
MARCH**

**30**

**2023  
6-10 pm**

**MARIANO RIVERA**  
Baseball great, community leader  
and philanthropist  
2023 Recipient, Franklin Award  
for Distinguished Service



**Mariano Rivera  
Foundation**



**PRINT  
DRIVES AMERICA**



## PRINT ACROSS AMERICA

### PGCA JOINS IN WITH PRINT ACROSS AMERICA!

Print & Graphic Communications Association is proud to partner with Deborah Corn and the Print Media Centr to present Print Across America.

**Our mission:** Create a unified celebration of print!

**How:** Facilitate, foster and support open house events.

**Where:** Print, In-House and Sign Shops across America.

**When:** October 25, 2023, to coincide with International Print Day.

**Why:** To share the power of print at the local level and create a connection with the community. Create engagement with High Schools, University Graphic Communications Programs, Technical Programs, print customers and prospects. Provide education about products and services, cultivate new business, and assist with workforce development.



There is NO COST for in-house, sign and print service providers to participate. Everyone is welcome to join in!

PGCA members receive free access to our "Open House in a Box" materials. The kit will include the Print Across America logo, files for marketing materials, social media and electronic communications, files for apparel production, files for signage and more.

Printers who are members of our industry organization partners will be able to brand the materials with their logos and information.

**Join the Celebration!** Visit [printacrossamerica.com](http://printacrossamerica.com) to sign up for the mailing list and keep up to date on news of this event.

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## SIX-PART WEBINAR SERIES

**STRATEGIES FOR GROWTH:  
ATTRACT, ENGAGE AND  
RETAIN MILLENNIAL  
EMPLOYEES AND CLIENTS:  
A Virtual Workshop Series****March 14, 2023 - A Six-part Monthly  
Webinar Series**

**Objective:** This six-part workshop series, presented by Dr. Kent Wessinger, PhD of Retention Partners, will help participants solve their company's current workforce crisis, achieve their company's growth goals, and develop a relevant strategy that will create a secure culture that will attract top talent, engage employees and clients, and retain their current workforce. Workshops will defuse assumptions about millennials, the largest group in the workforce today, with facts, discuss examples of real-life implementation, and provide clear paths to achievable growth goals.

**Series Design:** Workshops are scheduled once per month from 1:00 pm to 2:00 pm with 45 minutes of educational content and 15 minutes for discussion and questions.

**Schedule & Topics:**

**March 14:** Millennials – Threat or the Greatest Opportunity?

**April 11:** Recruiting Strategies

**May 5:** Employee Engagement.

**June 13:** Employee Retention

**July 11:** Millennial Clients: Do They Matter?

**August 15:** New Streams of Revenue

**Platform:** Microsoft Teams will be used for virtual workshops, breakout sessions, questions, and file uploads.

**To Register:** For more detail on this program and to register, visit [printcommunications.org/events](http://printcommunications.org/events).

## MANY THANKS TO OUR SPONSORS

