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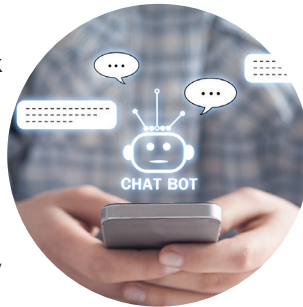


THINK YOUR EMPLOYEES AREN'T USING CHATGPT?

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

Think again. Survey data is consistent that use of ChatGPT and other “generative” artificial intelligence platforms is expanding exponentially. While difficult to quantify, surveys suggest that a majority of employees in “white collar” businesses regularly use such platforms to complete or assist with work tasks. The majority of those do not tell their bosses about it.

Artificial intelligence in the workplace is not a “stick your head in the sand” issue. Just like the early days of automation and robotics in industry, AI use by employees will continue to expand. It includes both more mundane tasks such as writing letters and emails as well as complex project work including the development of marketing plans, sales presentations, and human resources programs.



It is increasingly difficult to determine work product originally developed by an employee from that generated through AI assisted analysis and compilation of the vast amount of information residing on the web. For all its benefits, use of AI to generate work product is fraught with pitfalls. Basing your businesses work product on false information, infringing on another entity’s protected intellectual property, inadvertently divulging your own proprietary information and the related potential for damage to your business reputation are just a few of the issues.

So, employers will do well to address artificial intelligence issues at the same time they craft their overall cybersecurity policies. Take the time to develop a thoughtful policy and offer related training to your employees. Be transparent. What is acceptable use of generative AI? What are the expectations for advising the employer of when and how it is used at work? What is the interplay between other related employee policies concerning employee performance, confidentiality requirements, privacy policies and others? What are the consequences for using generative AI in a manner not in line with the employer’s expectations?



Find out more on page 12!



March 2024 / In this issue

Cover Continued	3
HR Academy	4
Imposter Syndrome	5
Mark Your Calendar	6
Safety By Committee	6-7
Members Earn Rebates	8
PGCA Eclipse Party	9
Women In Print Luncheon	9
PGCA Board of Directors	10
Communication is Key to Success	10-11
NYS Ban on Carbon Black	12-13
Secrets of High Performing Companies	14
quoins2pixels	16

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from May 28 to June 7.

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COVER CONTINUED

The AI revolution and related employment laws are rapidly developing. Employers are urged to work with employment counsel now to stay ahead of this issue.

Harassment Policies and Training Remains a Must

The defense of harassment claims – sexual or based on other protected status – continues to present a costly challenge to PGCA members and employers of all types. The Association stands ready to assist in both policy development and in providing training solutions for our members. In many cases, these services reflect the generally applicable federal and state policy recommendations we urge our members to follow. In certain jurisdictions – like New York State – our work centers on the mandated policies and training now required by law.

For example, New York State requires all employers to provide annual sexual harassment prevention training and a harassment policy to its employees. This requirement applies to all employees, including hourly and salaried, as well as part-time employees. New York State also provides a model training and model policy which set the standards for legal compliance.

The State recently released revised training materials and a revised harassment policy. Although the law has not changed, there are multiple revisions to the model policy and training. Importantly, under the law, if an employer does not use the model New York State policy and training, the employer’s training must meet or exceed the standards in the model materials.

Even if you have sexual harassment prevention training and a policy, your materials may not be compliant with the new standards articulated by the State. The revised New York State model training and policy materials have several additions, including expanding the definition of sexual harassment to include harassment based on gender, sexual orientation, self-identified or perceived sex, gender expression, gender identity, and the status of being transgender. It also includes gender role stereotyping as a form of sexual harassment.

The materials further expand the workplace to include remote work environments and provide additional examples of retaliation. The New York State model materials also add a section involving bystander intervention and outline additional elements for investigating claims. This is not an exhaustive list of all of the changes in New York State’s model documents. We encourage our members in New York to review their sexual harassment prevention policy and training documents with us to ensure they are consistent with the revised New York State materials.

The next session in our HR Academy series addresses this topic. Session 5: Eliminating the Root Causes of Employment Discrimination and Harassment is scheduled for April 11, 2024. See more detail on the series on page 4 or visit printcommunications.org/events/ to register.



Meet Nick Fiorenza (top right) and Mike Dodd (bottom right), PGCA’s Association Counsel, at the HR Conference at Turning Stone on May 2 & 3 and HR Symposium on June 13th in Plymouth Meeting, PA. Visit printcommunications.org/events for details.



The 22nd Annual Human Resources and Employment Law Solutions Conference

May 2 & 3, 2024
Turning Stone Resort,
Verona, New York



Gain valuable insights and practical strategies to take your HR career to the next level at the 22nd annual HR Conference. Don't miss out on this opportunity to connect with peers, learn from the best and elevate your HR game.

Register Online Today! Register online at: printcommunications.org/events/2024-hr-conference/
Questions? Contact PGCA at (716) 691-3211 or kim@printcommunications.org



Human Resources and Employment Law Symposium

June 13, 2024
The 1912 Club,
Plymouth Meeting, PA



Registration is now open for PGCA’s inaugural HR Symposium in Pennsylvania. Preeminent industry HR and legal experts will present at this powerful one-day conference addressing today’s critical HR topics.

Register Online Today! Register online at: printcommunications.org/events/2024-hr-symposium
Questions? Contact PGCA at (716) 691-3211 or kim@printcommunications.org

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HR Academy: Essential Training for Managers & Supervisors

Six Monthly, 60 to 90-minute webinars

The HR Academy webinar series continues in April with Session 5, Eliminating the Root Causes of Employment Discrimination and Harassment scheduled for April 11th at 10:30 am.

Discrimination and harassment lawsuits continue to cost employers dearly and have a profoundly adverse impact on our workplaces. This session will set aside the ever-increasing list of “dos and don’ts” that characterize most discrimination/harassment workshops today. Employees are either unable or unwilling to internalize this list or otherwise apply the principles presented. The fact that complaints of discrimination and harassment are on the rise is, in part, an indication that traditional training has failed. This workshop focuses on the root causes of these complaints and how to eliminate them. We offer the proven best practices for protecting your company from discrimination/harassment claims.



Session 6, Turning Around the Non-Performing Employee (or Turning Them Loose), is scheduled for April 25th at 10:30 am.

Truly essential training for all supervisors, this program will offer the key skills necessary to effectively manage the non-performer. Participants will be instructed on: (1) how to recognize the difference between a training problem and a motivation problem; (2) how to motivate employees; and (3) how to perform legally defensible progressive discipline, up to and including discharge. The program will address important aspects of conducting an effective investigation of employee conduct as well as review the legally sound and practical techniques for documenting the process.

The HR Academy’s objectives are to teach managers and supervisors effective HR management skills to improve their day-to-day interaction with employees and minimize the risk of employment-related litigation.

Webinars are presented by Nick Fiorenza and Mike Dodd, Partners at Ferrara Fiorenza PC, PGCA’s Association Counsel. Nick and Mike have decades of experience counseling employers about their HR issues.

Visit printcommunications.org/events/ or contact us at info@printcommunications.org for more on the series.

Session 5	APRIL 11, 2024 — 10:30 am Eliminating the Root Causes of Employment Discrimination and Harassment
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Session 6	APRIL 25, 2024 — 10:30 am Turning Around the Non-Performing Employee (or Turning Them Loose)
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IMPOSTER SYNDROME

SALES WORTHINESS

By Bill Farquharson, Sales Vault

Have you ever heard yourself say, "Why would anyone listen to me?" If you are new to sales, you are hit with a tidal wave of information, instruction, and education. You are expected to set up appointments, generate interest, and ultimately sell something.

Perhaps you are given a list of companies to call on or maybe you dig them up yourself. Either way, it's very common to have an inner fear; a lack of worthiness that you dare not discuss with anyone at any time. You look around and see everyone else knows what they are doing. You feel as if you are the only one adrift, uncertain, and insecure.

Welcome to Imposter Syndrome.

I started in sales as a 21-year-old college graduate. Having been told I had the "sales gene" and with an older brother already a superstar for my new employer, everyone assumed I was fearless and destined for sales glory.

Everyone but me. It was not until I was in my early 30s that I finally shook the feeling that I didn't belong. I started listening to myself on sales calls and thought, "Hey, I think I can do this. I'm starting to sound like I know what I'm talking about and people are listening. All this time I've been afraid and now, I'm going to make a different choice."

And just like that, my case of Imposter Syndrome disappeared.

Seven out of ten of all salespeople experience this same misguided self-belief. If you are one of them, you no longer have to think you are the only one who doesn't get it.



I have no three-step plan for you to shake this feeling. I've never heard of someone coming up with a formula. We are all at a different pace. What I can tell you is, a day will come when you make the decision to stop listening to that Doubter on your shoulder. It will take some time, but that day will come.

In fact, you can decide it right now.

Now that you believe in yourself, why not jump on Bill Farquharson's calendar and discuss your other sales challenges? Go to go.oncehub.com/BillFarquharson or call him at (781) 934-7036. Visit salesvault.pro/partners/ for more information on the Sales Vault.

The advertisement for Roosevelt Paper Company features a large green circular logo with a stylized 'R' and 'C' inside. Below the logo, the text reads "GROW WITH US ROOSEVELT PAPER COMPANY". At the bottom, the website "www.Rooseveltpaper.com" and phone number "856-303-4212" are listed. The background is a light green gradient with several rolls of paper at the bottom.

The advertisement for Canon Solutions America features a background image of a climber in a blue jacket and helmet ascending a rocky mountain peak. The text "GOING FURTHER TOGETHER." is prominently displayed in large, bold, black letters. Below this, it says "Pursue advances in transactional print. PPS.CSA.CANON.COM/CLIMB" and includes a QR code. A red banner at the bottom contains the text "PRINT BEYOND LIMITS. 877-623-4969 | PPS.CSA.CANON.COM". The Canon logo and "CANON SOLUTIONS AMERICA" are in the top left corner. At the bottom, it states "Canon is a registered trademark of Canon Inc. in the United States and elsewhere. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged. ©2024 Canon Solutions America, Inc. All rights reserved."

MARK YOUR CALENDAR!

Visit printcommunications.org/events/

- **Eclipse Party**
April 8, 2024
PGCA Office, Amherst, NY
- **Women In Print Luncheon**
April 11, 2024
The 1912 Club, Plymouth Meeting, PA

April 17, 2024
Barbagallo's, East Syracuse, NY

April 18, 2024
Park Country Club, Buffalo, NY
- **PGCA HR Conference**
May 2 & 3, 2024
Turning Stone, Verona, NY
- **Americas Print Show**
May 8 & 9, 2024
Huntington Convention Center
Cleveland, OH
- **Human Resources and
Employment Law Symposium**
June 13, 2024
The 1912 Club, Plymouth Meeting, PA

WEBINARS

- **HR Academy:
Essential Training for
Managers & Supervisors**
Series of Monthly Webinars
April 11 – April 25, 2024
- **MasterClass Webinars with
Debbie Nicholson**
Driving Leadership in Print!
MasterClass
4 week webinar series
April 2 – April 23, 2024

Customer Service with Care!
MasterClass
4 week webinar series
April 30 – May 21, 2024
- **Energy Market Intel Webinar**
April 23, 2024 | 11:30 am
- **PGCA Safety Training Webinars**
Visit printcommunications.org/safety-webinars to access 24/7 mobile-ready/on demand safety webinars.

SAFETY BY COMMITTEE

SAFETY COMMITTEES

By Stephen Stankavage, PGCA Director of Environmental, Safety and Health

Greetings safety fans!

Many of you are aware of and use safety committees in your businesses now, but for those that are not familiar with them: A safety committee is a forum for employee and employer representatives to come together and discuss safety and health issues and proactively promote safety and health within the company, in order to achieve a culture whereby injuries are predictable, avoidable and unacceptable.



Companies use safety committees many different ways and honestly, there is no “one right way” to use your committee – other than to stimulate interest and concern for safety and health for the company which can be achieved in various ways. Any method that gets your people into the mindset and working towards a safer company is perfectly okay!

I’ve seen committees who do the company’s monthly safety inspection walk-through with the owner. This was an extremely effective method to not only make sure the owner got out to speak with people, but also to ensure their concerns were heard. They loved him for it!

I once sat on a committee whose sole purpose was to ensure that the company’s written procedures were accurate, and all safety programs were up to date. The committee members themselves were responsible for developing, conducting, and documenting any safety training that was needed with their peers as a result.

I’ve established one safety committee who had the responsibility of investigating and documenting all incidents, injuries, and near misses that occurred in the plant. When they finished their investigation, their findings were shared with all members of management via web-conferencing. Management was surprised how well it worked because it required giving the committee a level of freedom they weren’t used to. The committee, however, took the ball and ran! They attacked investigations like a pack of angry ants, breaking down work assignments and documenting tasks. They then compiled the information in a easy to read timeline of what happened, what the root cause was, and how it can be prevented and presented it to management. More importantly, they owned it and were voracious in making sure those accidents never happened again.

The key to every committee is to define its purpose and then train employees to accomplish that purpose. This is the main reason I see many committees fail and end up with one person reading someone else’s agenda to the committee which in turn reoccurs month after month with no input. They meet, get talked at for an hour, they leave – end of meeting. Seriously, what’s the point other than to document the meeting occurred? If you must take the time, wouldn’t it be better if it was productive? I know I would want it to be. So how do you make the meeting effective?

Effective Safety Committee Guidelines

- 1 Elect an effective chairperson. If the safety committee is new or recently started, pick the best leader you have to chair it. My suggestion is the owner or a senior member of management – show the committee members it’s important to the company. I guarantee you, if you see it as a waste of your time, they will feel the same, so make it important to you! Pro-tip: don’t use your Plant Manager.
- 2 Develop an effective, achievable, and measurable mission statement. Don’t make it so obscure that no one can understand what the end state is.
- 3 Map the objectives and goals based on that mission statement. Every task should have a natural path to its accomplishment. Each accomplishment should coincide with a goal. Each goal should further the objective. The objective being your mission statement. It’s surprising how many overlook this step.
- 4 Define the committee’s responsibilities and the individual members’ responsibilities as clearly as possible. Let them know exactly what you expect from them and what their boundaries are based on step 3.
- 5 Train them in the knowledge base they need to achieve their responsibilities. There’s no use giving them the power if they don’t know how to use it.
- 6 Set it in stone! If you want your meeting to occur on the first Wednesday of every month then make it so. Don’t make exceptions as to why you can’t meet. The exceptions will only grow from there.
- 7 Superfluous business: This is a big one - don’t fill the agenda with problems the committee can’t solve. You want to set them up for success achievement, not failure avoidance. Moreover, don’t waste time on minor production or other issues unrelated to safety. Keep the path pure to your mission and clear of unrelated obstacles.
- 8 Follow up! If, by majority vote, the committee agrees on an action – deliver! If they don’t see the results of their labor, the committee is going to stop wasting the effort. Furthermore, “No” is still an acceptable answer. However, make sure your justification is sound and show them why that is the case.
- 9 Hold them to their responsibilities. Product delivery is a two-way street. Furthermore, don’t be afraid to use them! A team can accomplish much more than an individual. Give them challenging tasks and sit back and observe what their solutions are.

- 10 Pick your committee members for success. I’m a firm believer there is no such thing as a bad follower, only bad leaders. However, you don’t want followers on your committee. You want action-oriented people and people who aren’t afraid to step up. Remember, these people are going to take the safety mindset to your remaining employees.
- 11 Make it a privilege to be a member! Reward those who dare. Otherwise, they will see it as more responsibility – same pay; why am I doing this again?
- 12 Have fun with it! It’s a perfect opportunity to interact with your employees outside their normal work function. Cultivate it and watch them grow.

A well-functioning safety committee can be an extremely powerful tool for management and the company as a whole because it unites both sides in a common motivator and delegates the responsibilities of safety to more than just “the company”. It shows the employees that safety is everyone’s responsibility but more importantly, everyone is accountable for its development and growth.

If you would like to learn more or are interested in setting up or revitalizing your committee, give me a call!

Meet Steve Stankavage at the PGCA HR Conference at Turning Stone on May 2 & 3, 2024.

About the Author: Steve Stankavage has over 25 years’ experience in Environmental, Safety and Health with 16 years’ experience in the printing industry. Steve came from the defense contracting industry but also has EHS experience in heavy construction, wind energy, waste management and academia. He assists Print & Graphic Communications Association members with OSHA inspection assistance, written safety programs and assessments, permit preparation, emissions tracking, and forklift training and other mandatory OSHA topics. Contact Steve at (570) 579-6497 or ssankavage@printcommunications.org.





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PGCA MEMBERS EARN REBATES WITH ITU ABSORBTECH PRINTER TOWEL PROGRAM

We're pleased to announce that PGCA members earned **\$8,394** in rebates and diverted **219,103 lbs.** of waste from landfills in 2023 with ITU AbsorbTech's Ultra™ Printer Towel program.

Participating members received a rebate certificate for ITUdirect.com, which can be redeemed for a variety of name-brand apparel and accessories.

"The consistency of ITU AbsorbTech's service, quality of their print towels, and unique environmental reporting set ITU AbsorbTech apart from other towel service providers," says Tim Freeman, Co-President of PGCA. "Are you getting a clean towel and service that meets your standards from your current provider? If not, we can connect you with ITU today!"

Member benefits of PGCA/ITU Program:

- ❑ 3% annual rebate for new customers, 1.5% thereafter
- ❑ A cleaner, more absorbent Ultra™ Printer Towel with valuable service benefits, including:
 - ✓ Towel usage tracking
 - ✓ Inventory management
 - ✓ Recovered solvent and solid waste reduction reporting
 - ✓ Compliance support
- ❑ All towels are processed in-house (never outsourced!) at an ITU AbsorbTech ISO 14001 registered facility, and the program meets the requirements for EPA Wipes Rule compliance.

This last benefit is most important because you (the towel generator) are responsible for ensuring your solvent-contaminated towels are transported and processed in compliance with the EPA Wipes Rule.

"ITU AbsorbTech is a reliable and trusted business partner. Their closed-loop shop towel and absorbent cleaning service supports Diamond Packaging's commitment to sustainability and efficient use of resources."

— Donna Timmons, Safety & Environmental Specialist, Diamond Packaging, Rochester, NY

Get started today! Visit [ITUAbsorbTech.com/PRINT/](https://www.ituabsorbtech.com/PRINT/) or contact PGCA at info@printcommunications.org to receive a quote.



PGCA Member Statistics 2023

PGCA member achievements with use of ITU AbsorbTech's Ultra™ Printer Towel service



219,103

lbs towel waste diverted from landfill

16,946

gallons of solvent prevented from entering the environment

\$8,394

in rebates paid out for ITUDirect.com

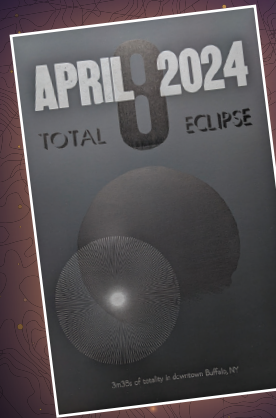
THE PATH OF TOTALITY GOES THROUGH NEW YORK STATE

On April 8, 2024, a once in a lifetime experience is coming to New York State. A total solar eclipse, when the moon passes between the sun and the earth, only occurs in the same place once every 400 years. Most PGCA members in the Western New York area reported they are remaining open, with some offering eclipse glasses and time for their employees to go outside during the full eclipse. Some sent eclipse glasses to their customers and one member told us they are hosting their own Eclipse Party.

PGCA is hosting an Eclipse Party at our offices in Amherst, NY. PGCA will provide Eclipse Glasses, drinks and snacks and the unforgettable experience of a once in a lifetime event. Just stop by or register at printcommunications.org/events.

Get the Poster! Western New York Book Arts has created a limited edition letterpress printed poster for sale in their shop, commemorating the eclipse. Stop in at Book Arts, in downtown Buffalo, and pick up your copy or order one at wnybookarts.org.

Visit iloveny.com/events/eclipse-2024/ to download their commemorative solar eclipse poster.



**The Path
of Totality
Goes Through
Buffalo**

**Join Us
4.8.24**

PGCA is
hosting an
Eclipse Party
at our offices
in Amherst, NY



Print & Graphic Communications Association presents...

WOMEN
IN PRINT



Join us in April for our Women in Print luncheon, presented by PGCA. This event features two inspirational speakers who will provide a glimpse into their working and personal lives, as well as how they support the industry.



April 11th: Debbie Nicholson, with Think-to-INK!, is a Wide-Format Printing Consultant, National and International Columnist, Key-Note Speaker, and MasterClass Educator.



April 17 & 18: Deborah Corn, with Print Media Centr, provides "printspiration" to print and marketing professionals around the world through her website, speaking engagements, events, Podcasts from The Printerverse, Project Peacock.TV, and community lifting initiatives including Girls Who Print.

PLYMOUTH, PA: Thursday, April 11, 2024 – 11:30 am – 1:30 pm
The 1912 Club, 888 Plymouth Road, Plymouth Meeting, PA

SYRACUSE: Wednesday, April 17, 2024 – 11:30 am – 1:30 pm
Barbagallo's, 6344 East Molloy Road, East Syracuse, NY

BUFFALO: Thursday, April 18, 2024 – 11:30 am – 1:30 pm
Park Country Club, 4949 Sheridan Drive, Williamsville, NY

To Register or Sponsor Contact:

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COMMUNICATION IS KEY TO SUCCESS

MAKING MONEY IN PRINT IS IN THE FINE PRINT DETAILS

By Debbie Nicholson, Think-to-INK!

What Part Don't You Understand?

Not understanding a directive or a specific set of instructions affects our confidence. It also makes us feel insecure because we do not understand what is going on or even what is expected.

It is time to discuss the importance of effective communication, or for that matter – communication, period!

To secure a seat at the profit table, we must realize that every project detail, written or verbal, small or big, is essential to your success. This brings me here; when you assume employees understand all facets of a live project just by reading a job ticket or experiencing a fly-by conversation, you clearly miss the opportunity to make money. Making money in printing is in the fine print details.



Many of us on this page have been in the industry a long time, and our communication skills, well, let's be honest, have taken a hike! We assume everyone can read between the lines and just take it from there. Ouch!

Yes, I know undoubtedly you have processes in play – but, for the love of print, make sure the information detailed within the job ticket represents the complete end-to-end production process. If there are holes and gaps, profit will suffer.

Important Hint! Do not write up a job ticket for the most experienced employee; write it for the least experienced!

Highly advised: Conduct a pre-production meeting prior to receiving art-ready files. This forum will allow employees to ask questions, discuss concerns, explore cost-saving measures, and collaborate with their peers. And, most importantly, it will promote accountability.

Without question: When discussing actionable items with employees, at the end, ask them to summarize the conversation back to you. This allows you to correct or re-phrase your message if needed. When utilizing this method of effective communication, by default – your employees will become more attentive because they know you will ask them to restate what they were told.

The approach: As leaders and managers, we must be approachable. When we allow our employees to question, discuss, and suggest ideas, we confirm their importance and value to our organizations. Over the years, I have learned so much from employees because I took the time to hear them out.

If we continually present ourselves as the most intelligent person in the room, we believe we have nothing else to learn!

Print for thought:

When you are silent, it's easier to listen to yourself. However, when our employees have a deafening silence – an absence of response, especially one signifying disapproval or lack of enthusiasm – is the Part You Don't Understand!

Meet Debbie Nicholson at PGCA's Women in Print Luncheon on April 11th at The 1912 Club, Plymouth Meeting, PA. Debbie is a wide-format printing consultant, national and international columnist, keynote speaker and MasterClass educator. Join us on April 11th and hear about her defeats and successes in her career.

Debbie will also be holding two more MasterClass webinar series.



MasterClass Webinars with Debbie Nicholson

- ▶ **Driving Leadership in Print! MasterClass**
4 week webinar series
April 2 – April 23, 2024
- ▶ **Customer Service with Care! MasterClass**
4 week webinar series
April 30 – May 21, 2024

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WHAT PGCA IS DOING ON THE CARBON BLACK ISSUE



We are working at several levels on this issue.

- First, we started a letter campaign to NYS officials through our Legislative Action Center. If you have not already done so, scan the QR code on page 13 to use our sample letter to contact your NYS legislators. We encourage you to forward the link to your staff, colleagues etc. The legislators need to hear from more than a handful of people.
- Second, we have retained a lobby firm, Faist Government Affairs Group, to press our interests in Albany. Their principal, Tom Faist, is a veteran Albany lobbyist with substantial experience working with a variety of organizations. Already, we have supplied Mr. Faist with background information, and he is preparing a Memorandum of Opposition that will be submitted shortly.
- We are having an article/op-ed prepared for distribution to the newspapers and other media within NYS. We are asking companies impacted by this proposed legislation to talk about the potential impact to their companies. Please contact Tim Freeman at tim@printcommunications.org if you are willing to be interviewed.
- We are also working on a joint letter that Tim Freeman will sign, along with the President of one of the main printing unions in New York State. This will be distributed to the legislators also.
- Additionally, we will be personally meeting with legislators in Albany, and we are looking for a connection to arrange a personal meeting with Governor Hochul on this. We believe it is imperative that she understand the devastating impact on our industry if this ban is implemented!

Contact Tim Freeman at PGCA at (716) 691-3211 or tim@printcommunications.org with questions on this important issue.

ACT NOW • ACT NOW • ACT NOW • ACT NOW • ACT NOW • ACT NOW

NYS BAN ON CARBON BLACK

NEW YORK STATE LEGISLATURE CONSIDERING BAN ON CARBON BLACK, THE PRIMARY PIGMENT IN BLACK INK—YOUR IMMEDIATE ATTENTION NEEDED!

Printing firms operating in New York State need to contact their NYS legislative representatives immediately (see QR code to access the PGCA Legislative Action Center and use our sample letter). **Legislative bills S. 4246-B/A. 5322-B**, newly amended and making their way through the NYS legislature, will enact several new environmental requirements for companies operating in New York State, if signed into law. While much of the proposed legislation is suspect, perhaps the most concerning element is a ban on the use of carbon black, the primary pigment in black printing ink. This legislation is aimed primarily at packaging and labels, but there are concerns that it is a “door opener” for a wider ban on additional products.

The introduction of **NY S. 4246-B/A. 5322-B in February 2024**, aimed at establishing an Extended Producer Responsibility (EPR) program and prohibiting the use of carbon black, among other things, has raised significant concerns within our industry. Banning carbon black from printing will create a profound negative impact on the printing and packaging industries, threatening thousands of well-paying jobs and affecting both the production and usage of printed materials.

The printing and packaging sector is a cornerstone of New York’s economy, encompassing approximately 260 businesses that collectively employ over 8,000 individuals and generate a payroll surpassing \$400 million. The sector’s output, valued at nearly \$2.8 billion annually, plays a pivotal role in the state’s economic landscape. The proposed blanket prohibition on carbon black jeopardizes not only thousands of jobs but also the entire economic activity surrounding this sector.

Moreover, the prohibition on carbon black would severely hamper the ability of manufacturers to print essential information directly onto packaging or labels. This restriction could lead to a significant communication breakdown, preventing critical information such as product identification, ingredients, usage instructions, warnings, manufacturer details, and expiration dates from reaching end-users effectively.

The bill cites toxicity concerns, interference with recycling processes, and issues of ink “bleeding” during recycling as the primary drivers for the proposed ban. However, it fails to recognize several important, science-based factors. **Notably, when carbon black is incorporated into inks or used as a colorant for packaging, it does not exist in a form that poses the same health risks as the powdered form.** This very critical distinction has been recognized by both the Occupational Safety & Health



Administration (OSHA) and under California's Proposition 65 program but is not recognized in NY S.4246-B/A.5322-B!

Additionally, technological advancements have significantly mitigated concerns related to recycling interference and ink "bleeding," rendering the proposed ban both unnecessary and counter-productive.

There are additional concerns regarding the process for advancing this legislation.

- There has been limited opportunity for meaningful stakeholder input or discussion of the merits of this complex legislation. There is limited opportunity for stakeholders to provide public comments and for legislators to consider comments and evaluate the bill on its merits. The legislation imposes a wide ban on the presence of chemicals in packaging without clear environmental or public health justification.
- Additionally, there is no recognition of "de minimus" levels to account for substances that were not intentionally added, undermining the potential use of recycled content in products.
- Lastly, this bill also creates a Toxic Packaging Task Force that would recommend additional substances to be banned without a sound scientific basis, creating uncertainty for New York State businesses.



Legislation that rigidly adheres to the current technological landscape without accommodating the rapid pace of innovation risks becoming quickly outdated. **It is imperative that the draft language of the bill be revisited to exempt printing inks and packaging materials containing carbon black from the ban.** Such a revision would acknowledge the critical distinction regarding the form and use of carbon black, ensuring that legislation does not inadvertently compromise the viability and safety of packaging and printing inks.

What You Can Do:

Companies concerned about this issue and wishing to connect with their NYS elected representatives can do so at the PGCA Legislative Action Center – scan the QR code to access. It only takes a few minutes to send our sample letter and *it is so important.* Encourage your staff and business colleagues to weigh in as well.



PGCA is working with several other organizations on this issue and has retained a lobbyist in Albany to advance the industry's concerns. Personal meetings with key NYS legislators will be held over the next few weeks. Stay tuned for more info on this critical situation. Contact Tim Freeman, PGCA Co-President at (716) 691-3211 or tim@printcommunications.org with any questions or concerns.

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For additional information, please contact:
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Americas Print Show is thrilled to announce the **"PrintSmart Summit"** scheduled for **Tuesday, May 7, 2024**, followed by Girls Who Print and APS24 on May 8th and 9th. Three great events, one perfect location!

TUESDAY | MAY 7TH

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WEDNESDAY | MAY 8TH & THURSDAY | MAY 9TH

GIRLS WHO PRINT

Girls Who Print, the largest independent organization for women in the printing industry, is hosting a LIVE conference at APS on May 8th with speakers, panels, career coaches, professional networking and a VIP tour of the show floor included. Women from all stages of their careers and students are welcome to attend this co-located event. Girl Power continues May 9th with a Girls Who Print Luncheon and Leadership Panel hosted by Deborah Corn. More details coming soon! Learn more about Girls Who Print at girlswhoprint.net

SPEAKER SPOTLIGHT:

PrintSmart Summit | MAY 7TH, 2024
APS24 | MAY 8TH-9TH, 2024

Mark Potter
CEO
Cambium Inc

Drue Van Horn
AI Engineer
IBM

Mike Kaput
Chief Content Officer
Meridian AI Institute

Cari Al-Dhubalib
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Perceptive

David Rosendahl
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SECRETS OF HIGH PERFORMING COMPANIES

ORGANIZATIONAL LEADERSHIP:
PLANNING FOR SUCCESS

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

Clearly, there is a substantial gap between successful businesses and those that struggle. And that gap is growing at a rapidly increasing rate. Why is this? How is it that these consistently high-performing companies enjoy outcomes that outpace the competition by a wide margin? Well, there is more to it than good fortune or just plain luck. In fact, in most cases, they find success because they planned for it.

The dynamic nature of business demands a clear-eyed view of customers, markets, technology, talent, and economic conditions in general. Understanding core capabilities and how and to whom these are best deployed are key factors in enduring business success. And there is no better way to understand, organize, and communicate these than in focused strategy and planning meetings.

Ask any CEO of a high-performing company about factors impacting their sustained achievement and they are sure to say that careful, thoughtful strategy development and comprehensive planning are core contributors to their success.



Clear, prioritized objectives for the business over a 12 to 36-month period is an essential starting point. Setting clear expectations for each area of the operation (departments and teams) and for leadership, management and supervisory members with specific timeframes and targets breathe life into the plan. Following up on a regular basis (weekly, monthly, and quarterly) help ensure that changes and course corrections can happen in real time.

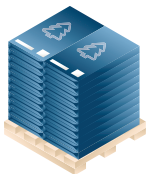
The process of planning is every bit as impactful as the plan itself. Bringing the team together to identify key opportunities and setting a course for success can be a powerful way to solidify the senior leadership team. And deciding what not to do is a key ingredient in an effective plan. A solid plan can help organizational leaders avoid distraction by “shiny things”; potential opportunities that can divert resources and focus in a haphazard way.

How do high-performing companies do it? By creating an effective, strategy-based plan with confidence and clarity and executing on that plan flawlessly by ensuring that processes and people meet high, non-negotiable standards.

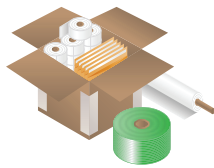
For more information on planning for your business success, contact me at joe@ajstrategy.com.
Meet Joe at the PGCA HR Conference on May 2 & 3 at Turning Stone.

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MARKETING V. SALES

In a recent WhatTheyTh!nk article, the discussion revolved around the role the salesperson should play in marketing. The article outlined the reasons why a sales rep should not have a marketing role. So, why is marketing different than sales, and why should we care?

Marketing is a strategic positioning of a company to attract buyers. The strategy includes pricing, shipping/distribution, branding, developing sales channels (online, person to person, etc.), and promotion. While most print providers intuitively have created a strategic marketing plan, executing the plan needs to be done through an individual who is purely focused on these elements – not selling. As many firms have discovered, hiring a person familiar with social marketing is not enough. Marketing is an executive level role and requires someone who has the right type of leadership skills. The conundrum for most companies who have considered hiring this type of person is how to measure a return on investment. Finding the individual with the talents necessary – and the willingness to take a hands-on approach – is another challenge. Although these are not insurmountable, any company wishing to succeed in our new world of print, must take on these marketing challenges. And for many firms, a good solution would be to hire a marketing consultant. Although not initially an inexpensive solution, in the long term this might be a much more manageable way to create a strategic approach to success.

About the authors: quoins2pixels is written by Bob Lindgren and Joe Polanco. As a value-added service of PGCA, they are available to expand on these articles or aid with projects. Reach them at bob.lindgren815@gmail.com or jspolanco49@gmail.com.

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