

SIGNATURE

ENGAGE. EXPLORE. ENERGIZE. EXCEL.

PGCA INDUSTRY ADVOCACY

Industry advocacy has always been a huge focus of the Association, but this past year found Print & Graphic Communications Association very hard at work on issues critical to the industry's future success. **Without the support of your membership dues, the Association would not have the resources to act on these issues as they arise.**

VIRGINIA: SALES TAX

Like many states, Virginia has had a sales tax exemption on a variety of printed products for many years. The exemption provides parity between Virginia advertising agencies and out of state agencies when producing printed material qualifying for the exemption.

The exemption is part of a broader group of various sales tax exemptions within the Virginia tax code. Through the years, these exemptions have been scheduled to "sunset" several times but have been renewed through legislative action.

If the legislation is not extended in the 2025 Virginia General Assembly session, it will expire on July 1, 2025. Bill SB 871 would extend the existing sales tax exemption for another three years.

The Association jumped into action on this issue:

- PGCA engaged a lobbying firm, Commonwealth Strategy, to guide our efforts in Virginia on this issue.
- Secured a champion for the extension in Virginia Senator Schuyler VanValkenburg (D-Richmond/Henrico), the patron of the Senate Bill 871.
- Mobilized a letter writing campaign directed at Virginia legislators, urging their support of the extension, using PGCA's Legislative Action Center.



Senator Schuyler VanValkenburg (left) with Brian Losch (center), President & CEO and Adam Silver, Estimating and Purchasing Manager (and PGCA Board member) with Worth Higgins, Richmond, VA.

Continued on page 3

HELLO MEMBERS!

DO YOU HAVE AN ANNOUNCEMENT ABOUT YOUR COMPANY THAT YOU'D LIKE TO SHARE WITH PGCA MEMBERS?

Contact Kim Tuzzo with your latest news at info@printcommunications.org. See you in our next issue of *Signature!*

HAVE AN ISSUE THAT NEEDED YOUR ATTENTION SAY ... LAST YEAR?

Call PGCA today at (716) 691-3211 and get the help you need. We are here to support our members!



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What a Senior Leader Needs to Know About ...

A One-Day Management Conference for Printing Industry Owners, CEOs, and Senior Management

THURSDAY

MARCH 20, 2025

8:00 am – 4:00 pm

This one-day conference, presented by Print & Graphic Communications Association, examines key topics that are critical for printing industry owners, CEOs and senior managers to understand as our industry continues to rapidly evolve.

Conference Agenda Topics:

- **Intelligent Workflow Infrastructure**
- **Workflow Automation**
- **Understanding the Latest Labor and Employment Issues**
- **Sales Leadership**
- **Financial Controls and Operational Excellence**
- **Future Proof your Sales & Marketing**

Past Senior Leader conferences were highly rated by attendees and chock full of timely and relevant information. Join us for a networking dinner on Wednesday night at the Best Western.

Visit www.printcommunications.org/events to register.

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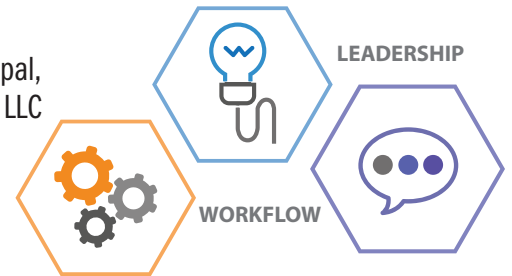
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REGISTER ONLINE: printcommunications.org/events/

QUESTIONS? CONTACT PGCA at (716) 691-3211
or email kim@printcommunications.org



COVER CONTINUED

➤ Arranged for Brian Losch, President & CEO, and Adam Silver, Estimating and Purchasing Manager (and PGCA Board member) with Worth Higgins, Richmond, VA, to deliver testimony to the Senate Finance Resources Subcommittee. Thank you to Brian and Adam for taking the time from their workday to express the significance of this extension to the future success of the Virginia printing industry.

The latest word from Commonwealth Strategy is that with the help of Senator VanValkenburg, SB 871 advanced from full committee unanimously.

Don't let up now! Virginia members are still encouraged to contact their legislators using PGCA's Legislative Action Center at votervoicenet.org/PGCA/Campaigns using the sample letter. We need to get the same momentum in the House of Delegates!

NEW YORK STATE: CARBON BLACK

Last spring, PGCA reported that the NYS Legislature adjourned without passing the Extended Producer Responsibility (EPR) legislation containing the proposed ban on carbon black, the primary pigment in black printing ink.

PGCA staff worked tirelessly on this issue, mobilizing a many faceted assault on this proposed legislation. **The Association's efforts included hiring an experienced and effective Albany lobbyist, Thomas Faist, Esq.,** from Faist Government Affairs Group to represent our industry's interests.

Many companies, members and non-members alike, wrote letters through the PGCA Legislative Action Center (**over 500 individual participant grassroots communications were sent**), took meetings and made personal calls to their NYS legislative representatives, expressing their concerns.

PGCA also **commissioned an article on the topic**, written by Patrick Henry, that was used to educate legislators and industry representatives. The Association also conducted an **extensive social media campaign on the issue**, and authored a joint letter opposing the ban with one of the state's largest printing unions.

Without our focus on this critical issue, it is doubtful that the proposed ban, which would have essentially destroyed the packaging and label business in NYS, would have been removed from the overall bill. PGCA will continue to monitor the situation in case the EPR bill resurfaces.

NEW JERSEY – EPR AND CARBON BLACK

The New Jersey Legislature continues to give consideration to an Extended Producer Responsibility (EPR) bill containing a ban on carbon black along with a number of other chemicals.

Senate bill 3398 has been introduced by Senator Bob Smith from District 17 in the New Jersey Senate. District 17 is in Northern New Jersey (Middlesex and Somerset counties). The bill is entitled the Packaging Product Stewardship Act (PPSA). If enacted the bill would assess new fees on the production of packaging, mandate specific requirements to decrease packaging volume and ban carbon black.

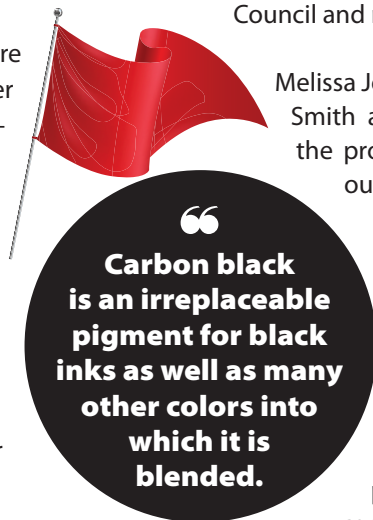
PGCA is working with a broad coalition of businesses and organizations within New Jersey who are opposing this legislation. The coalition includes the New Jersey Business and Industry Association, Chambers of Commerce, Chemistry Council of New Jersey, New Jersey Retail Merchants Association, New Jersey Food Council and more.

Melissa Jones, PGCA Co-President, spoke directly with Senator Smith and his Assistant, Eric Hansen, and explained why the proposed Carbon Black ban would be devastating to our industry. She also delivered PGCA's Statement in Opposition which explained why Carbon Black is essential to Print and also documentation showing Carbon Black, when combined in a matrix that formulates print ink or toner, is not hazardous.

After that initial meeting, a new version of S3398 emerged with slightly friendlier wording regarding the allowance of Carbon Black in the print industry, "non-detectable pigments including carbon black, except when the pigment is used in ink and printed in the form of a barcode or other label". However, this modification still would result in a huge issue for 99% of New Jersey printers.

Melissa again reached out to Senator Smith and his assistant and emphatically explained why even with this new revision to the Carbon Black language, the bill would be detrimental to our print community. The following wording was suggested by PGCA, if it could not be completely eliminated altogether: ***(5) non-detectable pigments including carbon black, except when it is used as a pigment in printing inks used to print on packaging, labels, or tags, or any component thereof.***

The new version of bill S3398 was sent to Melissa and other interested parties over the weekend with the new wording in place. Stay tuned for further updates on this issue!



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WELCOME PGCA'S NEW CHAIRMAN

GLEN BOEHMER ELECTED PGCA CHAIRMAN

The Executive Committee of the Print & Graphic Communications Association was elected at the recent PGCA Board of Directors Meeting. Glen Boehmer was elected Chairman, replacing outgoing Co-Chairs Adam Avrick, Design Distributors and Jim Rosenthal, PDC Graphics, who served two terms in their roles. Congratulations to our slate of officers for the 2025-26 term:

- **Chairman:** Glen Boehmer, CEO, Sentinel Innovation, Hempstead, NY
- **Vice Chairman:** Dan Pandoli, General Manager, UniPak, Inc., West Chester, PA
- **Vice Chairman – Associate Member Relations:** Darren Bradley, Director of Business Development, Industrial & Production Print, Konica Minolta, Stewartstown, PA
- **Secretary:** Kathy Holmes, Vice President, K&W Finishing, Inc., Baltimore, MD
- **Treasurer:** George Scharr, Board Chair, Flower City Group, Rochester, NY

Prior to his election as Chairman, Glen served as PGCA Vice Chair and Secretary, as well as Vice Chair and Secretary for Printing Industries Alliance (PIA) (PGCA's precursor) and has served as a director since 2015. Sentinel Printing (now Sentinel Innovation) joined PIA in 2008, soon after PIA acquired the Metro NY/NJ territory.

For more than 40 years, Glen Boehmer, the CEO of Sentinel Innovation, has been an active member of the print, mail and local community. After graduating from the Rochester Institute of Technology with a BS in Printing Management, Glen worked briefly with Danbury Printing and Litho, before being called to the family business. The early years had him managing Whitehall Press, a New York City based photo engraving firm created by his grandfather. He would later move on to Sentinel Printing (later to become Sentinel Innovation).



Sentinel was formed in 1858, making it one of America's oldest printing firms. In the early 90's, Glen became the 5th generation to run the family entity. His knowledge of the industry and technology has allowed him to transform Sentinel throughout the ages. Today, Sentinel manages print, mail, data and online services. With his guidance, they've recently entered into SOC2 compliance, helping them secure data sensitive clientele.

Printing is just one aspect of what makes Glen such a great person. His involvement in the greater community and his joy for serving others is what makes him interesting. As a proud father, grandfather and husband, he enjoys teaching by example. Over the years he has served as soccer coach, Rotary President, Chamber of Commerce Vice President, Church Council member, Oktoberfest Chairman, Score volunteer, Gift of Life volunteer and Griefshare facilitator. He's a recipient of the Village of Hempstead Gold Key and a member of the DMALI Hall of Fame. Under his leadership, Sentinel has received the Chamber of Commerce Family Business of the Year, LIDC Small Business Recognition Award, Salvation Army Bellringing Award, and a host of other print and community awards.

For fun, you'll find Glen on an ice rink playing hockey, enjoying a round of golf, tending his bees and feeding the chickens, or digging in the garden with his favorite person, his wife Janet. Thank you, Glen, for taking the helm!

Meet the Chairman! Join us on March 20th and meet Glen in person at the Senior Leader Conference in Harrisburg, PA (see page 2 for details). He will also be a keynote speaker at the HR Conference to be held on May 1st and 2nd at Turning Stone, Verona, NY (see page 9).

RETIREMENT-READY WORKFORCE

QUALITY RETIREMENT PLAN A TOP PRIORITY FOR EMPLOYEES

In competing for talent, it's important to understand what benefits employees want. A quality retirement plan, like the PGCA's Print & Graphics Retirement Plan (a Multiple Employer Plan (MEP)), is near the top of the list. In fact:

<p>89% of workers</p> <p>value a 401(k) or similar retirement plan as an important benefit.¹</p>	<p>80% of workers</p> <p>say retirement benefits offered by a prospective employer will be a major factor in their decision whether to accept.¹</p>	<p>68% of workers</p> <p>say they would like to receive more information advice from their employers on how to reach their retirement goals.¹</p>
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Do your potential new hires view your existing program as a compelling reason to join your organization? What about your tenured staff?

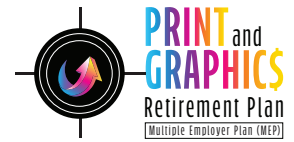
Here's what employees want from their plan²:

27%
better explanation of whether they are on course to retire

22%
more one-on-one personalized education

21%
more online educational tools

Besides attracting and retaining talent, an effective retirement plan can help create a retirement-ready workforce and lead to a more engaged, productive team. PGCA's Print & Graphics Retirement Plan, is a 401(k) solution designed to reduce fiduciary risk and decrease your administrative burden — and reduce overall plan costs. Contact Kim Tuzzo at kim@printcommunications.org or (716) 691-3211 to find out more about the benefits of joining PGCA's MEP.



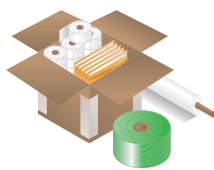
1. "Emerging from the Covid-19 Pandemic: The Employer's Perspective," nonprofit Transamerica Institute, 2022.
2. "2022 Retirement Confidence Survey", Employee Benefit Research Institute, 2022.

Count on **US**

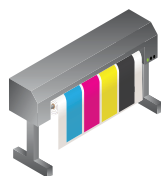
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MEMBER NEWS – FEATURING CALENDARS PRINTED BY PGCA MEMBERS

Diamond Packaging Prints their “Grooviest Calendar Yet”

PGCA was excited to receive Diamond Packaging’s 2025 “Press Sheet Music” corporate calendar, the latest in their series of outstanding calendars produced annually. The calendar features several decorative options and showcases the type of decorative effects that can cost-effectively transform brands.



“We’re excited to present our grooviest calendar yet,” said Dennis Bacchetta, Diamond’s marketing director. “The 2025 calendar celebrates our collective love of music, and more specifically, our love of vinyl records. Continuing one of the more surprising comebacks of the digital age, vinyl album sales in the U.S. have grown for 17 consecutive years. While we all live in a digital world, we’re still analog at heart.”



The header showcases four limited edition album designs, complemented by an innovative, user-adjustable wheel on the backer. This interactive feature allows collectors to rotate and personalize the artwork, drawing inspiration from iconic album covers spanning from the 1950s to contemporary times.

The calendars were converted utilizing Clearwater ReImagine™ 30% PCW paperboard, cold foiled, and offset printed with four color process inks, supplied by Ink Systems, in-line with UV matte, UV gloss, reticulated, and MotionCoat® specialty UV coating.

Multi-level embossing was applied to the vinyl records and turntable to add depth and realism. Many of the other calendar

components were embossed, including the frames, lamp, chair, stereo rack, rug, and Diamond Packaging text.

Diamond Packaging, an award-winning climate leader, manufactured the calendar using 100% clean, renewable wind energy in a Zero Waste to Landfill (ZWL) and Carbon Neutral (Scope 1 and Scope 2) facility.

Visit diamondpackaging.com/2025 to learn more. PGCA has their 2025 Diamond calendar hanging next to the 2024 calendar, “Suitable for Framing,” which we couldn’t bear to take down.

New Year, Fresh Zenger Group Calendar, Welcome 2025!

The creative minds at Zenger Group, Tonawanda, NY, are big believers in starting the year off on the right note—and with the right tools. That’s why they send out these beauties every year: their annual planning calendars! Customers received two separate calendars, in two sizes, printed on both sides, so they could choose the version that fits their space. Calendars were personalized with the customer’s name and Zenger Rep.



Designed to keep your schedule on point (and your desk looking sharp), these calendars are printed with crisp CMYK brilliance. Plus, they’re packed with that classic Zenger touch—because who doesn’t love a little pop of color while planning their next big move?

Whether you’re coordinating meetings, vacations, or your next coffee break, Zenger Group has you covered. If you haven’t snagged one yet, visit zenger.com/planning-calendar (PGCA has their calendar hanging as both a reference for the year and as a colorful CMYK work of art.)

Zenger Group will help you plan, dream, and crush those 2025 goals. Cheers to a colorful year ahead!

PGCA Receives Personalized Calendars from Compu-Mail

(Hey, my name is on the cover and all the holidays!)

At Compu-Mail, LLC, they believe in keeping things fresh—and that includes the annual calendar created as a special gift for clients, prospects, vendors, and partners. Each year, a calendar is designed that subtly highlights their services while offering a useful and thoughtful resource for stakeholders. It's a little way for them to say, "Thank you for your partnership," while keeping their brand top of mind throughout the year.

The calendar serves as a reminder of Compu-Mail's impact in helping businesses personalize communication effectively and securely. What makes their calendar stand out is how they change it up every year, adjusting the design, what to include, and the size to keep things exciting and relevant.

Compu-Mail makes sure to highlight key holidays and industry-related events, like working with Deborah Corn to include GirlsWhoPrint Day, Print HERstory Month, and International Print Day. These inclusions not only celebrate the industry we all love but also keep the calendar both useful and inspiring.



In the past few years, they have involved the community in the process, surveying stakeholders via email and social media to help decide the size and style of the calendar. So, what will next year's calendar look like? Follow them on social media @CompumailLLC and let them know your preference when the survey launches!



PGCA especially loves the groundhog posterboy in February – hope he sees his shadow this year!

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MARK YOUR CALENDAR!Visit printcommunications.org

- **Senior Leader Conference**
March 20, 2025 | 8 am to 4 pm
Best Western Premier, Harrisburg, PA
- **Women in Print Luncheon**
April 10, 2025 | 11:30 am
1912 Club, Plymouth Meeting, PA
- **22nd Annual Human Resources & Employment Law Solutions Conference**
May 1 & 2, 2025
Turning Stone Resort, Verona, NY
- **Raymond A. Bubar Classic**
July 25, 2025
Terry Hills Golf Course, Batavia, NY

WEBINARS

- **Monthly Briefs with Kelly Mallozzi, SuccessinPrint**
 - Like to Love, How to Turn Customers into Raving Fans (Marketing Brief)
February 6, 2025 | 1:30 pm
 - Love as a Business Strategy, Building a Culture That Thrives (Company Culture Brief)
February 13, 2025 | 1:30 pm
 - Confidence, The Game-Changer in Sales Success (Sales Brief)
February 20, 2025 | 1:30 pm

Find recordings of past Kelly Mallozzi webinars in the Members-only section at printcommunications.org

- **PGCA Management Training Workshops**
 - Project Management
2 part virtual training
April 8 & 9, 2025
1:00 pm to 2:30 pm
 - Lean Six Sigma
2 part virtual training
June 4 & 5, 2025
1:00 pm to 2:30 pm
- **HR Academy (See page 14)**
 - Session 5: February 25, 2025**
10:30 am – 11:45 am
 - Session 6: March 25, 2025**
10:30 am – 11:30 am

SAFETY NEVER GETS OLD!**RECORDABLE INJURIES: IS IT RECORDABLE OR NOT?**

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

Greetings safety fans!

This month I'd like to discuss what makes an injury "recordable", as in, it must be recorded on the OSHA 300 log*. I've been receiving many questions about this, and I'd thought we could spend this month and next talking a little about it.

First, your best source is the 29CFR1904. However, this can be a little confusing at times so I hope I can clear it up a little for everyone. Moreover you can also find many answers to questions by accessing OSHA's Recordkeeping Handbook. Visit printcommunications.org/blog to download the pdf. (You could also ask Steve! Email him at sstankavage@printcommunications.org or call him at (570) 579-6497)

First the basics:**An injury first must be:**

- **Work-related**
- **A new case – otherwise update the old case**
- **And meet general recordkeeping criteria which equates to**
 - **Death**
 - **Days away from work**
 - **Restricted work or transfer to another job**
 - **Loss of consciousness**
 - **A significant injury or illness diagnosed by a physician or other licensed health care professional**

The general recording criteria is the one that most people find difficult to decipher so let's break them down a bit better.

Death – the most serious and the most tragic of all injuries; must be recorded to include the date of the death and 180 days of lost time. This is also one of the cases where you must call OSHA DIRECTLY within 8 hours of the occurrence and report the incident.

Days away from work – Equates to the employee's injuries that are so severe that they require bed rest or must remain in the hospital or at home for any amount of days AFTER the day of injury. Days away from work don't start counting until the next full day.

For example, if an employee is injured Monday morning and the physician tells the employee to take the remainder of Monday and all of Tuesday off, it is recorded as one lost day. However, if the physician tells the employee to take the remainder of Monday off but report to work Tuesday, then it isn't counted as a lost time injury and may not even be a recordable injury. Now, if the physician tells the employee to report to work on Tuesday but with the following restrictions ... The injury is still recordable but not as a lost time, it's recorded as our next category.

Restricted work or transfer to another job – This type of injury restricts the employee from performing some function of their job, whether it be not standing for long periods, use of a body part, or lifting restrictions, etc. Moreover, if the employee must be "transferred" to another job temporarily because of their injury, it also counts in this category. This category can leave many people scratching their heads.

For example: if an employee restriction is that they can't stand in place for longer than two hours, but their job is desk work where they sit eight hours of the day, would that be recordable or not? The answer is yes. The reason involves the nature of the injury and what they were doing at the time of the injury.

So, in our case, an office worker who can't stand longer than two hours was injured when he tripped over a garbage can walking to the file archive room to return some files. As walking to and from the archive room is a function of their normal job, the case is therefore recordable.



Loss of consciousness – This one is self-explanatory, but remember, it must be work related. If the loss of consciousness was caused by medications, not work related, or a personal medical condition not a direct result of a workplace injury, it's not recordable. Loss of consciousness from a heat illness in your shop would be however.

A significant injury or illness diagnosed by a physician or other licensed health care professional – This category generally causes the most confusion. What is a significant injury? Generally, it's any injury or illness that requires more treatment than "First-Aid". That includes, but not limited to; broken bones, non-bendable splints, stitches, staples, wound adhesives, IV fluids, prescription strength medications, and surgeries. You must remember that just because you send an employee to the doctor doesn't always mean that the injury is recordable. You must look at the treatment that was performed.

Next month we'll look at some instances that can cause the confusion of "is it recordable or not!" We'll look at the infamous "employee slipped on the ice in the parking lot case". The "doctor gave him lost time so we put him on vacation" case. The "they were supposed to come to work but called in said they can't" case and the reverse "he was supposed to stay home but came to work anyway" case and many other favorites! Stay tuned! And as always, I am always here to help if you have questions about your OSHA 300 logs.

*Don't forget to prepare the OSHA 300 log, post Form 300A by February 1st, and keep it posted through the last day of April, for OSHA to see if they pay you a visit. If your company employs more

than 10 people or is responsible for more than 10 employees, you are required by law to prepare and post the log (and if you haven't, you're late!).

Any printing operation that has or had at any one time in 2024 more than 20 full time employees is also required to submit their data electronically. The deadline for electronic submission of 2024 data is March 2, 2025. OSHA created the Injury Tracking Application (ITA) which employers use to electronically submit data from their completed OSHA Form 300A. Contact Steve if you have any questions on this process.

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, forklift training and more. Contact Steve at sstankavage@printcommunications.org or (570) 579-6497.



PGCA'S 23RD ANNUAL HUMAN RESOURCES & EMPLOYMENT LAW SOLUTIONS CONFERENCE

May 1 & 2, 2025
Turning Stone Resort, Verona, NY

Registration is now open for the 2025 PGCA HR Conference



SAVE THE DATE

Topics on the agenda include:

- **Essential Employment Law Update** – *Up-to-date analysis of employment law changes impacting your organization*
- **Performance Evaluations (Finally) Done Right** – *Correct one of the most common HR trouble spots*
- **The "Secret" of Getting the Most out of Your Employees: The path to successful employee engagement may surprise you**
- **Surviving a Department of Labor Audit: What you don't know will hurt you**

Keynote Presenters

- **The Power of HR to Foster Employee Well-being**
- **Want to take care of your organization? Take care of yourself first**

Visit printcommunications.org/events for the conference agenda and registration information.

PGCA STAFF IS HERE TO HELP

Reach out to your PGCA staff with questions about your membership, a new “Member Ask a Member” query, or any other way we can assist you with making your business more successful.



COVERING KEY INDUSTRY TOPICS

Submit confidential questions to info@printcommunications.org

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WHY ASK WHY?

FAMILY, CLIENTS, AND PURPOSE - LIVING MY WHY: LESSONS FROM SIMON SINEK

Sarah Armstrong, Strategic Business Advisor, Gilroy Kernan & Gilroy



As we kick off 2025, I find myself reflecting, as many do. The whirlwind of the holiday season slows down just enough to allow space for gratitude, introspection, and setting intentions for the new year.

Gilroy Kernan & Gilroy (GKG) “launched” into 2025 with our internal “Launch Week” in the first week of January, starting the year with a focus on how and why we do what we do for our clients. A video was shared of Simon Sinek, an author and inspirational speaker on business leadership. I was first introduced to Simon Sinek’s methodology years ago by a coworker. She introduced me to his book, “It Starts with Why”.

Simon Sinek’s writing in this book speaks of the value of discovering and operating from your “why” in the workplace. He emphasizes how understanding your purpose can inspire and guide you in both your professional and personal life. In one of his talks, Sinek states, “Working hard for something we don’t care about is called stress; working hard for something we love is called passion.”



This isn’t just a job; it’s a mission to be a source of stability and assurance for those who depend on our expertise.

Sinek explains that the “why” is the core belief that drives individuals and organizations. It’s not about what you do or how you do it—it’s about why you do it. This concept has resonated deeply with me, shaping how I approach not just my career but also my client relationships and personal growth.

For me, my personal “why” is crystal clear—my family. They are the heartbeat of everything I do, the foundation of my dreams, and the inspiration behind my professional goals. This Christmas season, I was reminded again of the value of the time spent with family. Our days were filled with laughter, some laziness, and little traditions that make this time of year so special. From decorating the tree together to driving around town to see all of the lights, every moment reinforced my belief that these connections and experiences are what truly matter to me.



Equally significant is my professional “why”. As an advocate for our clients, I find purpose in guiding them through uncertainty and the ongoing challenges of managing insurance and risk for their businesses and employees. My role involves navigating complex situations, offering clarity, and ensuring that our client’s best interests are protected.

This isn't just a job; it's a mission to be a source of stability and assurance for those who depend on our expertise. Whether it's helping a client overcome a challenge, seeing them achieve a long-term goal, or simply helping an employee select the best health insurance plan for their family —reinforces my dedication and my professional "why".

In revisiting Sinek's teachings and re-applying them - the start of the new year feels like a fresh canvas, a time to align my goals more intentionally with my "why".

Sinek's strategies are not only valuable for individuals but also for organizations. He highlights how companies that understand and operate from their "why" see profound benefits, both internally and externally.

Employees who connect with their company's purpose often experience greater engagement and job satisfaction. This alignment fosters a culture of passion and innovation, where people work not just for a paycheck but for something they believe in.

Organizations that lead with their "why" can inspire loyalty from both employees and customers, creating a ripple effect of positive impact.

I encourage you to do the same, take some time to reflect: What are the moments that defined your year? Who or what is your "why"? Do you START with "why"? Does your professional why tie to your personal why? How can you carry that purpose into the months ahead?



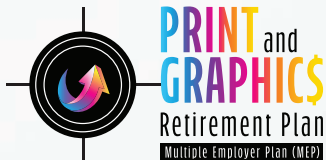
I've found that aligning my actions with my "why" doesn't just bring clarity—it brings joy. It reminds me why I work hard, why I strive to grow, and why I take the time to cherish life's simplest pleasures.

So, as you reflect on the year gone by and set your intentions for the one to come, remember the power of your "why." Let it inspire and guide you through 2025.

Here's to a year filled with purpose, connection, and the fulfillment of your "why."

About the Author: Sarah Armstrong is a member of the team at Gilroy Kernan and Gilroy, PGCA's Insurance Partner, who assists members on a daily basis with strategizing solutions to their insurance risk. Contact Sarah at saraha@gkgkris.com or (315) 838-8083.

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NEW YEAR, NEW GOALS

What are your goals for this new year? Finding new customers, creating new partnerships, expanding your brand awareness? PGCA offers resources to help reach your goals, connect with your target audiences and highlight your commitment to the Association. Review all of our programs, then let's discuss how to maximize your PGCA partnership.

1 Event Sponsorships

Becoming an event sponsor gives you the opportunity to increase your business exposure, support the Association and gives you the chance to build relationships with potential customers, suppliers, or partners. Depending on the event, sponsors can set up a table, introduce a speaker, sponsor a cocktail hour or beverage cart, etc.

2 Add PGCA logo to your Website

Add the PGCA logo to your website to promote your support of the industry. Display your membership certificate in your lobby.

3 Newsletter Ads

PGCA offers economical advertising in our monthly newsletter, the *Signature*. Advertisers connect with 1,500+ print and graphic arts professionals in New York, New Jersey, Pennsylvania, Maryland, Virginia, District of Columbia and Delaware.

4 PGCA Platinum Sponsors

PGCA Platinum Sponsors gain visibility in PGCA's publications, website and social media accounts which raise our organization's visibility in the industry. PGCA looks to our partners to offer trusted access, resources, and information to members.

For more information on how PGCA can help you market your company, contact Melissa Jones at melissa@printcommunications.org.

WHAT DO YOU WANT?

THE FIRST QUESTION: WHAT DO I WANT? SETTING GOALS FOR A SUCCESSFUL 2025 IN THE PRINT INDUSTRY

By Kelly Mallozzi, Principal, SuccessinPrint

I want to give credit where credit is due. This incredibly important question came out of a Girls Who Print event and the amazing productivity coach, Sarah Ohanesian.



Check out her website at sarahohanesian.com/ and learn more about the important empowerment mission of Girls Who Print at girlswhoprint.net/

As you envision a successful 2025 for your career, it's crucial to pause and ask yourself, "What do I want?" This fundamental question helps you clarify your vision, align your efforts, and set meaningful goals for the year ahead.

Start by reflecting on your **career aspirations**. Are you looking to expand your expertise in digital printing, take on a leadership role, or drive innovation within your organization? By identifying your long-term objectives, you can create goals that inspire you and keep you focused.

Next, evaluate **current trends** in the print industry. Sustainability initiatives, automation, and omnichannel strategies are reshaping the market. Do you want to master these areas to stay ahead of the curve? Aligning your goals with industry shifts positions you as a forward-thinking professional.

Once you have clarity, break your goals into **actionable steps**. For example, if your goal is to increase client retention by 20%, focus on strategies like building personalized customer experiences or leveraging data analytics to improve service.

Lastly, ensure your goals reflect both **professional and personal growth**. A fulfilling career is one where your passions and strengths intersect with business success. Asking, "What do I want?" allows you to define this intersection and work toward it with intention.

In the print industry's fast-paced environment, a clear vision for 2025 is your key to achieving sustainable success. What do you want? The answer could shape your future.

Monthly Webinars with Kelly Mallozzi

These are short, impactful briefs with plenty of time for your questions. Sign up for these webinars at printcommunications.org/events and bring your questions for Kelly!

Marketing Brief: February 6th at 1 pm

Like to Love: How to Turn Customers into Raving Fans

Discover the secrets to building deeper connections with your customers. This presentation explores strategies to move beyond satisfaction and create loyalty that inspires advocacy. Learn how to deliver exceptional experiences, foster emotional connections, and transform customers who "like" your brand into passionate fans who love it.

Culture Brief: February 13th at 1 pm

Love as a Business Strategy: Building a Culture That Thrives

Explore how the principles from the book *Love as a Business Strategy* can transform your workplace culture. This presentation highlights the power of empathy, vulnerability, and trust in fostering collaboration, enhancing employee satisfaction, and driving success.

Learn how leading with love creates a positive, resilient company culture that fuels long-term growth.

☐ Sales Brief: February 20th at 1 pm
Confidence: The Game-Changer in Sales Success

Discover how confidence can transform your sales practice and drive results. This presentation highlights practical techniques to boost self-assurance, build trust with clients, and handle challenges with ease. Learn how a confident mindset not only enhances your approach but also strengthens relationships and closes deals with greater success.

About the Author: Kelly Mallozzi is a sales coach, marketing consultant, speaker, blogger, and podcaster with 30 years of print obsession to brag about. Her mission is to help print companies drive sales and customer loyalty through content strategy and sales process optimization, all with an eye on culture, workforce development, and personal skills optimization.

Meet Kelly in person at the Senior Leader Conference on March 20th in Harrisburg, PA. See details on page 2.



HAPPY NEW YEAR!

As a new year begins, resolutions are on everyone’s mind. Some are kept and many fall by the wayside, but have you considered resolutions for your company? Maybe it’s time to update that HazComm Manual (contact PGCA for help), or update your website, or rethink your marketing strategy. So, before the year starts in full swing, give some thought about making a handful of new year resolutions using S.M.A.R.T. goals (Specific, Measurable, Achievable, Relevant, Time bound). Over the next few newsletters, there will be a variety of “starter” ideas to share with your team.

SUPPLY SIDE CHALLENGES

The economy looks strong, and firms are counting on having a good year. Yet, it’s not a bad idea to review your supply side chain and see if there are any weak links, or potential ones. As many companies have discovered, weather related disasters, or fires in the case of California, can wreak havoc. Have you reviewed your disaster recovery plans? Do you have any? Who will be your back up if you lose access to a supplier or two? How will you handle messaging the customer? What about large changes in a supply chain? This could happen with paper and some equipment if there are expansion with tariffs. This topic should be monitored and never forget the power of Congress.

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Feb. 25, 2025 and March 25, 2025

THE NEXT WEBINAR IN THE SERIES IS:

Session

5

Eliminating the Root Causes of Employment Discrimination and Harassment

February 25, 2025 | 10:30 am - 11:45 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.



The last session in the series is:

Session

6

Turning Around the Non-Performing Employee (or Turning Them Loose)

March 25, 2025 | 10:30 am - 11:30 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.

Missed a topic in the HR Academy series? We can set up a custom time for you to watch the recording. Contact us at info@printcommunications.org or (716) 691-3211 to inquire.

Visit printcommunications.org/events for more information and to register.



FERRARA FIORENZA PC



SUPPLY SIDE CHALLENGES

Continued from page 13

If you are concerned about tariffs which could be detrimental to your business, it's never too early to contact your congressional representative and let them know that they could affect your business and your employees' welfare. Remind them that on average 20-25% of a print provider's costs are represented by paper and much of our capital costs involve foreign suppliers. Thus, increases in cost will affect sales, profits, and our employees. Educating your local congressional representative to your business is essential in today's business climate, and the more individuals (who are also voters) making the effort to contact representatives, the more effective the message. Don't leave it to someone else to voice your concerns.

About the Author: quoin2pixels is written by Joe Polanco. The author has spent decades in the printing industry, and held various management positions within the industry. As a value-added service of PGCA, Joe is available to expand on these articles, or aid with projects. Contact Joe at jspolanco49@gmail.com.

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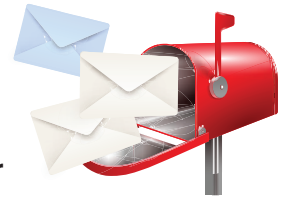


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CALIFORNIA'S NEW CONSUMER PROTECTION BILL

ALL STATES: CALIFORNIA SENATE BILL REGULATES SOLICITATIONS MAILED TO CALIFORNIA ADDRESSES

As PGCA alerted the membership back in December, a new California state law went into effect on January 1, 2025, that amends the Consumers Legal Remedies Act and regulates mailed solicitations about consumer financial products and services.



This law is specifically directed to anyone who sells a consumer financial product or service to a California resident.

The motivation behind this bill is consumer protection. The law seeks to address consumer concerns regarding privacy by imposing stricter regulations on the content and delivery of marketing materials. Its impact on advertisers who send marketing mail is potentially significant.

A primary element of the bill requires outer envelopes to include a disclosure statement to appear in bold type on the front of the envelope. This disclosure must state clearly that the content is an advertisement and that the recipient will "not [be] required to make any payment or take any other action in response to this offer."

Businesses must ensure compliance with these requirements by January 1, 2025. This includes updating all current and future solicitation practices to meet the new standards.

Visit our blog at printcommunications.org/blog/ to download PGCA's Analysis of California Senate Bill No. 1096 for more details, including a step-by-step guide to how to ensure compliance with SB 1096.

Members are urged to act when called upon by the Association to support their advocacy efforts. Please contact Tim Freeman at tim@printcommunications.org or Melissa Jones at melissa@printcommunications.org with any questions.



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