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HOW PRINTERS SHOULD BE THINKING ABOUT HUMAN RESOURCES MANAGEMENT

By Patrick Henry, Liberty or Death Communications

HR is complicated. It couldn't be otherwise, because its domain is people. Changing laws and shifting societal trends add to the challenge of doing HR the right way. PGCA Association Counsel Nick Fiorenza, Ferrara Fiorenza PC, was featured recently in an article on this subject in WhatTheyThink, written by Patrick Henry. Read on for Nick's comments on leading issues in human resources management.

Recruitment is the external component of Human Resources. Leveraging the potential of those already on the payroll gives the business its character and its day-to-day staying power.

As a partner of the Ferrara Fiorenza Law Firm, Nicholas J. Fiorenza, Esq. acts as association counsel to the Print & Graphic Communications Association (PGCA). He says many organizations fail to realize that "you don't figure out who your leaders are by looking at your organization chart."



We need work cultures that encourage balance and provide resources for mental, physical, and emotional well-being. No one can take care of customers or clients or even coworkers if they're neglecting their own well-being."

He explains that a company also can have "unofficial leaders": people who drive culture internally by influencing and mentoring others. This makes it essential to insure that "those leaders reflect your mission, your values, and your work culture, especially when your leadership is informal and a lot of times unaccountable."

Another challenge for employers, says Fiorenza, arises from the fact that complying with often conflicting federal, state, and local workplace regulations has never been more difficult. This makes it equally difficult for managers to establish accountability within their organizations.

Advocate or Enforcer?

"Compassionate accountability" is the goal to work toward here, according to Fiorenza. "That's really all about HR walking the fine line between being an advocate for their employees and an enforcer trying to stay within the yellow lines of compliance," he explains. He defines it as the middle ground between letting performance standards slip "in the name of kindness or reasonableness" and having a cold, rule-bound work environment that nobody wants to be part of.



**Live Webinars with a Labor Attorney
September 10, 2025 | 10:30 am**

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COVER CONTINUED

"You can't let bad conduct and bad behavior slide when your good employees see others getting away with poor performance," Fiorenza emphasizes. This is why it's incumbent upon management "to define what's expected, communicate expectations with fairness, empathy, and clarity, but at the end of the day hold everyone in the organization accountable." Fiorenza says management must also pay attention to personal wellness at all levels of the organization—a factor that employers often overlook.

"I've worked in human resources and employment law a very long time now, and I have never seen burnout, stress, and disengagement the way I see it now in a lot of companies," he declares. "We need work cultures that encourage balance and provide resources for mental, physical, and emotional well-being. No one can take care of customers or clients or even coworkers if they're neglecting their own well-being."

SCOTUS Speaks

But for HR managers, the red line is a target that keeps moving—and not necessarily always in the same direction.

An example is the U.S. Supreme Court's recent ruling in *Ames v. Ohio Dept. of Youth Services*. In *Ames*, the Justices unanimously declared that all employees must be held to the same evidentiary standard when alleging employment discrimination—a determination that in this context does away with the distinction between so-called majority and minority groups.

Fiorenza says that although the finding in *Ames* didn't surprise him, the unanimous decision by the Justices did. He notes that the decision permits the plaintiff's underlying case alleging workplace discrimination to move forward and that the outcome of that action remains to be seen.

"Until Today"

What's meaningful for HR managers right now, says Fiorenza, is that the case has come up at the same time the federal government is taking a hard look at "any program or any policy, even a practice in a company that seems to favor disadvantaged employees."

Although hiring quotas were never legal, "hiring practices that recognized background that worked towards expanding opportunities have been favored in many levels of our government—until today."

Fiorenza says that employers hearing only this part of the story might assume that their compliance burdens have changed. But that would overlook the fact that many state programs promoting diversity, equity, and inclusion for the benefit of protected employee groups remain in full force.

Combining this reality with the implications of *Ames* means that HR professionals "have to do a much deeper dive in making basic decisions in their workplace," Fiorenza counsels.

"You now have to go a step further to make sure that there is no employee in your organization that can claim your decision was discriminatory," he says. "The secret to that compliance is to make sure you have neutral, legitimate business reasons for what you're doing, and to make sure that you have properly documented the events and there's nothing documented in your organization that runs contrary to your decision."

Values Guide Everything Else

"If you're thinking about human resources," Fiorenza observes, "the first step is not to think about personnel issues. The first step is to look inward at your company. What is your company's mission? Why do you exist? What values do you want to see reflected in your company, your sales teams, your production teams, your managers?"

The answers to these mission- and value-driven questions guide everything else in HR from hiring to discipline to workplace culture, Fiorenza says. He recommends expressing them in a "foundational piece" that reflects what the company is and how its people make it what it is.

"Employees need to know where their work fits into the larger mission of the company," Fiorenza emphasizes. "Supervisors need to understand their power to build or break morale. Business owners have to accept that that managing performance, good and bad, is a daily responsibility."

A Commendable "Break In"

Never forget, says Fiorenza, that employees "are ambassadors for our culture. They are either positive ambassadors, or they're telling potential coworkers, I'm putting up a yellow flag. I have to be here. You don't want to be here."

He likes to tell the story of his father, an immigrant and a World War II veteran who at age 15 would gather with his friends to "physically break into the factory where they worked before it opened, because they were so excited to have work. They couldn't wait to get in there and start working."

These days, Fiorenza notes, "none of us have employees wanting to break in to get an early start." One reason is that younger workers aren't getting what they really want from employment: something more than work in and of itself.

"They want purpose as much as a paycheck," Fiorenza explains. "They want work that aligns with their life. They want work that is not in conflict with who they are." A culture of compassionate accountability "that holds people to standards, but does it with transparency, trust, and fairness will resonate not just with a younger workforce, but with any workforce."

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Go to <https://bit.ly/printershr> to read the full article.

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STUDENT COMPETITION AT SKILLSUSA

PGCA'S MIKE VARES SERVES AS TECHNICAL CHAIR AT SKILLSUSA NATIONAL LEADERSHIP & SKILLS CONFERENCE

The 2025 SkillsUSA National Leadership & Skills Conference took place June 23 -27 at the Georgia World Congress Center in Atlanta, GA. There were 6,750+ students competing in over 100 skilled trade competitions, including automotive, culinary, HVAC, construction, and of course, graphic communications.

The Graphic Communications competition was run by Mike Vares, Director of Development, PGCA, as the Technical Chair, and supported and judged by industry experts and educational volunteers from around the country. The contest itself is broken down into seven parts: Industry Knowledge Test, Oral Professional Assessment/Job Interview, Production Planning, Desktop Publishing/Layout & Preflight, Digital Press Operations, Offset Press Operations/Simulator, and Binding & Finishing. Sixteen of the top graphic communications students from around the country competed this year for the top recognition in our industry.



Mike Vares, PGCA and National Tech Chair, training students on the *Binding and Finishing* portion of the contest.



The National Technical Committee and Contest Judges talking with competitors before competition day.

Two students from schools located in PGCA's territory won top prizes.

High School/Secondary Gold Medal Winner: Abigail Moyer of Franklin County CTC, Chambersburg, PA who received a \$2,500 award provided by the Print and Graphics Scholarship Foundation (PGSF).

College/Post-Secondary Silver Medal Winner: Anthony Battaglia of Thaddeus Stevens College of Technology, Lancaster, PA (and current PGSF scholar) received a \$1,750 award provided by PGSF.

The SkillsUSA partnership of students, teachers, and industry works together to ensure a skilled workforce for the future. According to Debbie Bohan, Technical Committee member and PGSF Administrative Director, "The Graphic Communications Contest has our best-trained students being taught by our most devoted teachers."

Learn more about SkillsUSA – The 2026 Competition is looking to grow even more by attracting more competitors, bringing in new equipment, and getting our industry more involved in helping shape the next generation of employees. If you want to learn more or get involved, contact Mike Vares at mike@printcommunications.org.

BOOKFEST 2025

EN PLEIN AIR PRINTING AT BOOKFEST

PGCA was proud to be a sponsor of Bookfest, a free annual event held on June 28, 2025 at Western New York Book Arts on Washington Street in Buffalo. Quality Bindery Services was also a Bookfest sponsor.

Bookfest is a day-long festival dedicated to printing and the book arts. This event is free and open to the public with demos in letterpress, screenprinting, papermaking and more happening all day.



The 350 people who attended Bookfest watched as a steamroller was used to create prints in the street in front of Book Arts. They could also participate in workshops, both outside and inside the building, and shop the creative work for sale from vendors.



Check out what's going on at Book Arts at wnybookarts.org, follow them @wnybookartscenter, or stop in to view the gallery and the collection of unique, handmade wares for sale.



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August 14, 2025
Topgolf, Mount Laurel, NJ 
- **PGCA Annual MD Crab Feast**
September 11, 2025
Kurtz's Beach,
Pasadena, MD 
- **Virginia Golf Tournament**
September 17, 2025
Hunting Hawk Golf Club,
Glen Allen, VA 
- **Topgolf**
September 18, 2025
Topgolf, Edison, NJ 
- **Senior Leader Conference**
March 11 & 12, 2026
Best Western Premier, Harrisburg, PA
- **PGCA HR Conference**
May 7 & 8, 2026
Turning Stone Resort Casino,
Verona, NY
- **Neographics**
May 14, 2026
The Switch House, Philadelphia, PA

WEBINARS

- **Webinars with Kelly Mallozzi**
 - ☐ Culture Brief
August 14, 2025 | 1:30 pm
Hone Your Employer Brand
 - ☐ Sales Brief
August 21, 2025 | 1:30 pm
Next-Gen Sellers: Winning Gen Z
Talent for Your Sale
- **HR Live**
 - ☐ Q & A with a Labor Law Attorney
September 10, 2025 | 10:30 am
- **Mailpiece Design
Recertification Class**
 - ☐ 3 part webinar
October 21, 2025 | 1 - 3 pm
October 22, 2025 | 1 - 2:30 pm
October 23, 2025 | 1 - 2:30 pm

Visit printcommunications.org to access:

PGCA Online Safety Webinars:
17 webinars on mandatory and
recommended safety training topics

SALES REP SUCCESS | GIRLS WHO PRINT PARTNERSHIP

FROM HIRE TO HIGH PERFORMER: THE HIDDEN WORK
BEHIND SALES REP SUCCESSBy Kelly Mallozzi, Principal, SuccessinPrint and Vice President and Program
Director, Girls Who Print

I am going to deliver an opinion that is going to make me very unpopular
to most business owners who read it.

You might not like to hear it (read it?), but I can also tell you that many people, including
industry experts, consultants and even your fellow print business owners, ultimately
agree with me:

Hiring a new sale rep is not only really hard, but the amount of time it will take until he
or she is consistently making you a profit is much longer than you are willing to admit.
How much longer, you ask?

It's two years. TWO YEARS until a new rep is pulling his or her weight.

If you feel like hiring a new sales rep is a quick solution to generate more revenue, you're
wrong. In the long run, a good hiring decision will pay off, but hiring is just the starting
line. The real work—and the real payoff—comes from what happens *after* the rep joins
your team.

In my experience as a sales coach in the print industry, it takes a full **two years** before
a new sales rep truly becomes profitable. That timeline can sound daunting, especially
when budgets are tight and expectations are high. But skipping the crucial develop-
ment period leads to higher turnover, wasted resources, and stalled growth.

Too often, new reps are handed a brochure, given a few customer leads, and told to
“go sell.” That’s not onboarding, it’s setting someone up to fail.

Instead, companies need to build an intentional ramp-up process. That means struc-
tured onboarding, regular coaching, product education, industry insights, and—most
importantly—a realistic set of performance milestones. A new rep doesn’t just need
to learn your products and pricing; they need to understand your value proposi-
tion, how your customers buy print, and how to navigate an increasingly complex
selling landscape.

It's not just about time. It's about leadership attention.

In their first year, a rep needs hands-on support, shadowing opportunities, feedback
loops, and encouragement. By year two, they should be building confidence, refining
their territory strategy, and beginning to bring in consistent business. If you stick with
the process and invest in their development, the long-term return is significant.

Think about this: if you hired a press operator or estimator, you wouldn't expect mas-
tery in 90 days. Sales is no different. It's a craft that requires investment, especially
in a relationship-driven industry like print.

**So, if you're hiring a sales rep, ask yourself: Do I have the time, patience, and infra-
structure to support them? If not, fix that first.**

Your next top performer is out there. They just need the right runway to get off the
ground. PGCA has resources to help with this process.

NEED HELP WITH YOUR SALES STAFF?

Kelly Mallozzi can help with onboarding your new salesperson or counseling your existing sales staff. Contact Kelly at kelly@successinprint.com or (773) 680-5134.

Sign up for Kelly's monthly briefs.
Webinars start at 1:30 pm
Register at www.printcommunications.org/events

AUGUST 14, 2025, CULTURE BRIEF:
Hone Your Employer Brand

AUGUST 21, 2025, SALES BRIEF:
**Next-Gen Sellers: Winning Gen Z Talent
 for Your Sales Team**

NEW MEMBER BENEFIT: FREE ACCESS TO GIRLS WHO PRINT!

We are excited to announce a new partnership with Girls Who Print, the largest global professional network for women in the print and graphic communications industry.

As part of your PGCA membership, you and your team can now register for free membership in Girls Who Print using our exclusive coupon code (contact PGCA at info@printcommunications.org to request the code).

This complimentary access is available to all employees, female and male, across your organization.



Girls Who Print membership includes:

- Access to a private member community platform
- Invitations to virtual and in-person networking events
- Mentorship
- Industry job listings
- Career and leadership development resources
- Industry education and up-skilling
- Participation in workforce programs and industry initiatives
- Visibility through speaking, blogging, and volunteering

This new benefit reflects our commitment to supporting professional development and expanding opportunities for everyone in the print industry.

Visit members.girlswhoprint.org/join-girls-who-print to register and enter the code to activate your free membership. Contact PGCA at info@printcommunications.org to request the code.

INTRODUCING "HR LIVE"

**Live Webinars with
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Sept. 10, 2025 | 10:30 am



Have questions about hiring, firing, employee leave, accommodations, unions, wage and hour compliance, or other workplace issues?

Join Tim Freeman, PGCA Co-President, Nick Fiorenza, Association Counsel and your industry peers for PGCA's HR and employment law Q & A.

Get real-time answers before making costly personnel mistakes. Don't miss our new HR LIVE — a Zoom session where you can speak directly with a management focused employment attorney and get practical answers to your pressing HR questions. No appointment necessary — just drop in!

This is your opportunity to get professional guidance on the spot — and at no cost to you. Whether it's a quick clarification or a complex issue, we're here to help.

Visit printcommunications.org/events to register.

HR LIVE! does not provide legal services. Legal advice is only provided when an attorney-client relation is established, and confidential advice and services are provided on an individual basis.

We encourage you to share this opportunity with your entire team. Let's work together to build a stronger, more connected future for print.

Once you're registered for GWP, sign up for the next webinar in the productivity pitfalls series for free (see below)! Visit girlswhoprint.org/upcoming-events/.

GWP EXCLUSIVE

Presented by Sarah Ohanesian, SO Productive

PRODUCTIVITY PITFALLS: THE WEBINAR SERIES
August 21, 2025 | 1-2 pm ET ONLINE

Session 3: The Push-It Protocol

*Why do we keep rescheduling the same tasks?
 How can we stop?*

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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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TAX PROVISIONS

BIG BEAUTIFUL TAX BENEFITS FOR THE PRINTING AND PACKAGING INDUSTRY

By Bart Krupnick, CPA, CVA, Principal and Kathleen Pruitt, CPA, Senior Tax Advisor, Compass US Accountants and Advisors

Politics aside, and ignoring policy trade-offs regarding income taxes, spending, and the national debt, the One Big Beautiful Bill Act became law effective July 4, 2025. The following highlights the notable tax provisions for manufacturing businesses within the Printing and Packaging Industry and their owners.

Beneficial Business Tax Provisions:

➤ Full and Permanent Expensing for Certain Business Property:

- 100% bonus depreciation for property acquired and placed in service after January 19, 2025
- Includes "Qualified Production Property" (nonresidential real property used for production activities) constructed beginning January 19, 2025 through January 1, 2029, and in-service July 5, 2025 through January 1, 2031
 - Production activities defined as manufacturing space (not admin, sales, or parking)

Commentary: Allowing immediate deductibility for capital expenditures (Cap-Ex) is a significant tax benefit for any business, especially capital-intensive industries like Printing and Packaging. The deduction is for all equipment, computers, IT, AI, furniture etc., regardless of whether used for manufacturing or administrative use. Accelerating depreciation deductions for Cap-Ex is not new but the current depreciation period was over five to seven years, and acceleration provisions were expiring.

Immediate deductions for non-residential real property (buildings and improvements) are available, though are narrowed to manufacturing space. Commercial property write-offs were normally over 15 or 39 years, so this is a clear incentive for investment in manufacturing facilities.

➤ 20% Qualified Business Income (QBI) Deduction for S-Corps and other Pass-through Entities is made permanent in 2025

Commentary: The majority of small and mid-size businesses are established as S-Corporations or other pass-through entities (PTEs) whereby income tax on business income is paid on the owners' tax return(s), and at the owners' tax rate. This 20% deduction provides a portion of tax equivalence to C-Corporations. The top PTE rate is thus 30% (37% top individual rate less 20%). The C-corporation federal tax rate is a flat 21%.

Since this deduction was set to expire, the uncertainty of income tax planning is eliminated (for now).

➤ Research and Development Expenditures (R&D Credit):

- Full expensing beginning after January 1, 2025
- If a Small Business with revenue of \$31 mil or less, expensing is retroactive to 2022

- All businesses with capitalized expenditures from 2022 to 2024 can elect to accelerate remaining deductions over one or two years
- Foreign research costs are still amortized over 15 years

Commentary: The R&D tax credit has been a substantial tax benefit for U.S. manufacturers for many years. Though, when utilizing the tax credit in recent years, R&D expenditures were required to be capitalized and written off over five years. Now the expenditures can be expensed in the year incurred, AND capitalized expenditures remaining from prior years can be expensed this year or over this year and next.



This is a major "thank you" for being a U.S. manufacturer (and an owner of a Printing or Packaging company).

➤ Other Business Tax Provisions:

Limitation on Business Interest:

- EBITDA limitation reinstated in 2025 (allows for larger loss deductions)

Business Meals for 2026:

- Permanently allows deduction for 50% of the cost of meals provided at the convenience of employer

Charitable Deduction for Businesses:

- Can only deduct charitable contributions in excess of 1% of adjusted taxable income (limited at 10%)
- Carryforward amount under 1% floor if contributions exceed the 10% ATI limit
- Beginning in 2026

1099-K Reporting for Third-Party Settlements:

- Greater than \$20k on more than 200 separate transactions
- Retroactive to 2022

1099 Reporting for Businesses and Individuals (1099-NEC and 1099-MISC):

- Reporting threshold from \$600 to \$2,000
- Beginning 2026

Contact PGCA at info@printcommunications.org for the full Compass report including estate and gift tax provisions and individual tax provisions.

About the Authors: Bart Krupnick, CPA, CVA, bkrupnick@compassusadvisors.com, is a Principal at (PGCA Member) Compass US Accountants and Advisors in Annapolis, MD. Bart and Compass specialize in providing tax, audit, management advice, business valuation, and mergers/acquisition advisory services specific to the Printing and Packaging Industry. Kathleen Pruitt, CPA, kpruitt@compassusadvisors.com, is a Senior Tax Advisor at Compass US Accountants and Advisors in Annapolis, MD.



GENERIC PAPER FOR STANDOUT BUSINESSES



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SEND A MESSAGE OF CARING

LEADING WITH EMPATHY: RETHINKING BENEFITS WITH YOUR PEOPLE IN MIND

Sarah Armstrong, Strategic Business Advisor, Gilroy Kernan & Gilroy

Let's be real... being an employer right now is hard.

Health insurance costs are up. Talent is tight. And employees are asking for more, often at a time when margins are stretched thin. It's easy to look at your benefits renewal and go into default mode: check the boxes, push it through, and move on to the next fire.

But here's the thing... Your benefits plan is one of the loudest messages you send as a leader. It says what you value. It says whether you're listening. It says whether your team is just a number, or something more.

Empathy As a Strategy

I'm not talking about adding new perks or programs. I'm talking about looking at your plan through the eyes of your people. That employee hit with a \$2,000 surprise bill after a hospital stay. That employee who has struggled to find a primary doctor in their hometown. That 24-year-old who has no idea what a deductible even is.



And sometimes, it's just a simple call that changes everything. Recently, I spoke with a blue-collar single dad on an employee + children plan. He was doing the best he could, but his monthly deductions were eating into his paycheck. He didn't think he had any other options. He talked. I listened. And then I walked him through a thought: He could switch to a single employee plan and enroll his children in New York State's Child Health Plus program. The math worked. The coverage was better. And it brought hundreds of dollars back into his household each month.

He went quiet for a moment and then said it was the first time in a long time he felt like he had finally "caught a break" and appreciated us having his back. That conversation didn't require a new product or a new vendor. It required empathy.

This is the kind of support that sticks with people. Not just because of the financial impact, but because someone took the time to look out for them.

What Employers Are Up Against

Let's not ignore your side of the table. Employers are dealing with:

- Double digit medical renewal increases year over year
- Higher prescription and specialty drug costs
- State mandates and rigid plan designs
- Compliance fatigue and administrative overload
- The pressure is undeniable. But so is the opportunity to lead differently.

What Empathy in Benefits Actually Looks Like

Here are four ways we're helping clients lead with empathy, without blowing up the budget:

1. **Simplify the Message** Clear, plain-language communication helps employees make better choices. (Spoiler: that helps your claims experience, too.)

2. Revisit Plan Design with Purpose Do you offer choice? If High Deductible Health Plans (HDHPs) are your only option, are you funding Health Savings Accounts (HSAs) or Health Reimbursement Arrangements (HRAs) to offset the deductible burden? Even better - is it first-dollar coverage? When considering a program change, are you running claims scenarios? Conducting employee surveys?

3. Address Mental Health Head-On If your Employee Assistance Program (EAP) has a low utilization rate, it doesn't mean that it is not valued. An EAP is often the life changing benefit that has low frequency of use with a high impact on employee experience when the benefit is needed!

4. Train Your Frontline Leaders Your boots on the ground leaders are getting the hard questions. Support them with training and direction to give employees looking for help.

So... Why Does This Matter?

Because benefits are more than just coverage. They're culture.

When done right, your health plan can: build trust, improve retention, and send a message of caring. Empathy doesn't mean spending more, it means thinking differently.

Find out how the PGCA Insurance Advisors at Gilroy Kernan & Gilroy can help your business!

- **NYS Workers' Compensation Safety Group** – save up to 62.5% on this business expense
- **Print and Graphics Retirement Plan** – minimize fiduciary liability, lower cost and eliminate annual audit
- **Health insurance options** – creative strategies to assist in managing this ever-increasing expense
- **Commercial insurance** – GKG will analyze your risk and present options to insure potential losses in an affordable manner

Contact Sarah, Andy or Ross to find out how they can help you.



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NYS Workers' Compensation Safety Group by the Numbers



- (Up to) 62.5% annual savings
- 70+ PGCA members in the group
- 30% dividend checks for last policy year averaged \$6,247.87
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Hey PGCA Members!
We would love to
hear about your next
Social Media News!
Share your story!



Follow Tina (Left) @creativejuicesny and contact her at tina@creativejuicesny.com if you need some social media help! (with her friend Christina).

BUFFALO EVENT: FIERICON

PRINT WORKS TO PROMOTE FieriCon EVENT IN BUFFALO

Tina Anderson is the owner of Creative Juices Marketing + Events, and she's also the Social Media Manager for PGCA. Tina offers social media management, email marketing, branding strategy, outreach coordination, and full-service event production services. Recently, Tina's event, the 7th Annual FieriCon, held July 19th in Buffalo, relied heavily on Print for event promotion.

Why Guy? In 2018, I started volunteering for a local food bank and felt a connection to the cause being a single parent who understood the concerns with food insecurity. I wanted to use my event planning skills to produce a fundraising event that would be fun and get a lot of attention for the cause. Guy Fieri is incredibly popular in the Food Network/ restaurant world and is a flamboyant character with a distinct look with tons of catch phrases that made it easy for us to cosplay. Having hundreds of "Guys" in one location is a total trip! People are just mesmerized!



What charity? This year we selected Friends of Night People, a local shelter and kitchen that serves hot nutritious meals, provides access to showers, mail service and medical care to folks affected by homelessness. We've even gotten involved by serving dinner and working at the clothing donation center, dressed up as Guy (their idea!).

Why is FieriCon such a hit? While niche, the people who love it - LOVE IT! It's fun, it gives people a chance to be Guy for the day all while enjoying Flavortown specials at local restaurants and bars - with portions of the proceeds going towards a great cause. All the bystanders get a kick out of the scene and typically have questions about how they can join - or watch - the next year!

“

This year my "take what you need" flyer campaign, pasted up all over town, was very successful in raising awareness of the event.”

What promo method works best? Every year, it's PRINT! Year after year, the feedback I receive is that most of my attendees found out about the event from a sign! I use a local print agency to make lawn signs and also print posters, flyers and stickers to promote my event in areas where I know my demographic will be; bars, coffee shops, high trafficked pedestrian intersections, and seasonal event spaces/venues.



This year my "take what you need" flyer campaign, pasted up all over town, was very successful in raising awareness of the event. It was interactive - viewers had to read all the selections (popular drinks and dishes from the participating restaurants) - and then rip off a slip. People messaged me on Instagram that the "take what you need" flyers prompted them to visit the bars and restaurants - and as a bonus, got me new connections and followers.

How many "Guys" attended? This year, I stopped counting after the third location when we had about 200 attendees, so maybe 300 Guys were in attendance over six locations.

8TH ANNUAL RAY BUBAR CLASSIC

RAY BUBAR OUTING A BIG HIT WITH PRINTERS

Nearly 50 golfers enjoyed a cloudy but rain-free day for the 8th Annual Raymond A. Bubar Classic at Terry Hills Golf Course in Batavia, NY. The Quality Bindery foursome, led by Chuck and Danny Stachowiak, won the outing with a score of 62. Thank you to all the printers and vendors who joined us for golf and to all of our sponsors!

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Hole sponsors: BCO Industries, Ferrara Fiorenza PC, GMG Enviro-safe, Gilroy Kernan & Gilroy, Komori, ITU AbsorbTech, Roosevelt Paper, Komori, Quality Bindery



#1: (lft to rt): Dan Trent Jr., D & D Printing, Joel Coon, Elma Press, Joshua Wink, Lindenmyer, Steve Samis (standing), Immediate Mailing Services, Patrick Henry, Register Graphics, John Capellupo, Lindenmyer Munroe, Jim Roach, Steve Roach, Falconer Printing & Design.

#2: (lft to rt): Bob Maurer, Bob Kubisty, Zenger Group, Susan Caldwell, GMG Enviro-safe, Brian McMullen, Supremex.

#3: (lft to rt): Joe Burge, John Humrich, Nick Sisson, Flower City Group, Ross Kraft, Gilroy Kernan & Gilroy.

#4: (lft to rt): Dan Stachowiak, Quality Bindery, Phil Guerra, Zenger Group, Mike Degen, Grover Cleveland Press, Chuck Stachowiak, Quality Bindery.

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IN MEMORIAM

In Memoriam: J. Kemper Matt Sr.

We are saddened to share the news of the passing of J. Kemper Matt Sr. on June 18, 2025, at the age of 90. Kemper was a longtime leader in New York's printing industry and former president of Dupli in Syracuse, a family-owned business with deep roots in the community. Kemper attended Colgate University and upon graduation, enlisted and served in the U.S. Army, followed by a year at brewer's school and a stint at the family brewery in Utica, NY. Here, Kemper had a role in the successful debut of the Matt's Beer Ball, earning the eternal gratitude of college students across the country.



In 1980, Kemper purchased Dupli Envelope & Graphics, a four-person operation. Through hard work and perseverance, Kemper, his son, Kemper Jr., and the Dupli team, built Dupli into its current multi-company, multi-state footprint. Under his guidance, the company grew and evolved, earning a reputation for excellence and integrity. Through the years, Kemper was a strong supporter of PGCA and our predecessor organizations. His thoughtful comments and incredible contacts were instrumental in many of the legislative victories the organization has had. His involvement will be greatly missed!

Kemper was not only a respected businessman but also a dedicated community member and family man. Throughout his career, he has been involved in a variety of business and civic organizations including the United Way, MACNY, the Envelope Manufacturers Association, and many more. He is survived by his wife, Angela, their three children (Kemper Jr., Julie, and Conrad), four grandchildren and countless nieces, nephews, friends, and colleagues. His legacy of leadership, generosity, and devotion to both his family, community, and the printing industry will not be forgotten.

In Memoriam: Dona Snyder Reardon

The printing industry lost a fierce champion with the passing of Dona Snyder Reardon, former Chairwoman of PIA (Printing Industries Alliance) on July 4, 2025. Dona fought a brave battle with cancer over the last several years.



Upon graduating from Mercy High School in Albany, Dona earned her associates degree in business from Hudson Valley Community College. She then joined her father at Walter Snyder Printer, Inc. in Troy and went on to become the first female President in the company's 130 years in business. Dona was deeply committed to the success and longevity of the family business. She was well respected by her many clients, vendors and most importantly her employees. Amid the uncertainty of the COVID-19 crisis, Dona led with heart and determination, doing everything in her power to protect the business and more importantly, the livelihoods of those who depended on it.

Dona served on the PIA board for many years, eventually serving as Treasurer, Vice Chair and as the first Chairwoman from 2015-2107. She took her board service seriously, regularly attending meetings and providing her expert guidance on Association matters. She also served as a Trustee for the PGCA Workers' Compensation Safety Group.

We could always count on Dona to share her opinion, to make us laugh, and to be a good friend. Our hearts go out to her family in this time of grief. We raise a glass to toast Dona Snyder Reardon - she leaves behind a rich legacy with her family, PIA and her employees!

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AGGRESSIVE PRICING — A RACE TO THE BOTTOM?

In a recent correspondence, a reader raised a concern that aggressive pricing (not to leave projects in the competitor's hands) can setup a race to the bottom. It's a valid concern regarding market pricing; but we already live in a world of where someone is always low-balling a project to make payroll or equipment payments.

If we understand that contribution trumps all other type of "cost" and pricing metrics, we can make tactical decisions to lower a price. This requires tools which provide us with account profiles (type of work; contribution levels) as well as understanding capacity. If we take on work which is risky (in terms of credit risk and production difficulties) lowering prices is not a good option. Work which flows easily through production and credit risk is minimal will be another story.

Pricing is dynamic and it shouldn't be just "cost sheet" + X%. By understanding that sales dollars are not all the same (differing contribution levels), we can and should be price setters rather than price takers, but it's intelligent price setting. It's not just lowering the price so the shop will be busy, our customers and sales team happy, and our bottom-line bleeding.

About the Author: *quoins2pixels* 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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