

March 2026

Resilience after Disaster

Resilience after Disaster – An interview with Becky Almeter

On May 2, 2025, Hodgins Engraving's building was destroyed by a catastrophic fire. Our discussion centered around the fire, the aftermath and how Becky was able to overcome the challenges of rebuilding the business.

Industrial Disaster Recovery

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Women In Print Luncheon

Meet Becky Almeter in person at one of the Women in Print luncheons planned for upstate New York. Becky will talk about her experience with the fire and how she was able to recover and find the silver lining in the disaster. Join us on Wednesday, April 15th in Buffalo or on Thursday, April 16th in Syracuse.

Visit printcommunications.org/events for details.

SIGNATURE

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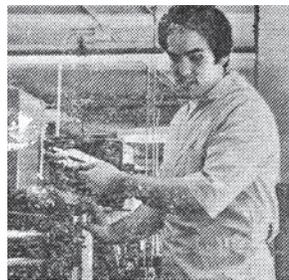
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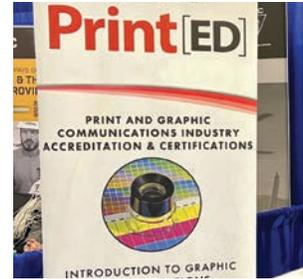


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Resilience after Disaster - An interview with Becky Almeter, President of Hodgins Engraving

In celebration of Women's History Month, it has been our tradition the last few years to interview female leaders from PGCA's membership. This year, Kim Tuzzo, PGCA's Marketing/Programs Director, had an in-depth conversation with Becky Almeter, President of Hodgins Engraving, located in Batavia, NY. On May 2, 2025, Hodgins Engraving's building was destroyed by a catastrophic fire. Our discussion centered around the fire, the aftermath and how Becky was able to overcome the challenges of rebuilding the business.

Kim Tuzzo: Thank you for agreeing to do the interview. We have been wanting to find out how you're doing and how things are going.

Becky Almeter: It's going pretty well actually. We moved our offices into the new building right before Christmas. We've been slowly getting equipment set up in our shop, which took a little bit longer because the electricians were still building out the panels and the wiring. But last week, we were able to fully move into the production space too.

We still have a lot of organizing and more equipment we need to get. It'll be a little bit before we really ramp up, but at least we're moved in, we're operational and we're producing, so it's all good.

A series of unfortunate events caused the fire that engulfed the building

Becky Almeter: I was in the building that day (May 2, 2025). Most of our employees were there that day except for maybe one or two. My husband Jeremy is our production manager and he was in my office talking to me because we had an employee quit that morning. A press operator went to our photoengraving department and used a piece of equipment that shouldn't have been used in that department. It sparked and caught the magnesium that was in the area.

We have fire retardant that's for magnesium specifically, but the employee used a fire extinguisher instead. I feel that if my husband had been in the area where he usually is at the time, it probably wouldn't have gotten out of hand like it did. It maybe wouldn't have even happened in the first place. It was really bad timing.



The fire extinguisher, which is an obvious choice sometimes, ended up making the fire worse and it actually spread. The room with the magnesium just went up like wildfire. Our building was compact, with a very low roof and all of the heat was contained in that photoengraving area. The magnesium and other chemicals were burning extremely hot. When the fire departments came, they started to try and go into the building, and they realized it wasn't safe. They pulled all the men out and decided to fight the fire from the outside.

At that point, when it first happened, we were hopeful that the fire department would

be able to put the fire out and we would only lose a portion of the building. But they called for backup, and over 20 fire companies helped fight the fire. They ran out of water from the hydrants and pumped water from Tonawanda Creek across the street. The firemen were up high on ladders spraying down on the building.

Eventually, they realized that the building couldn't be salvaged and they brought in giant excavators and started ripping the building apart. They ripped the roof off, they ripped the walls down, they ripped into the rubble so that they could get at the flames with the hoses. It was about 11:00 in



Photo courtesy of 13WHAM News



“They brought in giant excavators and started ripping the building apart. They ripped the roof off, they ripped the walls down, they ripped into the rubble so that they could get at the flames...”



the morning, when the fire started. We ended up going home at 9:30 that night.

The firefighters were still actively fighting the fire until midnight or one o'clock in the morning. Spraying water on magnesium makes it burn hotter. They kept spraying the building to keep the fire from spreading while feeding the magnesium. There are videos online showing white-hot flames just roaring out of the side of the building.

Kim Tuzzo: Did the fire spread to any nearby buildings?

Becky Almeter: On the same property, but across the park-

ing lot, there were apartment buildings and a store, but they were intact. Thankfully, we had a storage container in our parking lot and the presses and other things stored in it were not damaged. But the whole building was gone.

The aftermath of the fire rebuilding a business thanks to loyal customers and trade associations.

Kim Tuzzo: What was your first thought the next day – what do I do?

Becky Almeter: Well, like I said, when the fire first started, I thought, “Okay, we’re going to have some damage to the

building. We’re probably going to have to close for a while, but this is manageable.” Once the firefighters brought the excavators in, they literally just destroyed the entire building. They were picking up presses and throwing them. Then we knew that nothing could be salvaged, not any equipment, nothing.

I wasn't really thinking too far into the future, but at that point I assumed we were just going to be done. I thought we were just going to close up shop, tie up our accounting somehow, end the business and just be done and walk away. And then very shortly after the fire, within days, it became very clear that we had business that we could continue doing. And that really surprised me.

It was very overwhelming at the time. But we started calling customers and emailing customers right away. The fire happened on a Friday. We had a team that got together that Sunday at a coffee shop. We brought our computers and we said, “What do we need to do?” And we just made a game

plan, started reaching out personally to customers. So on that Sunday night, we sent out this mass email to our customers and letting them know what happened.

We started talking to a realtor in Batavia about finding some space. Our IT team was key for us to be able to retain our data and be able to get set up quickly and get back to operating. Every order that we had in process, we emailed the customer and said, “We can’t produce this.” And we were just overwhelmed by the number of customers who said, “It’s okay. Just let me know when you can get back up in operation and can get this order out.” We were just not expecting that response.

We had your help at the PGCA and we had the International Engraved Graphics Association (IEGA) help us by gathering together groups of suppliers we could outsource to. IEGA had a list of their members and who could do what. They organized a Zoom call with us and every-

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one just said, “We’re here. Send us the work. It’s not a problem.”

The same thing happened with PGCA. Tim Freeman met with me and introduced me to Steve Zenger and helped us connect with a bunch of printers, and not just for work, but equipment. A lot of printers said, “Hey, I’ve got an extra offset or die cutting press or whatever. I’ve got some equipment that’s sitting around if you would like it.” We had people make an offer that our operators could run their equipment in their space, which we did not end up doing, but we had all of these offers, days after the fire.

It just became clear that people were there to support us and our customers weren’t going anywhere, for the most part. Some did have to pull their work, which is understandable. But the vast majority of people just said, “Let us know when the order will come. That’s okay. Take your time. Just keep us posted.” They wanted to know what our plan was, and that there was a plan.

And once we started saying, “Okay, yep, we’re going to outsource orders to other vendors until we get our shop back up.” Then most customers were like, “Okay, then we’ll just get it when we get it.” About a month into the outsourcing, we got into a pretty good groove where we were back to normal turn times, it was just that somebody else was doing the work. So it did take probably a month or so to get a workflow set up, to figure out who we’re sending work to, and get all of the orders that were in production at the time of the fire, start over with dies and plates and send them somewhere. So there was a little bit of a delay. But then, like I said, about a month afterwards, we had all of our office staff come back.

That Sunday after the fire, a couple of local realtors showed us several options of office space available. We signed a lease on office space the next day and we were able to move in immediately. Our IT company, Millennium, and the cable company came in and set up the servers and internet that day. I just couldn’t believe how quickly things moved.

Kim Tuzzo: I was reading the fire update on your website, and I was just surprised how fast you were able to get access to your files and get set up.

Becky Almeter: Our IT company is Millennium Computers here in Batavia, and Josh, our contact, was actually off the day of the fire. But he stopped what he was doing and logged into our servers remotely as soon as he heard the fire was going on. His quick action probably saved us and was the main reason why we were able to get up and running so quickly. We lost less than a day’s worth of work, open orders, that had to be recreated.

Once we got that office space, Josh got some temporary servers to house our MIS system and our internet so we could get back to our e-commerce sites. He also got computers for everyone and got them all set up. Our customer service team and our pre-press team were back and running probably a week after the fire. We started with a few people in each department, hiring more people back as the work increased.

The whole rebound right after the fire was very quick due to Millennium’s work, and due to our customers saying, “We’ll be here, just let us know what’s next.” We didn’t expect that. And then all of a sudden, we had obligations to fulfill, we had work to do, and our competitors, our vendors, other printers, said,



“Mentally, it was kind of like, Wow, we still have a lot of business. We have enough to keep going. We have enough to look at a new building.”

“Send me whatever you want.” Mentally, it was kind of like, “Wow, we still have a lot of business. We have enough to keep going. We have enough to look at a new building.” It wasn’t really an option to rebuild on the same space. I thought, “Well, we have some work back, but I’m not sure how much is going to stick.”

We found the building we are in now in June. It’s the perfect size and location; with some renovation, it’s the perfect building. We outlined our floor plan to be about a third of what we had before the fire, expecting business wouldn’t return to pre-fire levels.

And now sitting here today, I would’ve done that differently,

but I didn’t know at the time that we were going to be able to retain as much business as we have. I’m hoping we can expand and take on more space in the building. Mentally, it was a progression—like you have nothing and then, you have a little more, and then, well, you have a little more, and then it’s working.

Kim Tuzzo: How did you decide what type of work you were going to continue doing?

Becky Almeter: We had to decide what made sense for us to purchase, and what was available. We had an offer to buy a die stamping press in Rochester that was in perfect shape, pretty much ready to go and it was close by. So that made



sense. We learned very quickly that a lot of our engraving customers were willing to stick with us. Those customers were saying, “We’ll be here. Once you get back up and running let us know.” So we knew that engraving was something we wanted to continue to offer.

The engraving community is so small, through connections and talking to people, we bought two engraving presses out of St. Louis, Missouri. Through St. Vincent’s Press in Rochester, we bought a couple of small offset presses they were looking to get rid of that were in pretty good shape. We found that a lot of other printers either switched the flat print work to digital or they’re running big offset presses, full size or half size offset presses, so the small offset presses allow us to maintain that niche in the industry.

The small format offset presses that we were running are very affordable. Our operators have been running them for 20 years or so. And it was a no-brainer to say, “Yep, we want to continue with that. The work is there, they’re at the right price, they’re very efficient, and they’re out there for sale.” We also found a plate maker and a cutter. There’s a huge used equipment market, as you know. We have

some decisions to make about things that we haven’t gotten back yet, like foil stamping and photoengraving.

We know that we’re not going to do magnesium anymore. It was a good piece of business because we had an established facility, infrastructure, and trained employees. To start over and get into it again wouldn’t make sense. There’s all the compliance that is part of that and the hazardous materials handling, and obviously the liability, we were just not doing that. It’s just too much.

Kim Tuzzo: It’s almost like tempting fate to bring it back.

Becky Almeter: The photoengraving, it was profitable, but also, we just didn’t have the heart to even bother. We can’t go through an accident like that again. It was so traumatic. Even if it were easy and it made good money, we were just thinking, “I can’t handle the prospect of having that in our building again.”

But we might get back into, at some point, making our own copper. It’s a smaller etcher and there’s much less to do with compliance and chemicals. It’s not flammable like magnesium is. We would only do it for our

own production, not to sell to other engravers like we were doing before.

We’re just on the verge of making a decision on a digital press. We decided at the time of the fire that we were going to outsource all the digital work because everybody does it. There’s so many printers out there that can do digital.

Kim Tuzzo: Nothing unique about it.

Becky Almeter: I had decided to hold off on the decision to purchase a new digital press. Would we have enough business to support buying a press? Then we realized that we did have enough business. Luckily I started the research before the fire and we’re just about to make a decision on that. Hopefully it will be installed the first quarter of this year.

The insurance part of the equation

Kim Tuzzo: How was the insurance process, working with your adjuster and that kind of thing?

Becky Almeter: We ended up going with a private adjuster, National Fire Adjustment Co. (NFA) out of Buffalo. Given



It [our insurance] just gave us room to be strategic instead of having to make these decisions immediately after the fire, which would’ve been impossible to do.”

the magnitude of what happened and the loss, we decided to go with them, and I’m glad we did. They’ve been really helpful. Luckily, we had a policy in place that was very robust, which I didn’t even realize. I didn’t know we had business income coverage (or business interruption insurance) which replaces lost net income and pays for fixed operating expenses, including payroll, rent, and taxes, if a covered property loss, such as fire, theft, or wind damage, forces a temporary shutdown.

If something happens that causes you to cease your operations, the insurance covers your loss of income. However much more it’s costing you to operate and keep your business, they’re covering the difference. For us,

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HODGINS ENGRAVING

the coverage was extended for a year after the fire. So, we had a year to breathe a little bit, to say, "Okay, what do we need to do to get back up and running?" It just gave us room to be strategic instead of having to make these decisions immediately after the fire, which would've been impossible to do.

Kim Tuzzo: Were there any investigations following the fire?

Becky Almeter: Right away, the fire inspector from the county came by and then the insurance company sends out a whole team to investigate. A report was submitted to the state police. The Department of Environmental Conservation (DEC) came in and performed extensive testing after the fire was out. In those days and weeks following the fire, they tested the soil in the area around our property because they were concerned about runoff of the chemicals from our building and the magnesium into the water supply. An environmental cleanup company came in and vacuumed up water and waste around the property for testing. When the fire was going on, the Genesee County emergency manager coordinated all of this because of the environmental risk.

Kim Tuzzo: What happened with your employees after the fire?

Becky Almeter: We had 31 employees at the time of the fire. We immediately started a group chat, a text with all of our employees, to keep them posted. And we said, "Okay, we're just going to pay everybody for the next two weeks, so you don't have to worry. It'll give us some time to think, figure out what's going on."

When we got our temporary offices set up that week after the

fire, we were able to establish full time work for some of our office staff. We added folks back as we could, as the work came back and we re-established our processes. While I would have liked to fully employ everyone we had before the fire, it's not going to be possible immediately, because we have decided to discontinue some processes in-house. My long term goal is to continue to grow, not just back to pre-fire levels, but beyond and continue growth through acquisition. With that growth, I look forward to adding to and supporting our "work family" as much as possible.

A fresh start, new logo

Kim Tuzzo: I read in your fire update that you changed your logo to reflect what happened. It has a flame design.

Becky Almeter: We've been thinking about rebranding for a while, even before the fire. It seemed like a perfect time because we really are starting over, sort of reinventing what we're going to be. This new look incorporates a graphic that hints at a bi-directional flame, symbolizing that the fire brought us both positive and negative outcomes, all of which will shape our company as we move forward.

Hodgins serves a nationwide market.

Kim Tuzzo: I know you've acquired some other businesses down in the Metro New York area. You're not just local, don't you have customers all over the place?

Becky Almeter: When I first got involved with the business, we were doing exclusively wholesale sales. It was a lot of thermography, engraving and foil stamping, things that other printers weren't doing in house. We started acquiring

other businesses and folding in their book of business and we started mixing in direct work with wholesale work. Now we have a lot of customers in the Metro New York/New Jersey area. About two years ago, we purchased Harper Engraving, which was huge for us. They were about the same size we were, so we doubled in size in about a month. It was insane. Those customers are scattered: from the West Coast, Midwest, Northeast, and a lot in the South.

The effect of the fire on Becky's family.

Kim Tuzzo: How did this affect you and your family? This whole thing must have been pretty stressful.

Becky Almeter: Yeah, obviously it was very stressful on me, my husband and our five kids. The day the fire happened, two of my daughters had their dance recital that night and the next night. At one point we were at the fire and their dance costumes and dance bags were in my van parked right next to the building. They wouldn't let me go to get my car because it was too close to the building. So, I was kind of upset and crying and a Genesee County Sheriff was there with me. I said, "It's their dance recital tonight and my girls' things are right there, and I don't know what they're going to do." And she's like, "I got it." She got permission to go in my car and get what I needed.

We tried to keep things normal for our kids, continue on with the recital, continue on with normal activities. We had a

babysitter get them ready and take them to the recital. We missed it that night, but we went the next day. But you know how news travels so fast? People knew about the fire immediately. Our oldest son, he's 14 now and he has a cell phone and I thought, "Oh, my gosh, he's going to find out." We called the school and asked them, "Can you just go tell him what's going on and just let him know everything's okay? Nobody got hurt. It's being handled. Everything's okay." Just so he doesn't hear about it from someone else first, and think the worst.

Our youngest daughter's birthday is May 3rd, so the day after the fire, my youngest turned two. She obviously won't have any recollection of it. My next oldest turned six in December, and he knows that something went wrong and there was a fire. My two middle daughters, who were 9 and 10, were worried that we wouldn't be able to work and have money to buy things. We told them we're still going to work, we're fine, that we can go buy groceries, it'll be okay. We tried to give them enough information to make them feel okay, but not too much information.

There was probably a month straight where I was working 12-hour days, six days a week, just because there was so much to try and figure out. My husband didn't have any work to do because he ran our shop and there was no shop. I was gone all the time, working, working, working, and he was doing everything with the kids, everything at home. And that was hard for everybody.

We got through it, and we just keep telling the kids we're really lucky. It could have been so much worse. We had to explain what insurance was in a simple way, to say, "We didn't lose everything." We lost the building, but insurance will help pay to replace things.

A couple of weeks after the fire, we got together with all of our employees for breakfast, so everybody could hear what was going on, see each other and just hang out. And I think that was helpful. We kept the group texts going so that everybody stayed in the loop whether they were working or not. I think now, mentally, it always could be worse. **Nobody got hurt, which was the big thing. If somebody had been stuck in that building or a firefighter had gotten hurt, I don't think I would've been able to pick up in the days afterwards and say, "Hey, let's do business."**

We lost some minor things, but we didn't personally lose anything substantial. We were able to go home at the end of the night. I think that it's hard because you see everything that you worked for be destroyed. But at the same time, you get a chance to start over that you wouldn't otherwise have. And you get a chance to build what you want it to be. And that has been invaluable. Looking back, before we had the fire, the business was doing good, but it was also stressful. We had too much stuff in our building that we had inherited when we bought Harper. We were trying to find a better way to manage mostly customer inventory and special made stock. And it was just getting out of control. And we also had procedures in place, the way we had always done things that really weren't the best for our company. It wasn't the best for our people.

And then after the fire happened, when we started thinking - what's our policy going to be on pricing or on holding inventory or on what we'll do for customers, or what we'll invest in? Well, you know what? We get a chance to choose. We get a chance to start over. We set the rules of how we want to do this. And if it doesn't work, then it doesn't work. But if it does work, then I think it's going to make us a much better company ultimately.

So even though the fire itself was traumatic and the several months following were traumatic, and it was a lot of work, ultimately there's a silver lining in the sense that it gives us opportunities we wouldn't normally have to start over and start fresh. It has mentally taken a long time to get to that point where I see it as a benefit or I see it as a good thing rather than just being painful.

And we are at that point now, for sure, especially in our new building. It's wonderful to get a fresh start. We have new offices; we've designed everything from scratch including workflow, storage, offices and how people interact. It's nice.

Becky's advice: Have a disaster/backup plan.

Kim Tuzzo: Any advice for your colleagues or final thoughts, reflecting on what happened in the past nine months?

Becky Almeter: Insurance is one of those necessary things as a business. We reviewed it every year with our broker. They went over, "Okay, this is what you have. Is this sufficient? Would you like to make any changes?" And most of the time, I say, "I've got stuff to do. Where do I sign? Just get it done." I'm not going to look through a 60-page document of what fire

coverage we had. Thankfully, we had this coverage in place that was enough to carry us through this tragedy. My advice to other companies is, obviously check their insurance coverage and see what they have. It's always a balance between how much premium do you want to pay and how much coverage do you want to have.

Becky Almeter: Regardless of what the tragedy is, if you have a flood, or fire, or a pandemic, when everyone had a shutdown, have some sort of backup plan. How would you continue operations, what would you do? Even if you don't know exactly what to do, think of where to start. Have a disaster plan in place that at the very least gives you that first step, because after a disaster, it's difficult to think clearly. There are so many things that you have to think about. You have to think about IT, accounting, compliance, insurance. We had to go through the investigation of the fire.

I would recommend having a plan that includes not just production or how you would continue operating, but how would you get messages to your employees? What's important to communicate? How would you handle continuation of benefits? How would you reach out to customers and vendors quickly and easily?

Having the associations, PGCA and IEGA jump in and say, "We're going to gather together a list of other printers who will do your production." That was extremely helpful, and would never have happened without the industry organizations I was in.

Kim Tuzzo: I hope our members think of the Association as a community that can help when

something like this happens. If you didn't have this Association, how would you go about finding printers to partner with?

Becky Almeter: Exactly. Not just for doing work, but as I mentioned, to find people looking to sell equipment or people that offered to help in other ways. Having the connection and having the organization is invaluable, especially during a tragedy.

Open House

Hodgins Engraving will celebrate their new building with an open house and ribbon cutting ceremony on May 1st. Our best wishes to Becky and her staff for success in the future!



About Becky Almeter:

Hodgins Engraving is located in Batavia, New York, east of Buffalo. The company is a cross between a commercial print and a specialty printing company. They do engraving, foil stamping, letterpress, and thermography along with the standard commercial printing. It's a family business, third generation. Becky's husband Jeremy works in the production end of the business, and her role is owner and president. Becky's father Bob was active in the company until he retired in 2017. The Almeter/Hodgins family members are avid sailors. Visit hodginsengraving.com and contact Becky at beckya@hodginsengraving.com. ■

Industrial Disaster Recovery

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



Greetings Safety Fans!

This month I'm going to step out of my lane a little bit and discuss something that should be on everyone's mind - industrial disaster recovery of your business. Planning is an important part of the business procedure, but how much effort do we really put into it? After all, disaster situations are not fun to think about. However, they do happen, more than we care to admit and at the worst times.

By definition, a disaster is the result of a crisis or emergency event that occurred or is occurring. A crisis event is only so because you are unprepared for it. Therefore, if you prepare for every event that can affect your business you should never suffer a crisis. Obviously, you can't possibly prepare for every event that Mother Nature can throw at you. You don't have the time nor do you need to. You need to prioritize your events. Your safety manager may have started this for you already in your Emergency Response Program. We'll go into more detail as to why you should start with the emergency response program later.

How do you recover?

The 9/11 attacks on the World Trade Center, I think, really opened a lot of eyes to the possibility that insanely disastrous situations cannot be "unthinkable" to modern businesses. Hurricane Sandy hit the East Coast in 2012. The Covid-19 pandemic hit in 2020, killing

1.2 million Americans and shutting physical businesses down for months. The rise in active shooter events in the US also has people talking. These are just some of the big events that rocked the modern world. How do you recover? Can you recover? The answer is "yes," if you plan.

Can you recover?

After all, they're the ones that will be paying out the benefits if and when you do have a disaster, so they are very interested in helping you avoid loss as much as possible. USE THEM! Pick their brains about the past incidents in your industry and start thinking if they can happen in your business. Learn from others' misfortune so it doesn't become your misfortune. You're paying them, so you might as well wring as much information out of them as you can.

Yes, if you plan

As a safety manager, our job is to prevent disasters before they happen. Businesses should have a person, team, or consultants to "what if?" situations. The important first step to this is doing a thorough hazard assessment of the facility. What chemicals, ignition sources, and danger areas exist within your operation? How can they be mitigated or reduced? What are the employees' roles and responsibilities in performing those functions.

Next, document the assessments, mitigations and TRAIN! I cannot begin to tell you how so many companies fail this step. Are you sure everyone understands? Are you sure? Many times, management knew; the employees didn't. Just writing

The key organization to help you start building your disaster recovery plan is your insurance carrier.



down the procedures does not mean it's known. Practice it. Practice it again. Keep practicing it until they can't get it wrong. Lives and livelihoods are at stake.

Since we're only human, the other side of our job is to make sure that if a disaster does happen, that we analyze it so we can put procedures in place, so it never happens again. When dealing with Mother Nature and industrial accidents, that's not always possible. However, it is possible to minimize the effects and interruptions that a disaster may have on your business. The key to disaster recovery is all in the preparation and planning you do before the disaster.

Your Emergency Response Program (ERP) dictates the actions the company and its employees are going to take during a crisis. The more detailed and thought out this document is, the better off your organization will be. However, this document usually only covers the protection of your employees' health and safety and the protection of the environment. You still have to come up with plans to protect your important data, and your physical equipment.

Establish Your Team

At this juncture it's best to get a team involved to break up the workload. First

things first, let's establish that team. Your ERP probably has your chain of command laid out of who's going to be in charge during an emergency, but what do you do about after? Who's responsible for what? Who contacts the employees to tell them if they are working or not? Who is responsible for your computer databases and where they are stored? Who knows the serial and model numbers of all your equipment?

Your team is going to be made up of your best minds and brightest thinkers. After all, you are going to need people who work under pressure. That may not always be your management team. Face it, when the chips are down, it's not about egos or pride, it's about who's going to get the job done for you. Hopefully the selection of the people on your management team makes this easy for you. However, don't get wrapped around the axles about titles, actions speak louder.

Once your team is established, you need to look at all the potential disasters your

company could face; prioritize them and what level they can affect you. Once you have your events taken care of, then you can look at courses of action to recover from each event. Right about now, your head should be swimming - am I right? Yeah, I thought so. Remember the old adage, "How do you eat an elephant?" "One bite at a time".

Next, we need to know where we stand, which means we need inventories of everything that is important and that can be claimed for insurance. This step is what I like to call "The List of Lists": employee information, equipment, presses, computers; you get the drift. Then we need to record items like inventory stock, raw inventory, etc. Your controller should be able to help you with these lists. We are primarily looking at how much, and value. This takes care of your employees and equipment.

Now, you need to worry about your data. Invoices, archives, building plans, tax records, and the like. Nine times out of ten, this is stored digitally with a hard copy back up in the dark recesses of a file room on site. The question is, what happens if the site burns down? Do you need a third location or

can you condense your files down? Obviously what you do here is going to depend on your abilities and your IT people. But things you need to look at include who backs this information up, to where, and how often. This takes care of your important data.

Last, you have to take care of your customers and your suppliers. You will need to be in contact with these organizations to inform them what happened. Add to this any friendly competitors who may be able to complete unfinished jobs for you and pick up any tight deadlines you may need to meet. You will want phone numbers, contact names and the like.

According to the Small Business Association's website, a full 25% of small businesses that are struck by a disaster never open their doors again. This is primarily because they were never prepared to recover. Your business doesn't have to be one of those statistics. PGCA has taken some time to help build a library of resources available to members and don't hesitate to contact me with any questions you may have.

Contact Steve Stankavage at ssankavage@printcommunications.org or (570) 579-6497.

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Member News



Trilon Graphics Expands to Florida with Acquisition of ProPrintCopy

Trilon Graphics, a full-service commercial printing and mailing company in Hackensack, NJ, is proud to announce its expansion into the Florida market through the acquisition of ProPrintCopy, a well-established printing provider located in Hallandale Beach, Florida.

This acquisition represents a strategic expansion for Trilon Graphics while preserving the strong local identity and reputation ProPrintCopy has built within the South Florida community. ProPrintCopy will continue operating under its existing name, brand, and location, ensuring continuity for customers and partners.

“Expanding into Florida has been a long-term goal for Trilon Graphics,” said Mark Strickler, President of Trilon Graphics. “ProPrintCopy has an excellent reputation for quality and customer service, and it was important to us that the brand and local presence remain intact. Our goal is to support ProPrintCopy with additional resources and capabilities while keeping everything customers value exactly the same.”

“From day one, our focus has been on maintaining the level of service and trust ProPrintCopy’s customers expect,” said Justin Strickler, Vice President of Trilon Graphics. “This acquisition allows us to strengthen operations behind the scenes while ensuring clients continue working with the same team, brand, and local presence they know.”

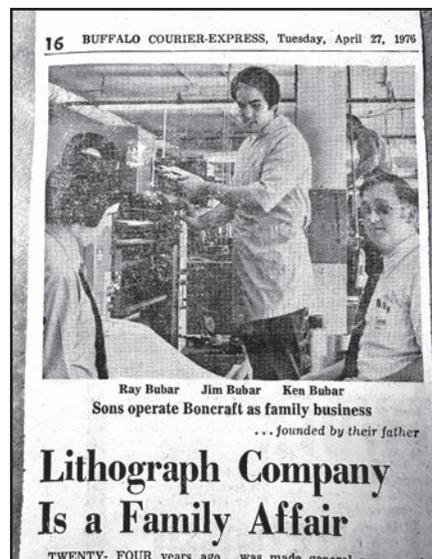
Customers can expect the same trusted service, staff, and brand they have always known—now supported by Trilon Graphics’ expanded production capacity, advanced technology, and broader range of com-

mercial printing, mailing, and fulfillment services. The acquisition strengthens ProPrintCopy’s ability to serve existing clients while supporting future growth throughout the region.

Trilon Graphics looks forward to continuing ProPrintCopy’s legacy in Hallandale Beach while investing in long-term growth and enhanced service offerings, including mailing services, large-format printing, signage, and promotional items. ■

The Bubar Buffalo Print Legacy

The “Bubar Era” came to an end recently with the retirement of Jim Bubar from Zenger Group. For decades, members of the Bubar family have been active with the Association.



Ken Bubar, who served as General Manager at Boncraft Inc., the family business, for many years ran the printing contest that was a joint project with the Craftsmen club and PIA.

Ray Bubar served as Chairman of the Association in the early 2000’s. He suffered a stroke in 2003 and had to step down

as President of Boncraft. He was no less memorable after the stroke, compiling an array of catch phrases, “Don’t tell Donna”, “It’s crap”, and “If I could talk, I’d tell ya!” After Ray passed away in 2016, the Western New York golf outing was renamed the Raymond A. Bubar Classic in his honor.

Jim Bubar served as Vice President and later as President at Boncraft, overseeing press operations. Boncraft was later purchased by Zenger Group and Jim continued his print career with the Zenger family. At his retirement party, Steve Zenger remarked that there is no one else in the industry who has the knowledge of print machinery like Jim. He was sought after by other local firms to pick his brain when a machine needed service or repair.

While Jim has a quieter personality than his brother Ray, he was no less a fixture in the print community. His loyalty to the Association is unmatched, never missing a Christmas party, networking event or golf outing. Jim has been part of a generation that carried forward not just a business, but a craft and a culture. Family printing companies helped build the modern printing and graphic communications industry, and your family’s story is very much a part of that history.

Trade associations depend on people who understand that an industry is stronger when its members invest in something beyond their own companies. Jim has always been one of those people.

Congratulations on your well-deserved retirement Jim! We wish you good health, happiness and many fulfilling years ahead. See you at the next party! ■

Don't Call It LUCK



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Webinar!

By Kelly Mallozzi,
Principal,
SuccessInPrint



In the spirit of March—the month that brings us the luckiest holiday of all, St. Patrick's Day—it's the perfect time to talk about luck. Specifically, the kind of "luck" people often attribute to success, especially in sales. The truth? What might look like luck is almost always strategy in disguise. Let's explore five ways this plays out:

1. Preparation Meets Opportunity

To an outsider, closing a big deal might look like pure fortune. But in reality, success stems from countless hours of preparation. Strategic sales professionals research their prospects, anticipate objections, and craft tailored pitches. When the "lucky" moment arises—a decision-maker shows interest, for example—they're ready to capitalize because they've done the groundwork.

2. Networking as a Strategy

It's easy to assume that someone who lands opportunities through connections is simply lucky to "know the right people." But building a powerful network is a strategic endeavor. Smart salespeople attend industry events, nurture relationships, and maintain a presence on platforms like LinkedIn. Over time, this intentional effort creates a web of opportunities that appear serendipitous to outsiders.

3. Consistency Creates "Coincidence"

Consistency in outreach—be it through cold calls, follow-ups, or emails—may not seem glamorous, but it's where the magic happens. Securing a meeting with a hard-to-reach prospect after two years of persistence might seem like good fortune,

but it's actually the result of unwavering determination and a solid system.

4. Leveraging Data and Insights

Making the right move at the right time can look like sheer luck. However, salespeople who use data-driven insights know that timing isn't random. By analyzing buying patterns, market trends, and customer behavior, they position themselves perfectly to "luck" into a deal.

5. Learning from Setbacks

Successful people don't just stumble upon victory; they've likely faced failures and learned from them. Instead of seeing setbacks as roadblocks, they view them as stepping stones. This strategic mindset allows them to refine their approach and build resilience—traits often mistaken for luck.

Celebrate Your Wins

One of the best ways to debunk the myth of luck is to acknowledge and celebrate your strategic wins. Landed a major account? Share your story. Secured a tough appointment? Let your team know. Highlighting your hard work not only reinforces your credibility but also inspires others to value strategy over serendipity.

Bottom Line

Luck is a fun concept to celebrate over green beer, but in B2B sales, success is rarely accidental. It's about intelligence, preparation, persistence, and adaptability. So, this St. Patrick's Day, raise a toast to your strategy and hard work—because that's what truly drives success. Sláinte! ■

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.

Webinars with Kelly Mallozzi

Culture Brief – March 12th
Psychological Safety: How Everyday Behaviors Build (or Break) Trust on the Shop Floor and Everywhere: Psychological safety is the missing link between culture, safety, and quality in and around your shop. In this 15 minute brief, we'll explore what it is, how everyday reactions from leaders shape it, and simple, repeatable behaviors that help people speak up before problems, mistakes, or injuries escalate.

Sales Brief – March 19th
8 – Touch Rule is Dead: Why Modern B2B Prospecting Needs 12+ Touchpoints (And How to Do It Without Burning Out): The 8-Touch Rule is dead. Today's buyers often need 12+ thoughtful interactions before they'll take a meeting. This 15-minute session shares a simple, modern multi-touch cadence, specific examples by channel, and practical tips to stay consistent without feeling spammy or burning out.

Register for the webinars at:
www.printcommunications.org

Upcoming Events



March

■ JOIN US FOR THE FOLLOWING EVENTS

SENIOR LEADER CONFERENCE

March 12, 2026

Best Western Premier,
Harrisburg, PA

PRINT IS GREEN NETWORKING EVENT

March 26, 2026

BigEye Direct,
Sterling, VA

April

WOMEN IN PRINT LUNCHEON | UPSTATE NY

April 15, 2026

Buffalo, NY | 11:30 – 1:30 pm
Reikart Ballroom at Jazzboline,
Amherst, NY

April 16, 2026

Syracuse, NY | 11:30 – 1:30 pm
Joey's Italian Restaurant,
Syracuse, NY

TOPGOLF

April 23, 2026

Topgolf Edison, NJ

May

PGCA HR CONFERENCE

May 7 & 8, 2026

Turning Stone Resort Casino,
Verona, NY

NEOGRAPHICS 2026

May 14, 2026

The Switch House,
Philadelphia, PA

Webinars

■ WEBINARS WITH KELLY MALLOZZI

CULTURE BRIEF

Psychological Safety: How Everyday Behaviors Build (or Break) Trust on the Shop Floor and Everywhere

March 12, 2026 | 1:30 pm

SALES BRIEF

8 – Touch Rule is Dead: Why Modern B2B Prospecting Needs 12+ Touchpoints (And How to Do It Without Burning Out)

March 19, 2026 | 1:30 pm

■ HR ACADEMY IS BACK!

SESSION 2: Managing Disability-Related Absences

April 9, 2026 | 11:30 am | Live Webinar, 75-90 minutes

VISIT [PRINTCOMMUNICATIONS.ORG](https://printcommunications.org) TO ACCESS:

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

Print University: 90+ Webinars on print fundamentals.

Print[ED] Represents at ACTE Vision 2025 Expo

“

Along with accreditation, Print[ED] offers student certifications, which is a testament to the knowledge that the student is leaving the classroom with.”

Last December, Melissa Jones and Mike Vares of PGCA attended the Association for Career and Technical Education (ACTE) Vision 2025 Conference to represent Print[ED] and help spread awareness of our program and the importance of Graphic Communication Education.

For those who don't know, Print[ED], a nationally recognized accreditation and certification program run by PGCA, is a grassroots movement to help train and prepare the next generations of employees for our industry. Programs with Print[ED] accreditation are led by vetted instructors and provide learning environments that help students to be successful and job-ready on day one.

Curriculum, based on the Print[ED] Industry-approved competencies, employs a continuous improvement model to keep the quality of the content relevant. Print[ED] programs maintain close ties with the Industry through Program Advisory Committees and are sustainably funded through their State Department of Education. Graduates of Print[ED] accredited programs are knowledgeable, trained, and ready to enter the workforce.

ACTE's Vision 2025 was their biggest conference so far, bringing in over more than 6,000 secondary (high school)

and postsecondary (college) educators, business leaders, and industry experts from around the world. The conference itself consists of opportunities for professional development, presenters covering current trends, workshops, and an expo hall, which is where the Print[ED] booth was stationed.

As mentioned, our goal was to showcase the opportunities that Print[ED] Accreditation offers a program, through our Industry-approved competencies and Standards, and the benefits not only for the program itself, but for the instructor and students as well. Along with accreditation, Print[ED] offers student certifications, which is a testament to the knowledge that the student is leaving the classroom with, not just how to use a program, but the why, what, and how we do things in our industry.

This year, we're looking to really revamp and spread the word of Print[ED], both our accreditation and certifications, across the country, through new marketing campaigns, boots on the ground instructors, and focus on the overall importance of education in the print & graphics industry.

Visit print-ed.org or contact Mike Vares, IOM, Director of Development, PGCA at (410) 207-5952 or mike@printcommunications.org. ■



Top: Mike Vares, Director of Development, PGCA, manning the Print[ED] Booth

Left: Mike Vares, PGCA, (left) with Ricardo Torres of Moreno Valley High School in CA.



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Member Rebates with Printer Towel Service from ITU AbsorbTech

PGCA members earned \$8,086 in rebates and diverted 196,234 pounds of solid waste from landfills last year through ITU AbsorbTech's Ultra™ Printer Towel program.

Congratulations to this year's rebate recipients! Members received rebate certificates for ITUdirect.com, which can be used to access a variety of quality apparel and accessories from top brands such as Nike, OGIO, Carhartt, and The North Face.

"The consistency of ITU AbsorbTech's service, the quality of their printer towels, and their unique environmental reporting set them apart from other providers," says Tim Freeman, Co-President of PGCA. "Their focus on reliability and sustainability has been invaluable."

Program Benefits

PGCA's partner ITU AbsorbTech provides a cleaner, more absorbent Ultra™ Printer Towel with valuable service benefits, including:

- Towel usage tracking & inventory management
- Superior processing - printer towels are always laundered separately from shop towels
- Sustainability reporting for recovered solvent and solid waste reduction

Another important advantage is that 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

PGCA Members Earn \$8,086 In Rebates with Printer Towel Service from ITU AbsorbTech

This is 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.

Member Savings

PGCA members receive the following benefits with participation in the printer towels service from ITU AbsorbTech.

- Complimentary week of service – for first-time customers on all rental services
- Annual rebate – New customers receive a 3% rebate of their annual rental program spend in their first year, and 1.5% thereafter
- Ongoing Discounts – Enjoy 15% savings on ITUdirect and select ITU First Aid products

Learn More

By participating in the Group Buying Power program, PGCA members can reduce costs, support sustainability, and streamline operations. For more information, visit ITUAbsorbTech.com/PRINT or reach out to Kim Tuzzo at (716) 691-3211 or kim@printcommunications.org. ■

Neographics® Awards

Nominate an outstanding colleague today!

Announcing the Neographics® Outstanding Individual Awards Honor those whose dedication to print is an inspiration!

Nominate an outstanding colleague who demonstrated exceptional commitment by going the extra mile on a project, advancing print industry initiatives, or elevating your team's performance. Recognition strengthens professional development and reinforces the value of dedication within member companies.

Know someone who went above and beyond? It's the perfect way to celebrate the people who make our industry extraordinary. Individuals may be nominated in the following categories:

- Outstanding Customer Service in Print Award
- Outstanding Print Production Performance Award
- Outstanding Marketing Achievement in Print Award (*In-house Marketing*)
- Outstanding Marketing Achievement in Print Award (*Agency Marketing*)
- Outstanding Leadership in the Print Industry Award (*Owner/Principal*)
- Outstanding Leadership in the Print Industry Award (*Senior Management*)

How to nominate your print hero: Visit printcommunications.org/neographics to review the criteria and submit your free nominations.

Nomination deadline: Nominate online at printcommunications.org/neographics or download the pdfs on that page and email to melissa@printcommunications.org. Deadline is March 31, 2026.

Contact Melissa Jones at (856) 308-2851 with any questions. ■

The entries are in, judging is next!

Plan to celebrate Masterpieces in Print at the Neographics® gala on May 14, 2026 at The Switch House in Philadelphia, PA.

Visit printcommunications.org/events to purchase tickets.



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A Six-Figure Lesson in Fraud (That We Narrowly Avoided)



By Joe Olivo,
President, Perfect
Communications

I wanted to share this because it could happen to any business, and the only thing that saved us was catching a single misplaced letter.

Here's how it unfolded:

Someone contacted one of our vendors and requested that our invoices be sent to a new email address. For 40 days, our invoices were quietly being redirected somewhere else. Our AP team didn't notice—and oddly, the vendor never followed up about missing payments.

Then we received an email from what appeared to be our vendor, asking about the outstanding invoices. They even provided copies that matched our purchase orders exactly. The request seemed routine, except for one thing: they asked us to pay via ACH instead of our usual credit card, citing an “ongoing



The only thing that saved us was catching a single misplaced letter.”

audit” that temporarily prevented them from accepting cards. The ACH details came in a Word document. No company letterhead.

Before authorizing payment, I took another look at the original email. That's when I spotted it—a single letter was different in the company's domain name. A classic typosquat (or url hijacking) that's almost impossible to catch at-a-glance.

When we questioned them about it, something even more telling happened: the very next day, we started receiving emails from the actual vendor again. The scammers had apparently contacted our vendor and switched the email delivery back to cover their tracks

- **Noticing one wrong letter in a domain name**

- **Questioning why our payment method needed to change**
- **Verifying through independent channels before sending funds**

If your business processes vendor payments, please share this with your AP team. These scams are getting more elaborate, and the attackers are patient. A 40-day setup for a six-figure payout is worth their time.

One letter. That's all that stood between us and a significant loss.

Hoping my experience can save at least one company from falling victim to such an elaborate hoax.

Contact Joe Olivo at jolivo@perfectcommunications.com or (856) 924-7515. ■

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By Joe Polanco

Which Boat Are You In?

In a recent Printing Impressions webcast, featuring long-time industry economist Andy Paparozzi, he offered interesting insights for the economic landscape. He reminded attendees that our industry historically followed GDP growth, but from his perspective, our industry no longer lives in an economy of a rising tide raising all boats. This trend has been apparent over the past economic business cycles driven as well as the changes

in the advertising/ marketing landscape.

This macro-economic reality has driven many companies to diversify organically as well as through acquisition. Yet, with the drumbeat of AI and quantum computing in the background, the pace of change in marketing and advertising will continue to accelerate and leave winners and losers in its wake. Winning companies will focus on selective growth along with strong fundamentals (profitability; balance sheet strength; operational efficiency). Not an easy task, but companies who lean

on strategic planning and not rely on organic growth from an existing customer base will continue to thrive and survive.

Don't Talk ... Listen



Whether speaking to a customer or a fellow employee, we must actively listen. When we are thinking about how to defend our position, or sell a point, we are not listening to the other individual. Active listening is not an easy habit to create, but one which leads to success in

communications. Next time you find yourself in a discussion, take a breath and rather than working on what you're going to say... listen. Here's another thought. Email and texting are not effective tools when dealing with a complex problem or discussion. Pick up the phone or setup a video conference.

About the Author: quoins2pixels is written by Joe Polanco. The author has spent decades in the printing 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. ■

Signature is published monthly by Print & Graphic Communications. Contact Kim Tuzzo for ad rates at (716) 691-3211 or kim@printcommunications.org

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