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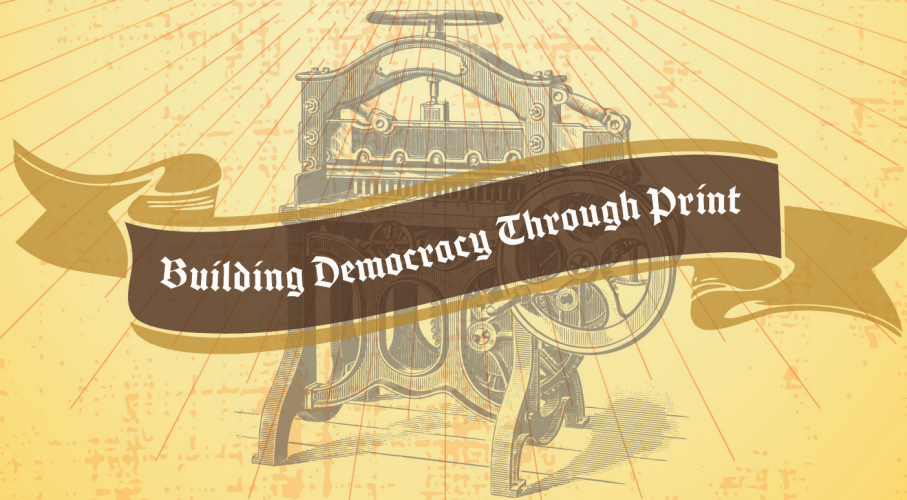
PRINT & GRAPHIC COMMUNICATIONS ASSOCIATION

May/June 2026

★ ★ ★  
**250<sup>th</sup>**  
*Anniversary*  
1776-2026

# Printing:

## THE INDUSTRY THAT HELPED BUILD AMERICA



### Celebrating 250 Years of American Independence

**A**s the United States celebrates 250 years of independence, it is worth reflecting on an industry that has been woven into the fabric of our nation's history from the very beginning: printing.

### Neographics® Awards Gala

Nearly 200 members of the printing community in PGCA's seven state territory gathered on May 14 at The Switch House in Philadelphia, PA to celebrate this year's Neographics Award winners.

### Networking: Givers, Takers, and Matchers

If you've been in this industry for more than five minutes, you already know that relationships are everything. Print is, and always will be, a people business. But the real question is how you show up in those relationships.



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# Contents



04

Featured Article:

“... an industry that has been woven into the fabric of our nation’s history from the very beginning: printing.”

👉 Watch your email for more ways to promote Print’s role in building America.

## SIGNATURE

May/June 2026 | Published by Print & Graphic Communications Association

*Print & Graphic Communications Association is the trade association serving the paper, print, packaging and mailing community in New York, New Jersey, Pennsylvania, Maryland, Virginia, District of Columbia and Delaware.*

06

Women In Print Luncheons.

08

Neographics Awards Gala.



12

HR Conference.



13

quoins2pixels.

14

Upcoming Events.

15

Member News.

16

Networking: Givers, Takers, and Matchers.



17

Welcome New Members.

18

PGCA Staff + Association Counsel, and Insurance Partner.

Golf with PGCA this Summer!



19

Pressed for Answers: Insurance Strategies for Printers.

20

Wage + Benefits 2026 Survey Is Open!

# Printing: The Industry That Helped Build America

## Celebrating 250 Years of American Independence



**PRINTING:**  
Long before  
websites,  
social media  
platforms,  
television,  
or radio...

**As the United States celebrates 250 years of independence, it is worth reflecting on an industry that has been woven into the fabric of our nation's history from the very beginning: printing.**

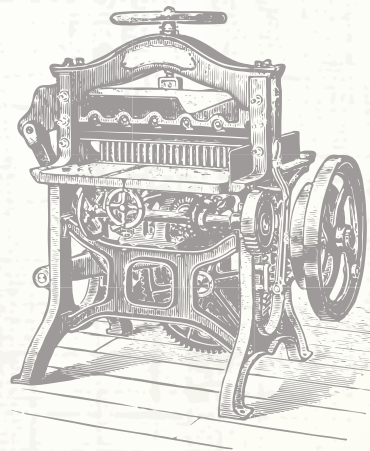
Long before there were websites, social media platforms, television, or radio, printing was the primary means by which ideas were shared, governments communicated, businesses advertised, and citizens stayed informed. In many ways, the story of America is also the story of printing.

### **The Printed Word and the Birth of a Nation**

The American Revolution was fueled by printed communication. Newspapers, broadsides, pamphlets, and posters carried revolutionary ideas throughout the colonies. Printers served as the nation's first mass communicators, helping spread the concepts of liberty, self-government, and independence.

Perhaps no publication better symbolizes the power of print

than Thomas Paine's *Common Sense*, which sold hundreds of thousands of copies and helped galvanize support for independence. Printers across the colonies worked tirelessly to distribute information that informed public debate and inspired action.



The Declaration of Independence itself became a powerful instrument only after printers reproduced and distributed it throughout the colonies, ensuring that citizens understood the historic decision made in Philadelphia.

### **Building Democracy Through Print**

Following independence, printing continued to play a central role in American democracy. Newspapers became the primary source of news and public discourse. Printed ballots, government documents, legislative records, and educational materials helped establish and strengthen democratic institutions.

The First Amendment's guarantee of freedom of the press recognized the essential role that printers and publishers would play in maintaining an informed citizenry. For 250 years, printing has remained one of the cornerstones of a free society.

### **Supporting Commerce and Economic Growth**

As America grew, so did the printing industry. Printers produced catalogs that connected manufacturers to customers, labels that identified products, packaging that protected

“

As we celebrate America’s 250th anniversary, we can take pride in knowing that printers have been there from the beginning—helping to shape the nation, support its growth, and communicate its future.”

goods, and marketing materials that helped businesses expand into new markets.

From the Industrial Revolution to the modern digital age, printing has supported virtually every sector of the economy. Manufacturing, healthcare, retail, education, government, transportation, food production, and countless other industries rely on printed materials every day.

Many of America’s most recognizable brands were built through printed advertising, packaging, and direct mail campaigns that connected businesses with consumers.

### **Innovation Through Every Era**

The printing industry has never stood still. From hand-set type and letterpress printing to offset lithography, digital printing, variable data technology, automation, and artificial intelligence, printers have continuously adapted to changing technologies and customer needs.

Today’s printing companies are sophisticated manufacturing operations that combine creativity, engineering, data management, logistics, and advanced production technologies. The products may have evolved, but the industry’s mission remains the same: communicating information, promoting commerce, and connecting people.

### **Looking Forward**

As America enters its next 250 years, printing remains as relevant as ever. Printed packaging delivers products safely to consumers. Printed labels provide critical information. Direct mail drives purchasing decisions. Educational materials support learning. Signage guides and informs. Printed materials continue to offer permanence, credibility, and impact in an increasingly digital world.

The printing industry has helped tell America’s story for 250 years. It has informed citizens, supported businesses, strengthened communities, and

preserved our nation’s history.

While the methods of communication have expanded, the power of print endures.

As we celebrate America’s 250th anniversary, we can take pride in knowing that printers have been there from the beginning—helping to shape the nation, support its growth, and communicate its future.

For 250 years, printing has not merely documented American history—it has helped create it.

### **America Was Born in Print Campaign**

Watch your email for more ways to promote Print’s role in building America. Whether your company has been serving customers for 5 years or 150 years, your story is part of the larger story of American printing! ■



# The Power of Print Endures!

# Women in Print Luncheons Held in Upstate New York



"It was hard to see everything you've worked for turned to ashes in a day." Becky Almeter, President, Hodgins Engraving.

This year's Women In Print Luncheon guest speaker, Becky Almeter, President of Hodgins Engraving Co., Batavia, NY, shared her powerful story of rebuilding her third-generation family business after a catastrophic fire. The lunches took place in Buffalo on April 15th and Syracuse April 16th.

"We lost our building, our presses, but everything that mattered was okay. We realized our biggest asset was not the equipment, but our employees and customers that were like family," Becky said.

Two months after the fire, they had one press running in their new building, doing work for one customer. Now, the company is back and stronger than ever!

Becky concluded her talk with suggestions of **how to prepare for a disaster at your company.**

**1. Stay connected in your industry** - Associations including PGCA helped organize printers that Hodgins could sub work out to until they were back up and running, as well as sources for equipment they could buy to replace what was lost.



Becky telling her story to an attentive crowd at the Syracuse luncheon.

- 2. Have digital files of insurance policies, contact numbers for employees, critical vendors and customers.** Becky kept all of her passwords in a paper notebook in her desk. After the fire she found the book, all singed and charred, along with an irreplaceable photo of her grandfather from WWII, singed around the edges but salvageable.
- 3. Have a support team you can talk to and get support and outside perspective.**
- 4. Know how many people are in your building at any one time:** employees, delivery people, truck drivers, etc. Becky made the final sweep through her building to make sure everyone had evacuated

## Update on Hodgins Engraving

On May 1st, Hodgins Engraving opened their doors to celebrate their new building with an Open House. The Open House kicked off with a ribbon cutting including all the Hodgins Engraving employees.

Displays at the open house included a thank you to companies who helped Hodgins through their crisis. Many PGCA members were on the list, including BCO Industries of WNY, Datagraphic, Downtown Graphics, Evenhouse Printing, Grover Cleveland Press, Partners Press, Penny Lane Printing, Precise Continental, Shipman Printing, Twenty First Century Press and Zenger Group.

Becky Almeter was selected to receive the Neographics Outstanding Leadership in the Print Industry Award. She was nominated by Michelle Hume, Customer Service Manager, who said "Becky is a mentor, a role model and a source of hope and stability during life's most challenging moments. She didn't simply manage a crisis; she led through it with remarkable strength and humanity."

Thank you Becky for sharing your story.

We wish all the Hodgins employees smooth sailing for the future! ■

# WOMEN IN PRINT



One year ago...



Ribbon cutting at the Open House in Hodgins' new building on May 1st.



Becky (second from left with her mother) was joined at the Buffalo luncheon by her parents, Mary Lu and Bob Hodgins and key employees, Karen Kelly and Michelle Hume.

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# Congratulations to all our Neographics Winners



Nearly 200 members of the printing community in PGCA's seven state territory gathered on May 14 at The Switch House in Philadelphia, PA to celebrate this year's Neographics Award winners. There were plenty of photo opportunities with our masterpieces photo stations, entry displays and elegant rooms of the venue.

Over 150 awards were presented with SureFold Co. of Philadelphia, PA taking home the coveted Power of Print Award for their stunning entry, Nemaocolin Wedding Invitation. Also on hand to accept their Power of Print Awards were NB Bookbinding,

Clifton, NJ, 2nd runner up for Ocean Terraces Residences, Book and Slipcase, Standard Group, Lititz, PA, 3rd runner up for Ulla Johnson Magazine Issue 12, K & W Finishing Inc., Baltimore, MD, 4th runner up for Imagine!, and Indigo Ink Digital Printing, 5th runner up for Corvus Corax.

Other printers who picked up their Best of Category Awards at Neographics included Alcom Printing, BookBaby, CTC of Lackawanna County, Fort Nassau Graphics, Graphic Imaging, The H & H Group, Hatteras, Intellicor, Ironmark, K&W Finishing, PDC Graphics, Roelynn Litho, Schmitz Press,

SureFold Co., The Standard Group and Zenger Group.

Thank you to everyone who attended this year's gala and a big thank you to all of our sponsors who helped make the event a success! View the full gallery of photos from the evening at [printcommunications.org/neographics](http://printcommunications.org/neographics). ■





1) Ken Weaver, Case Paper; Maria Kennedy, Rachael Reasoner, Jenn Bowman, Alyson Penny, all from Alcom Printing Group

2) Ryan Keller, Tiffany Keller, Katherine Keller, Marc Goldner, Jesse Scandlin, Andrew Bishop, Aaron Hoekman, all from Graphic Imaging



3) Steve Stankavage, PGCA, with Ross Kraft, Sarah Armstrong and Andy Biernat, Gilroy Kernan & Gilroy, present the Environmental, Safety & Health Excellence 2nd runner up award to Terri Bridgwater and Chris Dackweiler, Intellicor Communications

4) Nate Heisey, H & H Graphics, Inc.; Ross Kraft, Andy Biernat, Sarah Armstrong, Gilroy Kernan & Gilroy



5) Kyle Kopp, Northern Machine Works; Jesse Weber, Scott Copman, Jon Jones, Brad Lieberman, BW Wilson; Philip Cipolone and baby Cipolone, Alexander Pollander, Fort Nassau Graphics; Jeff Kopp, Northern Machine Works; Brian Francis, Fort Nassau Graphics

6) Arissa Dickison, Marisol Tello, Emily Balina, Christopher Ritter, Megan Gallagher, Angela Lusnia, Michele Mulvey, Joseph Placa, all from Hatteras; Mike Rogers, Konica Minolta



7) Scott Norris, Prisco; Elizabeth Richardson, Matthew Richardson, Indigo Ink Digital Printing

8) Bob Schwartz, Katrina Ruby, Gregory Ruby, Kathryn Holmes, Alexandra Bolt, Cory Bolt, K&W Finishing with their Power of Print 4th runner up entry. Greg Ruby was awarded the Outstanding Production Print Production Performance Award



9) Terri Bridgwater, Chris Dackweiler, Matt Rice, Alyssa Lake, all from Intellicor Communications

10) Scott Norris, Prisco, Christine Bassil, Maria Silva Romero, NB Bookbinding; Noel Tocci, Tocci Made



11



12

11) Mike Vares, Print & Graphic Communications Association with Julia Meassick, Atlantic Graphic Systems, recipient of the Outstanding Marketing Professional Award

12) Scott Buswell, Printing Specialist, Ironmark, with Brooke Aloise and Julia Meassick, Atlantic Graphic Systems



13



14

13) Phil Repass, MCS International; John Rosenthal, PDC Graphics; Jeff Rosenthal, About Mail; Bill Bleistein, Cox Printers; Alec Munroe, MCS International

14) Mike Vares, PGCA; Joe Wagner, Schmitz Press; Sherry Kennell, CTI Paper

15) Steve Zenger, Zenger Group



15



16

16) Alivia Barbone, Melanie Flaherty, Luciana Santarelli, Rashell Quiterio, Madeline McShane, Adam Jones, Gabriella Castro, Ella Wilson, students from CTC of Lackawanna County

17) Fred Heinkel, FujiFilm; Jeff Bechtold, Erich Mogel, Tyler Schwebel, Mike Puckett, Madison McComsey, Clark Lumsden, Brittany Mandes, Dana Alan, Nicholas Kerby, Kayla DiScuillo, Jackie Kelly, Thanh Nguyen, Lucas Forte, Keegan Worley, Josh Moyer, all from The Standard Group; Kevin Menden, FujiFilm

**Pictures on page 11**



17

18) Scott Norris, Prisco; Mike Duffy, Krista Dougherty, Mike Shafer, Allen Geiser, SureFold Co.

19) Entry Showcase

20) Vendor Display:  
Atlantic Graphic Systems

21) Vendor Display:  
Northern Machine Works

*Congratulations to all the Neographics® Winners!*



18



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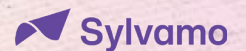
21

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Printing:  THE STANDARD GROUP | Design: Julia Meassick 

# Over 150 Attend Human Resources Conference at Turning Stone

The annual Human Resources Conference was held in May at Turning Stone in upstate New York. Over 150 human resource managers enjoyed the conference held over two days.

Conference attendees enjoyed outstanding presentations including a legal update with Nick Fiorenza and sessions on managing conflict legally and onboarding/recruitment strategies by Katherine Gavett from PGCA Association Counsel law firm, Ferrara Fiorenza PC.

On day two, Glen Boehmer, current PGCA Chairman of the Board, and CEO, Sentinel Innovation, Hempstead, NY, and his daughter Melanie Sulaver, a licensed nutritionist, delivered an engaging presentation combining personal stories with tips for managing stress and conflict on the job. Finally, Noelle Murphy and Sarah Armstrong from PGCA Insurance Partner Gilroy Kernan & Gilroy tackled the problem of employee retention by suggesting strategies to keep employees engaged through a healthy, supportive and well-run workplace.

Testimonials from conference attendees:

- *A highlight was the employment law updates by Nick Fiorenza. Always come away with action items for my team to get us in compliance.*
- *Enjoyed the sessions on conflict and legal update most. All sessions were helpful but these stood out. Nick is an excellent presenter.*
- *The benefits presentation from Gilroy Kernan & Gilroy from the perspective of cultural benefits was full of practical information I can take back to the office in a real way.*

- *Speakers were engaging. Love the storytelling aspects. Very relevant to the work we do each day.*
- *I truly appreciated each speaker. They had me critically thinking and making notes to implement in the office.*

If you missed this year's conference, PGCA members should know they can reach out to our partners for assistance with HR issues and employee benefit help. ■

Contact the following for immediate assistance:

## HR Help, PGCA Association Counsel

**Nick Fiorenza**, Ferrara Fiorenza PC  
(315) 437-7600  
njfiorenza@ferrarafirm.com

**Katherine Gavett**, Ferrara Fiorenza PC  
(315) 437-7600  
kegavett@ferrarafirm.com

## Benefits Help, PGCA Insurance Partner

**Sarah Armstrong**, Strategic Risk Advisor  
Gilroy Kernan & Gilroy  
(315) 838-8083  
saraha@gkgrisk.com

**Noelle Murphy**, VP, Employee Benefits  
Gilroy Kernan & Gilroy  
(315) 624-7814  
noellem@gkgrisk.com

Photos:

- 1) Nick Fiorenza, Ferrara Fiorenza PC
- 2) Glen Boehmer, Sentinel Innovation and daughter Melanie Sulaver, Nutritionist
- 3) Katherine Gavett, Ferrara Fiorenza PC
- 4) Noelle Murphy and Sarah Armstrong, GKG



# quoins2pixels

“Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity.”

— George S. Patton  
(1885 - 1945)

## Outside Accountant?

With today's accounting software, the need for an accountant is not what it used to be. Other than the need for tax accounting, having someone compile, review, or audit one's financials is no longer a necessity. Yet, as a company grows, and becomes more complex, the needs change. It could be due to banking requirements, or capital leases, or just to have a third-party review accounting procedures and process. The latter is the more critical one.

When searching for an accounting expert, it's essential to find a firm or individual accustomed with an entrepreneurial business as well as familiar with custom manufacturing. Where to start your search? Start with your Association which may have accounting firms as members, or they can direct you to other member companies who have outside accountants. So, as your company grows, or financial complexity changes, it may be time to consider outside accounting.

## Another Alternative

In a recent newsletter, we covered the opportunities/potential that recent layoffs/changes in the tech world could present. Whether it was adding talent or strategically redirecting our business.



With the reawakening of secondary and post-secondary institutions that many young people aren't looking for a four-year degree, this provides an opportunity for our industry. Waiting for organizations or the government to create programs is not a viable alternative. The process is lengthy and frequently mired in red tape. Since technology (and funding) quickly can outrun an organization's ability to instruct, many of these formal programs are quickly dated.

A better alternative is to ingratiate your company with local schools – secondary as well as post-secondary. Find ways for you and your company's key employees to become resources for programs which are technology oriented and teach knowledge that's transferable to our industry. When speaking to instructors and students, frame the opportunities in terms of our digital workflow, custom manufacturing, and a fast-paced environment. It can be a slow process, but once a company has established its credibility of being a resource of information

as well as a hiring employer, a gateway to new employees can be created.

Before embarking on this journey, it's crucial your company is ready to add an individual or two and a training program is in place. Failure is not allocating the budget and resources to onboard individuals.

## The Tax Man Cometh

While many CEOs may be concerned about a federal tax audit, the more realistic concern should be about a sales tax audit. They're much more common and can be extremely painful. Nearly every state generates revenue through sales tax, and over the years the rules have become more complex – and ever changing. When was the last time you reviewed your internal procedures to ensure sales tax was being collected, or paid, properly?

### What are the biggest “gotcha’s?”

- Poorly (or lack thereof) documented resale agreements.
- Accounting staff's lack of understanding of taxable items. For example, a piece of equipment purchased out of state and subject to Use Tax, or specific materials consumed or used in producing a printed product which are tax exempt.
- Nexus. As more print providers ship products all over the US, if a printer is designated to

have “nexus,” meaning they're doing business in the state, they must collect sales tax on items shipped into that state. The definition of nexus varies from state to state and is not necessarily defined as having an office in that state.

- Lack of documentation designating where shipments were made and how tax was applied/collected. Many states have multiple tax districts and tax may be based on destination and not location of manufacture.
- Some states tax shipping costs (freight) and others have attempted to treat postage as a shipping cost.

If there have been personnel changes in your accounting department, it may be worthwhile exploring if established procedures are being followed. If there's a need for assistance, there are multiple firms specializing in sales tax auditing and can help – for a fee of course.

### 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](mailto:jspolanco49@gmail.com). ■

# Upcoming Events



July

## ■ JOIN US FOR THE FOLLOWING EVENTS

### PGCA MARYLAND GOLF TOURNAMENT

**July 9, 2026**

Woodlands Golf Course,  
Windsor Mill, MD

### RAYMOND A. BUBAR CLASSIC

**July 24, 2026**

Terry Hills Golf Course,  
Batavia, NY

### PGCA VIRGINIA GOLF TOURNAMENT

**September 16, 2026**

Hunting Hawk Golf Club,  
Glen Allen, VA

Sept.

## Webinars

### ■ GIRLS WHO PRINT SUMMER SUMMIT THE ELEMENTS OF IMPACT

**July 29 & 30, 2026 | 10:00 am to 3:00 pm**

Register at <https://girlswhoprint.org/summer-summit-2026/>

### ■ EMERGING LEADERS WORKSHOP

3-part workshop

**September 2, 9, 6, 2026 | 11:30 am to 3:00 pm**

### ■ MAILPIECE DESIGN RECERTIFICATION CLASS

3-part workshop

**October 20, 21, 22, 2026 | 1:00 to 2:30 pm**

### 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.

Remember all PGCA members are entitled to a free membership in Girls Who Print! Contact us at [info@printcommunications.org](mailto:info@printcommunications.org) for the code.

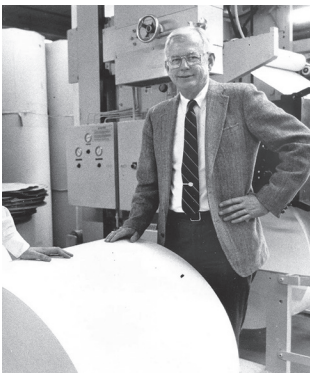


# Member News: The Vicks Family Print Legacy



With the sale of Vicks Print & Logistics to Sheridan, a CJK Group Company, we say goodbye to the Vicks family who has supported the Association for decades.

Dwight Vicks III served as President of Vicks Lithograph & Printing in Yorkville, NY at the time of the sale. His grandfather, Dwight E. Vicks Sr., founded the company in 1918. His father, Dwight E. "Duke" Vicks Jr. (below), focused the company



on producing soft cover books primarily for the legal and music publishing industry.

The Vicks family has a long history of involvement with the Association. In the late 70's, Duke served as organizational chairman and even loaned some of his own money to help the New York State association through difficult times.

Dwight's involvement in the PIA included serving on the PIA of

NYS Board and as Treasurer in the 90's. During that time, he was also elected to the Printing Industries of America Board and served as Treasurer of the National Association.

Dwight took some time away from the Association when his wife Jean was diagnosed with medullary thyroid carcinoma (MTC), a rare form of thyroid cancer. She battled the disease for 14 years before her death in 2013. Dwight is one of the founders of the International Thyroid Oncology Group (ITOG) and currently serves as Treasurer. The mission of ITOG is to cure thyroid cancer through facilitating clinical trials.

Dwight Vicks was honored with the John Peter Zenger Medal in 2012, for his work with ITOG. The John Peter Zenger Medal is awarded to an individual employed in the graphic communications industry who has demonstrated exemplary character in the form of courage, charity, activism or service. The award was presented by the Association at the Franklin Event held that year in New York City.

Dwight Vicks continued to be a strong supporter of the Association, returning to the Board of Directors in 2014 and serving on the PIA/GAA merger committee. An active member of the Board of Directors,

Dwight could always be counted on to offer his insight and business knowledge over the years.

**On the occasion of the Association's 100-year celebration in 2022, Dwight wrote the following message -**

"The benefits of our involvement in PIA cannot be understated. What is most striking is the dedication of its leadership, both volunteer and professional. My father, Duke Vicks, and Buzz Webber of Cohber Press loaned money to the Association when times were tough and recruited Nick Fiorenza to become the association president until Tim Freeman joined the team. Nick continues to provide exceptional legal advice to us and our members. Tim's devotion to our industry is tremendous; guiding the association through epic industry changes, keeping the services relevant and meaningful.

The volunteer board members bring their many talents to the association, and are equally willing to share experiences with each other. This camaraderie is unique. It is no surprise that the PIA turns 100 this year. The people of PIA have helped our company celebrate 103 years."

Thank you, Dwight, and your family, for your years of contributions and support.

We wish you continued health, happiness, and fulfillment in the years ahead! ■



Tim's devotion to our industry is tremendous; guiding the association through epic industry changes, keeping the services relevant and meaningful."

# Networking: Givers, Takers and Matchers



By Kelly Mallozzi,  
Principal,  
SuccessInPrint and  
VP/Program Director,  
GirlsWhoPrint

I should have known I was going to be compelled by the work of Adam Grant. He was born one town over from me growing up (although he is WAY younger), he did his masters and PhD at my alma mater, The University of Michigan, and he just launched a new podcast with the always phenomenal Brené Brown. Between that and my obsession with networking in this industry, I was all in.

So after listening to a few episodes of *The Curiosity Shop*, I had to know more.

That need for more took me to my public library, to his first book, *Give and Take*.

I want to try to connect some dots for you specifically around the topic of networking. Please feel free to contact me if anything here resonates for you.

## Networking Styles That Shape Your Results

If you've been in this industry for more than five minutes, you already know that relationships are everything. Print is, and always will be, a people business. But the real question is how you show up in those relationships.

In *Give and Take*, Adam Grant breaks networking into three types: takers, matchers, and givers.

- **Takers** focus on what they can get, and while that may work in the short term, it rarely holds up in a reputation-driven industry like print.
- **Matchers** aim for balance, helping others with the expectation of something in return.
- **Givers** lead with value, making introductions, sharing insights, and opening doors without immediately calculating ROI.

The difference comes down to how they give. The most successful professionals are not selfless givers who burn out, but "otherish givers" who are both generous and strategic. They set boundaries, invest their time intentionally, and build networks rooted in trust. Instead of asking what they can get, they focus on how they can help, and that shift turns connections into real relationships. These are the people who become the center of gravity in their networks, where opportunities don't just come to them, they flow through them.

This is especially relevant for anyone building a career or business in print.

The default advice to promote harder and sell faster misses the point. Sustainable success comes from giving smarter, showing up with value, sharing credit, and lifting others up, while also recognizing when to set limits. Not every relationship deserves equal access to your time and energy, and that is not selfish, it is strategic.

When you lead this way, you are not just building a contact list, you are building a network that supports you, advocates for you, and grows with you over time. ■

Sign up for  
a Webinar!

## Webinars with Kelly Mallozzi



### June 18, 2026 | Sales Brief – Stop Chasing Duds: How to Qualify Better Print Prospects in 2026:

Tired of chasing "nice conversations" that go nowhere? In this 15 minute session, you'll learn practical, modern ways to quickly spot real opportunities, politely park the time wasters, and keep your pipeline full of winnable deals. No theory, no fluffy acronyms: just real world questions, signals, and moves you can start using on your very next call.

### July 2, 2026 | Marketing Brief – Proving Print Works:

Simple Ways Printers Can Track and Sell the ROI of Print in a Digital-First World. We'll show how printers can move beyond "great quality and fast turnaround" and start proving that print directly drives clicks, leads, and sales. You'll learn simple, low-cost tactics—like QR codes, unique URLs, trackable phone numbers, and campaign-specific landing pages—that make any print job measurable. We'll also cover how to turn those numbers into a powerful sales story, so you can defend budgets, win larger projects, and position your shop as a strategic marketing partner instead of a commodity vendor.. Register at [www.printcommunications.org/events](http://www.printcommunications.org/events).

**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.

# Welcome New Members



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## Golf with PGCA this summer!

### PGCA Maryland Golf Tournament



July 9, 2026  
Woodlands Golf Course,  
Windsor Mill, MD

Contact Mike Vares at (443) 276-3146 or  
mike@printcommunications.org

### Raymond A. Bubar Classic

July 24, 2026  
Terry Hills Golf  
Course,  
Batavia, NY



Contact Kim Tuzzo at (716) 691-3211 or  
kim@printcommunications.org

### PGCA Virginia Golf Tournament



Sept. 16, 2026  
Hunting Hawk Golf Club,  
Glen Allen, VA

Contact Mike Vares at (443) 276-3146 or  
mike@printcommunications.org

**For Sponsorship Opportunities  
contact PGCA for more information.**

*There are plenty of opportunities to promote  
your brand and gain recognition.*



# Pressed for Answers:

## Insurance Strategies for Printers

Today's print and graphic communications industry faces more than ink and paper challenges. From navigating an evolving digital landscape to maintaining business continuity during economic shifts, businesses need insurance and risk management strategies built for modern printing operations. The right insurance strategies can fuel growth for print businesses, even while facing labor shortages, rising healthcare costs, and increased claims pressure.

At Gilroy Kernan & Gilroy (GKG), we combine our insurance expertise with a strong understanding of the print industry to help printers align their business goals with a proactive strategy—giving them a competitive edge and the ability to keep operations running smoothly, even when challenges arise.

### Print-Specific Insurance Strategies That Work

#### Are these questions keeping you up at night?

- "Are we overpaying for healthcare?"
- "Could we be getting more out of our workers' comp program?"
- "Has my insurance kept pace while my business has evolved?"
- "How can I attract and retain skilled employees?"

If the answer to any of the above is "yes," it might be time for a conversation. Our team has deep expertise in three areas that are essential for success: **commercial insurance, employee benefits, and retirement planning.**

With decades of experience partnering with printers and industry associations across the country, and as the endorsed strategic insurance partner of three associations in 14 states, here's what we've seen work:

### Health Plans that Control Costs

We design employee benefit strategies that match your needs, with the goal of improving value while reducing unnecessary costs. Different benefit packages include:

- Traditional health plans
- Individual coverage HRAs (ICHRA)
- Level-funded plans
- Captive health programs
- Self-insurance health plan

These approaches help print businesses offer competitive benefits while keeping healthcare spending under control.



### Coverage Designed for Printers' Unique Risks

Print businesses face unique exposures that standard insurance policies often overlook. A successful strategy involves routinely assessing coverage of:

- Property of others, which many print companies have as inventory
- Printing equipment, to ensure proper coverage without unnecessary premium costs
- Cyber liability, which is increasingly critical as digital prepress and web-to-print platforms expand

### Workers' Compensation Programs that Pay Back

Many of our print clients participate in print-specific safety groups or association-endorsed workers' compensation programs that return dividends when safety performance and claims are well-managed.

With the right program, this required expense can become a financial advantage and put dollars back in your pocket.

### Retirement Plans that Reward, Retain & Reduce Workload

Retirement benefits play a key role in attracting and keeping skilled employees. 401(k) programs, especially association-sponsored multiple employer plans, help printers compete for talent while reducing fiduciary liability and workload.

For larger businesses subject to audit, programs like The Print and Graphics Retirement Plan take some of the financial and administrative burden off your plate.

### Why It Matters

When it comes to insurance, printers want to know what's working, what's missing, and where others are improving. Most importantly, they want a partner who understands the industry and can align strategies with short- and long-term goals.

GKG is proud to be the endorsed Strategic Insurance Partner for the Print & Graphic Communications Association (PGCA) since 2005.

**If you're questioning whether your insurance coverage reflects today's realities, let's talk.** With the right strategy in place, your business keeps moving forward—without paper jams. Learn more and contact us at [gkgrisk.com/printers](http://gkgrisk.com/printers) or reach out to our trusted partners, Sarah Armstrong, Andy Biernat or Ross Kraft (see full contact information on page 18).

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# Wage + Benefits 2026 Survey Is Open

**Contribute to the most valued industry employment report available!**

Gain invaluable insights to stay competitive in your local labor marketplace with the 2026 PGCA Wage + Benefits Survey. Participants receive a complimentary copy of the survey results.

The Wage + Benefits Survey is the most comprehensive annual survey on labor costs and human resource policies of print-related companies. From top management to the shipping department, the survey annually captures labor costs and human resource practices from nearly 400 firms and more than 15,000 employees across North America.

The report includes both regional and national data covering specific industry positions and wages sorted by metropolitan area, region, and company size to evaluate how your company

compares. It also provides data on all employee benefits in including:

- overtime
- vacation
- PTO
- sick leave
- health insurance



**Survey features:**

- upload your wages with a csv file template
- locations can be entered by a single user
- incentives and retention strategies

**WHERE – Visit <https://portal.printindustries.org/> to take the survey**

**SURVEY CLOSSES – Friday, July 17, 2026 ■**

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

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