

## Printing Industries Alliance Brings the Safety Training to You!

Printing Industries Alliance has heard reports recently about printers across the country who have received OSHA citations in the tens of thousands. Don't wait till OSHA decides to visit your neighborhood – take care of all your mandatory training now!

PIA members can take advantage of our OSHA Compliance Webinars, on demand and at no cost – the easiest way to get your employees up to speed. In addition to mandatory training topics, such as **Lockout/Tagout**, **Hazard Communication** and **Emergency Action Plan/Fire Protection** (all also offered in Spanish language), PIA offers training to assist you in evaluating your work facility for possible hazards and citations. In the **OSHA Inspector: What Are They Thinking?** webinar, PIA will guide you through a practice inspection, with an eye towards where an injury could occur and how to eliminate possible hazards.

Webinars to train your lift truck, clamp truck and pallet jack operators are available and are two of the most in demand webinars

on the website. These webinars will help instruct operators in the safe handling of energized material handling equipment and will provide documentation that the safety program was presented ... a must for OSHA compliance. See page 12 for more on powered industrial truck safety.

To get started, all you need is a computer and speakers. All sixteen webinar training programs contain basic compliance instruction for each standard, background materials and instructions on what needs to be done to tailor the training to your own facility. Also, five of the webinars are available in English and Spanish versions for companies with Spanish speaking employees.

Visit [www.pialliance.org/safety-webinars](http://www.pialliance.org/safety-webinars) for complete details on accessing this valuable training. Contact us at (800) 777-4742 or [info@PIAlliance.org](mailto:info@PIAlliance.org) with any questions.

### PIA OSHA Compliance Webinars

- Lockout/Tagout\**
- Hazard Communication\**
- Emergency Action Plan/  
Fire Protection\**
- Lift Truck\**
- Pallet Jack Safety\**
- Walking Working Surfaces*
- Electrical Safety Awareness*
- Ergonomics*
- Hearing Conservation*
- ... and many more!*

\* Available in English and Spanish

Visit [www.PIAlliance.org/safety-webinars](http://www.PIAlliance.org/safety-webinars)



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*The Signature is published monthly by Printing Industries Alliance. Contact Kim Tuzzo for ad rates at (716) 691-3211.*

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pretty much sealed the deal.  
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There are companies changing our industry in the most radical, forward-thinking ways imaginable. Some have taken inspiration from the outside world, others are simply thinking outside the box. Either way, all are creating a thriving future based on bold, innovative products designed to meet our customers' rapidly changing needs. At PRINT® 19, we'll tell you how you can join them.



**PRINT® 19**

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Register now at [PRINTevent.com](http://PRINTevent.com), compliments of Printing Industries Alliance. Use Promo Code PR201.

## drupa EXPERIENCE!

### Front Row Seats for the Best of Drupa, Plus Deluxe Accommodations

Courtesy of PIA's Private Turn-Key VIP Tour

#### RESERVE TODAY AND PAY ONLY A \$500 DEPOSIT

Printing Industries Alliance is again sponsoring a VIP tour at drupa in Dusseldorf, Germany. PIA's drupa Experience! a Private Turn-Key VIP Tour runs from June 17-22, 2020. PIA has arranged for private VIP scheduled and curated tours of leading exhibitors led by the exhibitors top management and PIA's Tim Freeman and Marty Maloney.

Drupa 2020 is expected to feature technology covering the entire print spectrum; including conventional, digital, inkjet, nanography, wide format and more. It will cover all the verticals including commercial, label and packaging, textile as well as covering virtually everything printed on every possible substrate. International global players and market leaders will be at drupa 2020 alongside upcoming and innovative companies from around the world. With the motto of "Embrace the Future", drupa 2020 will focus heavily on future oriented technologies such as inkjet printing, 3D printing, printed electronics, packaging, production, multi-channel, and green printing.

In announcing this program, PIA President Tim Freeman remarked, "We have all heard or experienced some of the horror stories of overpriced, poor hotel rooms, the sometimes long and difficult commutes from outside Dusseldorf, and the inability to get appointments and access to key exhibitors. The program we have put together guarantees that our participants will have a hassle free drupa experience and be able to focus on understanding the technology that is being presented at the show."

PIA's drupa Experience, a Private Turn-Key VIP Tour trip has the solution to that

problem. Attendees will receive deluxe hotel accommodations at the Sheraton Dusseldorf Hotel. The hotel is located very convenient to the airport and a quick shuttle bus ride will take you from the hotel to the drupa exhibits in minutes. Attendees will enjoy a full American breakfast each morning, 5 day show credentials and catalogue, transportation to and from the show, an opening night reception on June 17th, a Happy Hour on June 19th, and most importantly, guided and scheduled Executive VIP briefings at key drupa exhibits.

PIA Executive Vice President Marty Maloney commented, "Printing Industries Alliance wanted to make sure that our guests had the opportunity to meet top executives at some of the leading supplier partners in our industry in a small group atmosphere that will be conducive to questions and discussion. These companies are introducing new technology into the industry that will revolutionize the production process for years to come and our VIP guests will get a firsthand look. So check your passport and call to reserve your spot today!"

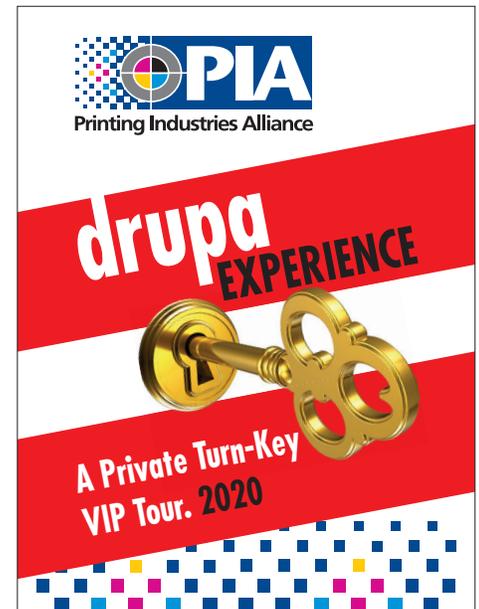
#### In 2016 Executive VIP briefings were scheduled with:

Landa, Xerox, Heidelberg, EFI, Muller Martin, Canon, HP, Konica Minolta, International Paper, Ricoh and Kodak.

Drupa 2020 VIP briefings will be announced over the coming months. Any vendor who wants to be considered for the tour should contact Marty Maloney at (203) 912-0804 or [mmaloney@PIAlliance.org](mailto:mmaloney@PIAlliance.org).

Total cost is \$3,500 per person with each attendee responsible for their own airfare. Call today to get your name on the roster. Pay a \$500 deposit now and make three equal payments of \$1,000 each on October 1, 2019, November 1, 2019 and January 1, 2020.

Many of the 2016 participants are returning for drupa 2020. Their 2016 comments included; "PIA made drupa impossibly easy", "top notch exhibit visits that included vendor top brass and even some CEO's", "PIA had flawless planning and execution", "a carefully planned



itinerary but still time for my own visits", "I always wanted to attend drupa and the PIA gave me the trip of a lifetime!"

For additional information or to register, contact Marty Maloney at (203) 912-0804 or [mmaloney@PIAlliance.org](mailto:mmaloney@PIAlliance.org) or Tim Freeman at (800) 777-4742 or [tfreeman@PIAlliance.org](mailto:tfreeman@PIAlliance.org). You can also register online at [www.PIAlliance.org](http://www.PIAlliance.org).

## RESOURCES FOR MEMBERS

### What's new in the Member Resource Center

Printing Industries Alliance members have access to PIA's On Demand OSHA Webinars, as well as publications, white papers, surveys, templates, sample policies, and more in the Member Resource Center.

Click on the yellow "Member Sign In" button at the top right of the home page at [www.PIAlliance.org](http://www.PIAlliance.org) and sign in with your email address and the password print123. Resources are available in various areas, including Financial, Human Resources, Benchmarking, Lean Manufacturing, and more. New items in the Member Resource Center include:

#### Budgeted Hourly Rate Calculator

This simple system of calculating Budgeted Hourly Rates was designed for

*Continued on page 5*



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## JERRY HACE RETIRES

### Jerry Hace, Long-time PIA Advocate and Exemplary Owner of Gooding Co., Inc., Retires



Gerald J. "Jerry" Hace, former PIA Chairman, Board member and longtime PIA champion, has retired from Gooding Co. Inc., the Lockport, NY company he grew over 28 years to be a leader in the pharmaceutical packaging industry. An R.I.T. graduate, Jerry bought the company in 1990 from a Gooding family member. Over the years, the company replaced a majority of its traditional print work with new business, focusing on packaging inserts, outserts and specialty products for the pharmaceutical, medical and consumer markets. Jerry moved the company to a new, 18,000 sq. ft. facility in 1999, and later expanded a further 10,000 sq. ft.

The business was sold in September 2017 to Nosco, an employee-owned company with six plants. The Gooding "team" remains in place and growth continues. Russ Haraf, Nosco President, commented, "Before selling Gooding to Nosco, Jerry expanded the Lockport facility, making the facility 61% larger to allow for future growth and another testimony to "doing the right thing" for the good of the business and employees. Jerry also had the strategic vision and leadership to recognize that the Gooding business and people would be more secure and could grow more effectively in the hands of a larger, philosophically like-minded organization."

As he retired, Jerry Hace said, "As I reflect on the last 28+ years here at Gooding, our success was made possible because of support from the print community and the PIA in particular – THANKS! Remember the 'Strategic Mapping' educational program the PIA sponsored many years ago? That program and the strategic plan derived during the many sessions became the basis for Gooding's strategic vision as a 'specialty print manufacturing company'. We continued to use that education and process until the company was sold. Programs like Mapping and many more offered through the PIA provided a great deal of support to Gooding as we maneuvered through the ever-changing print market. If you/PIA ever need a reference . . . I'm your man! Thanks again for the support all these years."



### Here's what Jerry's friends and colleagues in the industry had to say about him:

"The drive and energy he had was second to none. Jerry was not only successful at making Gooding what it is today, he would also share his knowledge to anyone who wanted to learn and grow. He always had a smile on his face no matter what challenge he had in front of him because he knew he would overcome any obstacle and move on to the next hurdle. When he sold Gooding, he not only was doing what was best for his family, he also made sure that the buyer of Gooding would also take care of the employees so everyone could keep their jobs. He was my boss but he was also my friend. He will be missed but he deserves everything that came his way. Now he can spend more time with Francie and the wonderful family that is growing by leaps and bounds! Best of luck Jerry!" – **David Carver, Value Stream Manager, Gooding Co. Inc., a Nosco Company**

“Great guy, super friend, excellent customer, snappy dresser! It was always a pleasure to deal with Jerry and the Gooding Company, whether it was for business or on the golf course. You were always glad to see Jerry. The other thing was his energy. It should be bottled!” – **Kathleen Hartmans, President, Quality Bindery Services**

“It was a pleasure working for, and with, Jerry Hace over the years. Jerry transformed his company and achieved success during a time of great uncertainty and upheaval in our industry, a very difficult task. I often referred to Jerry’s business philosophy and focus on planning and employee empowerment as a “recipe for success” when consulting with other members, even during the industry’s darkest times. Jerry has always been one of the strongest advocates for activities to support industry initiatives and his tenure as PIA of NYS Chairman was marked by positive growth in membership and programs. Jerry, a big Thanks for all you have done for our industry through the years!” – **Tim Freeman, President, Printing Industries Alliance**

“Congratulations, Jerry, on a wonderful career! Jerry has been a business owner, industry leader and association supporter I have admired and respected for many years. He has always represented the best in industry leadership: hard work, understanding, a genuine willingness to help and the highest ethics. Over the years, he has not only successfully navigated through difficult business issues, but has also given his time and thoughtfulness to the industry, helped innumerable individuals and done so with the utmost professionalism. Enjoy your well-deserved retirement Jerry – all the best!” – **Nicholas J. Fiorenza, PIA Association Counsel and Managing Partner, Ferrara Fiorenza PC**

“Jerry Hace, quite simply, is one of the finest people on this planet. I have had the immense pleasure of working with Jerry through our mutual involvement at PIA, and our love of the printing industry and in the companies we have grown. Over many a long car ride, next to each other at the bar, or at the board table, Jerry was always a great leader, a great printer, a great friend. Our industry is

better for having had Jerry in it. I can attest that I am a better man, father, husband and businessman for having Jerry as a loyal friend these past 25 years or so! I speak for the entire Zenger Team and Family in wishing Jerry a healthy, happy, lengthy retirement!” – **Stephen R. Zenger, President/CEO, Zenger Group, Tonawanda, NY**

“Jerry Hace would have been successful in any arena based on his value system. Integrity, honesty, loyalty, creativity, persistence, diligence are just a few of Jerry’s skilled traits that carried him through, leading to a very good career. A job well done! All the best in the next chapter! – **Doug Bolling, retired, former General Manager, Veritiv, Buffalo, NY**



## RESOURCES FOR MEMBERS

*Continued from page 3*

PIA members. The calculator is an Excel spread sheet allowing companies to create hourly rates (full absorption, machine, and variable) based on their costs of operation. A Word document is included to help guide the reader through the process of developing rates.

### OSHA Primer

What OSHA regulations do I need to comply with? The OSHA Primer was developed to answer that question. It is a simple resource to provide an overview of FEDERAL OSHA general industry regulations affecting the printing industry and some basic compliance information. It is designed to be a valuable reference tool for those who are just being introduced to safety and OSHA regulations. For the more experienced, it can serve as a refresher on the basic regulations.

Find these documents in the member resource list on [www.PIAAlliance.org](http://www.PIAAlliance.org).



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## New Xerox Rebate Program Announced

Printing Industries of America is pleased to announce the revitalization of its national buying program partnership with Xerox Corporation. This agreement builds upon the strong relationship that exists between the two organizations and offers Printing Industries of America members the exclusive benefit of cash rebates on seven select Xerox products, in addition to Tier One pricing.

"We, at Xerox, are excited to launch this proprietary program to members of PIA. Our goal is to reward customers who give to the print community by their participation in the industry's primary trade association," said Jim Gavitt, Senior Vice President Graphic Communications with Xerox Corporation. "As new key products are introduced to the market, we are likely to add them to the program as well."

"We are very pleased to have Xerox returning as one of four key national buying program partners. This program has been one of the most valued by our members," said Michael Makin, President and CEO of Printing Industries of America. "By retooling the program to give members a direct benefit that they can see in the form of a cash rebate, in addition to special pricing, Xerox is demonstrating that they are a committed partner to PIA and want to help drive the printing industry forward to greater success." The following products are eligible under the new rebate program:

**iGen5 150 | Rebate: \$10,000**

**iGen5 120 | Rebate: \$7,000**

**Iridesse IR120 | Rebate: \$6,000**

**Color Press XC1000i | Rebate: \$3,500**

**Versant V3100 | Rebate: \$2,500**

**Nuvera (>144 ppm) | Rebate: \$2,000**

**Versant V180P | Rebate: \$1,500**

The agreement between the organizations is effective as of July 1, 2019 and verification of membership is required. Contact Printing Industries Alliance at (800) 777-4742 or info@PIAlliance.org with any questions.

## MARIANNE GAIGE LEADS CATHEDRAL

### Marianne Gaige Leads Cathedral Corp. to Become a Profit and Market Leader

By Heidi Tolliver-Walker, *Printing Impressions*

**Ask Marianne Gaige what defines her vision for Cathedral Corp. and she wraps it up in a single word: focus.**

The idea of a singular, unwavering focus on the core values and mission of the company has been the driving force for Gaige's decisions since she took over the helm in 1996. Since then, she has grown Cathedral from a \$3 million church envelope printer, to a complete marketing service provider with specialties in e-presentation, cross-media, and data. Cathedral serves 5,000+ clients in the nonprofit, health care, banking, and government segments, and a wide variety of other industries.



Focus kept Cathedral on track during the recession, maintaining profitability when other companies were going out of business. Focus created a tight-knit culture in which the average tenure of its employees and clients has hit nearly two decades. Focus has continued to propel Cathedral through industry change, enabling it to reach No. 129 on the most recent *Printing Impressions* 400 list.

"There are really only three ways for a company to compete and have a value proposition today," Gaige says. "You can be the lowest cost. You can create the newest products. Or you can have customer intimacy, wrapping your arms around the customer. That's where our focus is."

While Cathedral's sales have slowed from time to time, the company has never stopped growing. Even during the Great Recession, Gaige was investing. In 2009, Cathedral became the first company in the U.S. to install a full-color Xerox 980, which Gaige used to transition most of the company's statement customers to a full white paper workflow right away.

"As a lot of people were cutting postage, cutting pages, our customers started seeing the value of transpromotional marketing and their statement pages actually increased," she says. "We went from 1.8 to 2.3 average images in a package to four to five."

Gaige's commitment extends to her desire to mentor other women in the marketplace. Women hold more than 60% of Cathedral's stock, and the company has more than 50% women in the senior management team. While this is not something Gaige has pursued consciously, mentoring other women is something that is ingrained in her.

Why does Gaige continue to push herself so hard? Because being CEO of Cathedral isn't just a job. She truly loves this industry. "Everybody claims that all customers care about is price, price, price; but that's only true in the absence of being shown the difference," Gaige contends.

"They need to be shown what is able to be done using great design, great color, and great targeting and personalization, as well as all those other important pieces.

Of course customers will leave for the lowest price if we haven't done our job."

That's why she encourages other CEOs to be careful not to encourage a culture that undersells or gives away their products. "Printing is a glorious industry, and so important," Gaige concludes. "An email doesn't create the attachment that an incredible printed piece does. Print says, 'I know you, I care about you.'"

"We need to support our industry fully. It is one of the oldest industries in the world. Let's make sure that we're standing up for it."

### Batavia School Needs Internships and Potential Employment Opportunities

PIA has been working with Doug Russo at the Genesee Valley Education Partnership in Batavia for several years. Doug teaches a two year Graphic Arts program for 11th and 12th grade students from area school districts. A total of 60 students in two sessions attend class for half of the school day. Primary areas of learning include Design, Photography, Packaging Science, and Printing. Second year students perform a month long internship at various business and upon graduation, students will be searching for opportunities of employment. Interested? Contact Doug at drusso@gvboces.org or call him at (585) 343-3959. Visit www.gvboces.org or the GVEP Graphic Arts CTE Facebook page.

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WELCOME NICOLE COOKE ...

**WNY Book Arts Center Welcomes  
New Executive Director**

The WNY Book Arts Center's Board of Directors proudly announced the appointment of Nicole Cooke as Executive Director beginning July 1, 2019. As part of a thoughtful succession plan, she will follow Gail Nicholson who has been Executive Director at Book Arts since 2014. In her new role, Cooke will oversee the Center's programs and operations.

Nicole Cooke is a long time Book Arts volunteer who served on its Board in 2018, and as Assistant Executive Director to Gail Nicholson in 2019. An active print artist, Cooke is a graduate of Buffalo State College who brings extensive corporate leadership, data management, and communications experience to the position. The Board and Ms. Nicholson collaboratively identified Cooke as the ideal successor due to her institutional knowledge, and passion for the Buffalo arts community. "I am deeply honored to serve the WNY Book Arts Center, and all who support us in our mission. It has been a privilege to work alongside Gail Nicholson, and I look forward to helping our organization continue to grow and thrive," says Cooke about her new role.

Ms. Nicholson will remain as Consultant to the organization to complete a major facility renovation currently underway related to a major capital improvement grant, an award won by Nicholson as



one of her many accomplishments during her tenure as Executive Director. Nicholson says, "I am very excited to focus on strategies to better serve artists and our growing audiences through facilities renovations that will continue through 2020. Book Arts' impressive team, now led by Nicole Cooke, continues to be an absolute joy."

Under Ms. Nicholson's leadership, Book Arts has consistently achieved strategic planning goals, become a financially stable cultural institution that supports working artists, and a leader in workforce development for a variety of arts and nonprofit management disciplines. A participant in the arts for more than three decades, Ms. Nicholson has made a lasting impression on the creative community in Buffalo and beyond.



**Golf Outing**

Congrats to the winning foursome at the 3rd Annual Raymond A. Bubar Classic, held on June 21st at Terry Hill Golf Course in Batavia, NY. The foursome, sponsored by Dennis Kuenzi of Superior Printing Ink, who was on "injured reserve", included (from left) Craig Erisman, Katz Americas, Fran Odrobina, Niagara Envelope, Steve Harrison, Penny Lane Printing, Paul Zimmerman, Superior Printing Ink. Jim Bubar, Zenger Group, was also on "injured reserve" but came out to enjoy the day anyway.



**Women in Print**

Erie County Legislator Lynne Dixon was the guest speaker at the 2019 Women in Print luncheon held at the Park Country Club in Buffalo. A former broadcast journalist, Ms. Dixon relayed inside stories from her on-air career and from her ten years serving in the legislature. This 7th annual event, always features an inspirational speaker who is accomplished in their career but also gives back to their industry and community.

## REDUCE ENERGY COSTS

### Five Ways to Reduce Business Energy Costs this Summer

Summer is upon us, and we're all turning up the A/C, both at home and at work. However, most businesses aren't exactly energy efficient during these taxing months – at least not as efficient as they could be. In fact, the average commercial building wastes thirty percent of its energy, according to EnergyStar.

Fortunately, there are plenty of simple steps your company can take to cut costs during the summer months. If you're looking to reduce your bill – without compromising productivity or revenue – consider these five options.

#### 1. Purchase Energy Efficient Devices

Don't let the upfront costs of energy efficient devices fool you. You'll more than recoup your costs in the long run with better equipment as opposed to letting old, inefficient devices continue to silently eat away at your budget. From

long-lasting light bulbs to more efficient components for your heavy machinery, almost every plugged-in device represents an opportunity to save.

Through Constellation's Energy Efficiency solution, customers can take advantage of our capacity to identify, evaluate and implement energy conservation measures that could impact their bottom line.

#### 2. Leverage Off-Peak Hours

Many utilities may charge higher rates during peak hours and you may pay different rates at different times. Peak times aren't always avoidable, but you may be able to significantly reduce your business energy costs by simply reorganizing the times and orders in which you use your energy-heavy devices. If your facilities open early and close late – or if you run throughout the night – you have ample opportunity to reorganize.

Participating in a peak load management program like Constellation's Peak Response program gives you the opportunity to reduce capacity costs and directly target the times when your business may be

incurring the most cost. You can receive notifications from Constellation at no extra cost and participation in curtailment events is completely voluntary.

#### 3. Invest in Solar Power

Solar is growing as an economically viable, practical way for businesses to manage their electricity costs, plus achieve certain sustainability goals at the same time. Constellation's solar programs require no upfront capital investment and instead customers can achieve energy savings through a Power Purchase Agreement. With the right equipment and plan, solar can allow your organization to increase sustainability metrics, as well as optimize business energy costs without spending a dime.

#### 4. Tune Up Your Heating and Cooling

Just like a car, an HVAC system will decline in performance with continued use. Regular tune-ups will keep your business cool for less. By retrocommissioning your current HVAC system to ensure optimal settings and configurations are in place, you could maximize efficiency and reduce operating costs.

*Continued on page 13*





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## Upcoming Events

**PRINTING UNITED: NEW EXPO OPPORTUNITIES & INDUSTRY ECONOMIC UPDATE WEBINAR**  
August 22, 2019

**PRINT 2019**  
October 3-5, 2019  
McCormick Place, Chicago, IL

**PRINTING UNITED 2019**  
October 23-25, 2019  
Kay Bailey Hutchison Convention Center, Dallas, TX

**EMPLOYMENT & HUMAN RESOURCES LAW CONFERENCE**  
May 14-15, 2020  
Turning Stone Resort Casino, Verona, NY

**FRANKLIN EVENT**  
June 4, 2020  
Club 101, New York, NY

**2020 DRUPA EXPERIENCE**  
June 17-22, 2020  
Dusseldorf, Germany

**PIA SAFETY WEBINARS "ON DEMAND"**  
[www.pialliance.org/safety-webinars](http://www.pialliance.org/safety-webinars)

**FOR MORE INFORMATION ON EVENTS VISIT US AT [WWW.PIALLIANCE.ORG](http://WWW.PIALLIANCE.ORG)**

## SAVE THE DATE: FRANKLIN EVENT 2020

### Printing Industries Alliance Announces Franklin Event June 4, 2020, Club 101, New York, NY

**The Franklin Event has been totally revitalized and will be held in a private club on Park Avenue**

Printing Industries Alliance announced that the 68th Franklin Event will be held in New York City on Thursday, June 4, 2020. The event's new venue will be the prestigious Club 101, a private club located in the iconic Kalikow Building located on Park Avenue at the corner of 40th Street.



Tim Freeman, president of the Printing Industries Alliance, commented that, "we will change things that can be made better, retain things that work and add some new things. The event will return to a 100% focus on our print industry and proceeds will go to the Print Drives America Foundation that is the champion and cheerleader for the national print industry."

Marty Maloney, executive VP of the Printing Industries Alliance, added, "the Franklin Event is being completely reinvented from top to bottom including venue, season, format, awards, focus, media partner, and committee. We are going from the West Side Highway to Park Avenue, from fall to spring, from cocktail party to sit-down dinner. We are adding some awards, designating a media partner and forming a new committee. The enhanced Franklin Event will truly be an elegant way to celebrate the printing industry."

Sponsorships will be kept at the same cost as in the past. Platinum Sponsorships are available at a 20% discount if committed now and paid by November 15, 2019. A Platinum Sponsorship includes a table of 10 and a seat on the committee. Call or email Marty Maloney to add your name to the sponsor's list at (203) 912-0804 or [mmaloney@PIAlliance.org](mailto:mmaloney@PIAlliance.org). Future news releases will continue to provide details for the 2020 Franklin Event, which promises to be our best event ever.

## Edible Book Festival

Printing Industries Alliance sponsored the "Best Presentation" Award at the Edible Book Festival, held at WNY Book Arts in Buffalo. As part of a national festival, kids and adults create edible representations of literature and are awarded prizes from community celebrity judges. After judging, everyone gets to eat their words!

Stop in at Book Arts before August 24<sup>th</sup> to view their Members Exhibition. Membership at Book Arts supports their ongoing outreach programming in book & printmaking for students of all ages, and contributes to their impact, putting WNY on the map as a cultural and book arts destination. Visit <https://wnybookarts.org/membership/>





## Where the Community Meets

80% of printers believe a consolidated printing industry event would serve the industry better than separate, segment-only events.

PRINTING United is a “One-Roof” Expo that will provide you with access to all of the latest technologies, while making sure you spend less time out of the office.

Be sure to mark the dates in your calendar and register to be a part of the community:

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## LIFT TRUCK SAFETY COMES FIRST!

### Powered Industrial Trucks (Lift Trucks): The Basics

By Jerry Banks, PIA Manager of Membership Services

Powered industrial trucks (PIT) have become a staple for modern-day business efficiency. They provide many businesses the ability to move large, and/or heavy products throughout our plants and shops quickly and easily with minimal manpower. Moreover, where it may have taken a whole shift of workers hours to load one truck, a powered industrial truck and its operator can do it in less than 30 minutes.

We recently heard about two accidents that had occurred with industry veterans. In fact, the PIT is one of the highest fatality-causing machines in the modern work force.

In the first case, an employee was walking back to his press from the restroom and as he stepped into the aisleway, he was struck three inches above the ankle with a fork of a PIT traveling at full speed. The blow amputated his foot. The overall injury caused the employee to lose his lower leg below the knee. The operator didn't even stop because he never saw it happen. The load he was carrying was blocking his vision on that side of the vehicle because he was carrying the load too high.

In the second case, an employee was working on the shop floor around a fork truck moving product, which was being operated by another employee. The employee intended to walk up to the fork truck to wish his friend a good morning, but the fork truck backed up suddenly, completely crushing the employee under the truck. This resulted in the death of the employee.

Don't for one second think that these incidents couldn't happen in your shop. They happen in shops like yours every day. The difference is your Powered Industrial Truck program and how much attention you apply to it and the training of your workforce. The training portion of the program is the most crucial to avoiding serious injuries. But what do you need to train them on?

#### Let's start with some basics:

- You must be 18 years old to operate a PIT.
- You must first be trained by a person with a strong familiarity with your PIT program and the lifts they will be working with.
- The company MUST designate trained operators in their PIT program.
- Only the operator is authorized to ride on the PIT.
- All PIT's must be inspected daily, per shift and operators are to confirm the inspection has occurred on their shift; if not, they should conduct the inspection. This should be recorded in a daily inspection log which is to be made available to all operators in order to verify the inspection so they are not duplicating the effort.
- You must be "road tested" to show competency of operation of the lift and the load. These results must be documented.
- No PIT can be modified from its original design unless approved in writing by the manufacturer. This includes attachments.
- Finally, if you are not trained by the company you currently work for – you are not a trained operator!

**The PIT itself has many hazards associated with it. Here are a few to make your employees aware of:**

- Most lift trucks weigh in excess of 12,000 pounds. That's 3 to 4 times heavier than most cars.
- Most lift trucks steer from the rear, meaning the rear of the vehicle swings wide and does not follow the front wheels as cars do.
- They do not have suspension systems, nor pneumatic tires in most cases.
- They are meant to drive in a straight line. They become increasingly unstable in turns.
- They are intended to be loaded. The center of gravity lowers and centers itself on the front axle when loaded. This makes the truck more stable; which means the truck is unstable when not loaded.
- They should never be left running and unattended.

As you can see, PIT's are heavier and harder to control than a car and need an operator's 100% attention while in operation. PIT's are also responsible for numerous damages associated with operation. Drivers damaging product from dropping the load, or hitting products in

aisleways cause thousands of dollars in lost profits and raw materials.

**It's extremely important that you not only select your operators by skill level and training, but that you also do not allow anyone not trained to operate a lift truck.** Powered industrial trucks can be wonderful tools to keep business moving, but they can also be a nightmare come true for friends and family of the operators and co-workers. Keep the sun shining for your employees: educate and train your powered industrial truck operators.

**As a PIA member, you have access to skilled, industry-specific training on powered industrial trucks, at no charge besides your membership dues.** Printing Industries Alliance offers recorded webinars for Forklifts and Pallet Jacks, in English and in Spanish on our website. Guidance in conducting the training and the associated road testing is also available to help you complete the required training. Visit the Printing Industries Alliance website at [www.pialliance.org/safety-webinars](http://www.pialliance.org/safety-webinars) or contact the PIA office at (716) 691-3211 for additional instructions or assistance.

**REDUCE ENERGY COSTS**

*Continued from page 9*

**5. Re-Evaluate Your Overall Energy Strategy**

Taking a closer look at your power purchasing strategy may help you manage your price and lower your usage. Constellation has a wide range of opportunities to efficiently manage energy as a strategic asset and help you achieve long-term budget predictability with custom solutions.

Flexible Index Solutions allows you to lock in prices and limit your exposure to market volatility. Instead of buying point-in-time, you're buying over time, allowing you to take advantages of prices when they drop. This is just one of many energy solutions to consider when re-evaluating your energy strategy.

If you're looking to reduce energy usage at your business, Constellation can help. To learn more, contact April Kreller, Sr. Association Manager with Constellation, at (410) 470-2669 or [april.kreller@constellation.com](mailto:april.kreller@constellation.com) or visit [energy.constellation.com/PIA](http://energy.constellation.com/PIA).

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## A note regarding community-rated health plans in New York State:

New York Insurance Law requires that all community-rated health plans receive prior approval of premium rates by the New York State Department of Financial Services.



Note: For 2020, "community rated" plans are those with 100 or less eligible employees AND 100 or less enrollees on the plan.

Recently, insurance carriers have begun filing their proposed rates for 2020. When these rates are filed, carriers are also required to inform affected employer groups and policyholders of the proposed changes. As such, if your organization's plan is community-rated, you can expect to receive this notification.

Note: these proposed rates are NOT the official rates for 2020. The Department may or may not approve and/or change these rates; final rates will be released later this year.

It is important that you are aware of any proposed rate changes so that you and your GKG team can plan/strategize accordingly.

As always, do not hesitate to contact PIA's Employee Benefit Connection Partners at Gilroy, Kernan and Gilroy with any questions.

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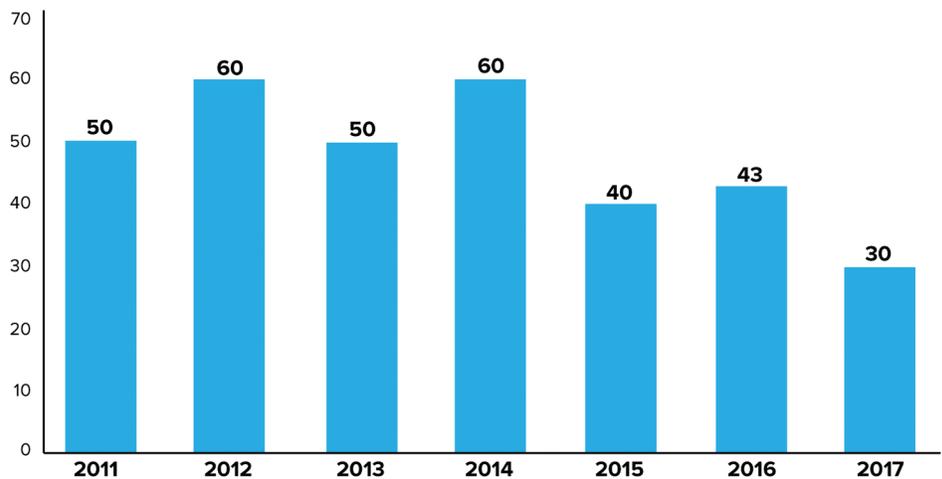
## HIGH HAZARD INDUSTRY

### Amputation Prevention – Just the Facts

No one plans to experience an amputation when they report for work. Amputations are life-altering injuries that have long-term consequences for the person involved, their coworkers and the company that employs them. The many impacts are physical, psychological and financial.

The extent of the fallout from an amputation depends upon the severity of the injury. There are some that involve the loss of soft tissue such as part of a fingertip and others that are much more traumatic. From a liability perspective, these injuries have resulted in large OSHA fines and court cases brought against printing operations.

Unfortunately, amputations are continuing to occur at an unacceptable rate in the printing industry. The data in the table below shows over 330 amputations experienced in the printing industry from 2011 through 2017.



Source: Bureau of Labor Statistics

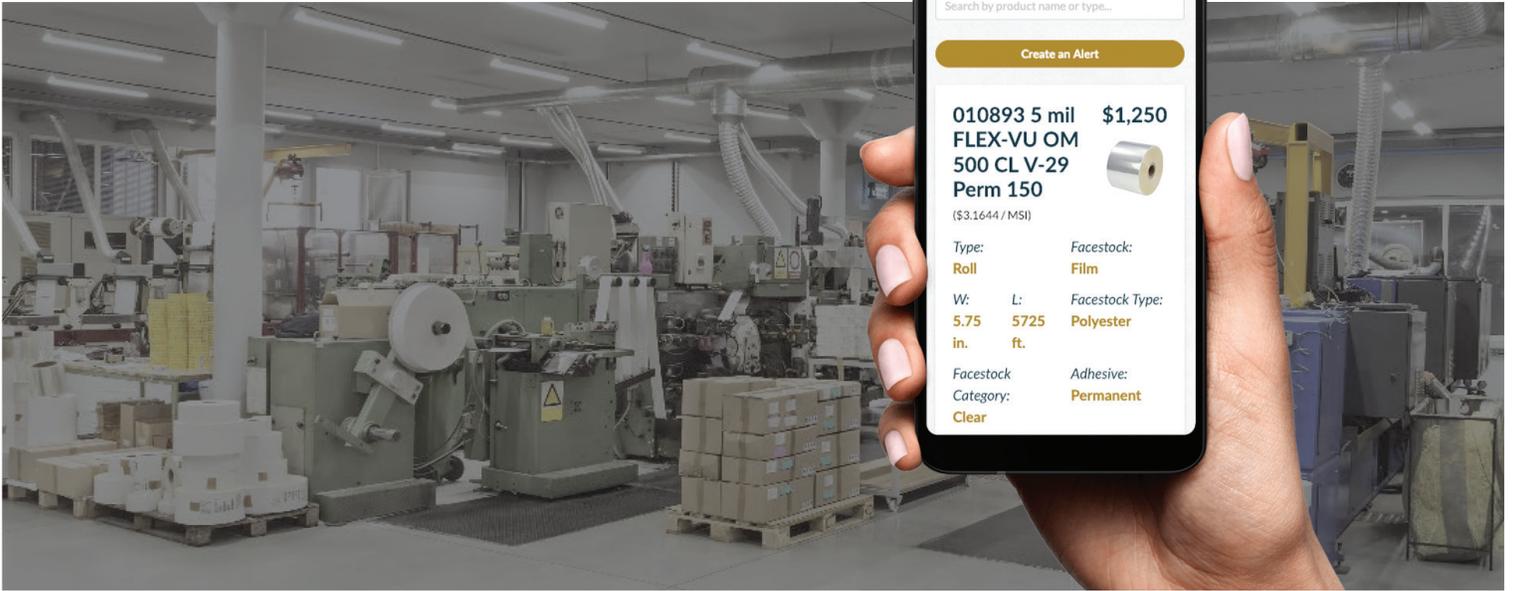
For this reason, OSHA identified the printing industry as a high-hazard industry for amputations — and reaffirmed it in June 2018 with an extension of its National Emphasis Program on Amputations (NEP). The NEP gives OSHA the ability to enter any covered printing operation.

### Three key actions can help printing operations avoid having an employee experience an amputation:

- Make sure all hazard areas on equipment are properly guarded and the guards are kept in place while the equipment is running.
- Develop and implement a lockout/tagout program that addresses equipment make ready, servicing, and maintenance.
- Develop safe work practices for all activities involving equipment such as make ready, minor servicing, clearing jams etc.

All operators need to be trained on safe procedures for their equipment, and the training needs to be documented. The procedures need to be enforced by management as without it, the program will fall apart and not be effective.

**PIA Members have access to free OSHA Compliance Training**, on Lockout/Tagout and Machine Guarding, on demand and at no cost. See cover article or visit [www.pialliance.org/safety-webinars](http://www.pialliance.org/safety-webinars).



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**CLOSE THE DOOR TO CYBER THREATS**

**Your Biggest Cybersecurity Threat: Your Employees**

Cybersecurity is one of those things that many business owners don't think about until it's too late, and a virus or ransomware attack causes their entire business to grind to a halt.



While there are many aspects of cybersecurity, experts agree that the weakest link is almost always your own employees. From weak passwords to clicking on corrupt links to installing problematic apps, your employees' poor habits can unwittingly open the door to cyber threats. The best way to reduce this internal threat is through proper end user training.

**Provide training on your cybersecurity plan itself**

Everyone at your company must understand the need for cybersecurity, and the details of any cybersecurity-related processes and procedures that affect how they perform their jobs.

**Provide training on how to avoid causing problems. This includes such things as ...**

- **Recognizing phishing emails:** Make sure your employees realize that these messages can appear to be from a person or organization that they know. Show them samples of what phishing emails may look like.
- **Suspicious-looking emails from known sources:** NEVER click on a link or attachment from a suspicious-looking email, even from someone you know. The friend or co-worker's email may have been "hijacked" by a cyber attacker.
- **Mobile device apps:** If your employees use their mobile devices to connect to your system, you need to be concerned about the apps they download. Be wary of apps that claim to download other apps for you, and what appears to be a "free version" of an app that does not usually have a free version.

**Action item:** If you are not yet providing this type of training for your employees, get it (as well as periodic re-fresher courses) on the calendar now. Now is also a good time to speak with your IT team to ensure that all aspects of your cybersecurity program are in good shape.