

# SIGNATURE

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## PIA SAFETY WEBINARS - LOG IN. GET TRAINED!

Printing Industries Alliance reported on the top ten OSHA violations for printing in the 2020 fiscal year (October 1, 2019 to September 1, 2020) in February (visit PIA's blog at <https://pialliance.org/blog/> to read the post). The most frequently cited standards were Lockout/Tagout, followed by Hazard Communication, Machine Guarding, Personal Protective Equipment and Powered Industrial Trucks.

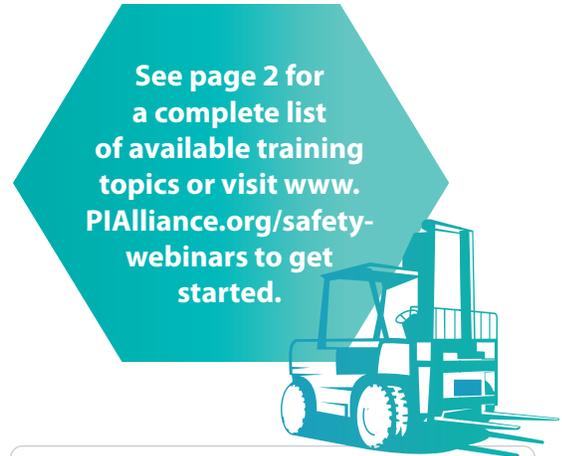
Due to the types of injuries associated with equipment such as amputations, the violations for not meeting the requirements for lockout/tagout and machine guarding remain common. For lockout/tagout, requirements for a written program, energy control procedures and employee training were not being met.

When conducting an inspection, OSHA tends to find multiple violations and the citations can be very costly. Even though OSHA can reduce penalties for small businesses, many citations for printing operations will start with a total penalty range of \$35,000 - \$40,000. The penalties can be much higher for larger operations.

The top ten list gives you an effective way to review your safety program whether you are just putting one together or have had one in place for many years. Focusing your safety program to address these common deficiencies will help prevent injuries, citations and penalties.

Printing Industries Alliance members have access to On Demand Safety Webinars, available 24/7, for all of the top ten violations and more! Why is it a good idea to participate in PIA's free "On-Demand" Safety Webinars?

- ✓ Satisfies OSHA mandated employee safety training
- ✓ Can help your employees work safer
- ✓ Can reduce your exposure to Workers' Compensation losses
- ✓ Helps keep you out of trouble with OSHA, NYS DEC and other regulatory agencies



### April 2021 / In this issue

PIA OSHA Compliance Webinars	2
Operate a PIT	3
One Click Destination	4
Fit-To-Size Boxes	5
Interview with Mr. Magazine™ and Deborah Corn	6-8
Invoice Solicitation Only (PrUA)	9
PIA LI Fishing Excursion	9
Mark Your Calendar / Virtual Events	8
In-Person Selling	10-11
PIA HR Webinars	11
Healthy Planet, Healthy People ...	12
PIA Environmental, Health and Safety Solutions	13
Printing in Popular Media	14-15
Neographics Contest	16

Serving Graphic Communications Firms in New York State, Northern New Jersey and Northwestern Pennsylvania

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

### PLATINUM SPONSORS



OSHA is out there inspecting printing operations. If your compliance training isn't up to date, the citations are serious and expensive! A bad safety record will increase worker's compensation cost, lead to bad morale, impact productivity and potentially cause you to lose customers. And it's not easy finding a replacement for a hurt employee.

**That's where Printing Industries Alliance can help!**



The Printing Industries Alliance OSHA Compliance Webinars are available “On Demand” – 24/7, 365 days a year. All of the webinars are available at no cost to PIA members.

### Advantages of PIA's OSHA Compliance Webinars:

- Training fits better into your work and production demands
- Employees can access training at their convenience. No need to bring everyone off the floor at the same time on the same day.
- No employee falls through the cracks due to illness or vacations or production demands
- Everyone has the opportunity to get trained
- Presents a convenient opportunity to address site-specific issues
- Mandatory training can be part of onboarding of new hires

All PIA OSHA Compliance webinars contain basic compliance instruction for each standard, background materials and instruction on tailoring the training to your particular facility. Also, five of the webinars are available in both English and Spanish versions.

### Log In. Get Trained!

**Mobile-Ready Training:** Access PIA safety training webinars from any internet connection on a desktop computer, tablet or mobile device to get the training you need, anytime, anywhere.



### PIA Recorded Safety Training Webinars—Mandatory and Recommended

- Lockout/Tagout (*English and Spanish versions*)
- Hazard Communication (*English and Spanish versions*)
- Emergency Action Plan/Fire Protection (*English and Spanish versions*)
- Lift Truck (Powered Industrial Truck) (*English and Spanish versions*)
- Pallet Jack Safety (*English and Spanish versions*)
- Walking Working Surfaces
- Electrical Safety Awareness
- Ergonomics
- Hearing Conservation
- Back Injury Protection
- Introduction to OSHA
- Machine Guarding
- Workplace Violence
- Safety & Health Programs-They Make Good (Business) Sense!
- OSHA 300 Log Recordkeeping
- The OSHA Inspector: What Are They Thinking?



### How to Access the Printing Industries Alliance OSHA Compliance Webinars

- Click on the blue “Member Sign In” button at [www.PIAlliance.org](http://www.PIAlliance.org).
- Members can login with their email address and the password print123.
- Click “Access Webinars” in the Safety Webinar box.
- Choose the webinar you wish to view.
- The webinar registration page includes any pertinent documentation and handouts needed for each webinar.
- All webinars include basic training components necessary to be in compliance. In most instances, companies will need to add training information about hazards and policies specific to your operation. PIA provides guidance on company-specific elements where necessary.

## OPERATE A PIT

### POWERED INDUSTRIAL TRUCKS (LIFT TRUCKS): THE BASICS

By Jerry Banks, PIA Manager of Membership Services (Retired)

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.

Accidents due to the unsafe operation of PIT's can result in injuries, amputations and in extreme cases, even death. In fact, the PIT is one of the highest fatality-causing machines in the modern work force.

Don't for one second think that a life changing incident involving a PIT couldn't happen in your shop. They happen in shops like yours every day. The difference is in 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 three to four 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.



**Most lift trucks weigh in excess of 12,000 pounds. That's three to four times heavier than most cars.**

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 aislesways 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.



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## ONE-CLICK DESTINATION

### ANNOUNCING THE PROJECT PEACOCK PLATFORM Special Opportunity for Printing Industries Alliance Members

Printing Industries Alliance is proud to partner with Deborah Corn and the Print Media Centr on an exciting new program. Print Media Centr just announced that its print customer education initiative, Project Peacock, is now a free platform accessible 24/7 and available to print and marketing professionals, around the world.

The new Project Peacock Platform, which is now open for registration, is a one-click destination for print customers and printers to discover the latest innovations that level up print marketing and connect directly with partners that can help them bring new possibilities

to life. Supporting research and sample requests, it is designed to help print buyers, creatives, marketers, advertising agencies, brands, and students learn directly from the industry subject matter experts. The platform also makes it easy for print customers to connect with print service providers.



If you are a press maker, equipment manufacturer, paper mill or merchant, provide specialty finishing solutions, have cool marketing technology or software that helps print customers create amazing projects, are an innovative print service provider, design or marketing service provider, and anything in between that helps create amazing print, the Project Peacock Platform is your perfect fit to market to potential customers.

#### PIA members have two opportunities available through our partnership with Project Peacock:

Register at [projectpeacock.printmediacentr.com](http://projectpeacock.printmediacentr.com) and have free access to the platform and all the live events all year long. Live events are scheduled as follows:

- **Project Peacock Postal – April 29th, 6-9 pm ET**
- **Project Peacock Packaging – July 15th, 6-9 pm ET**
- **Project Peacock Publishing – September 9th, 6-9 pm ET**
- **Project Peacock Point-of-Purchase – November 11th, 6-9 pm ET**

If your company is interested in promoting your unique print capabilities, become a partner on the Project Peacock platform. PIA members receive a \$550 discount on the non-member price of \$1,800 for a virtual booth. Contact PIA for a platform proposal (email us at [info@PIAlliance.org](mailto:info@PIAlliance.org)). **Get in on the platform early – to maximize your promo opportunities!**

Visit [projectpeacock.printmediacentr.com](http://projectpeacock.printmediacentr.com)  
for details on the platform and to register for the live events.  
#projectpeacock

## FIT-TO-SIZE BOXES

### NEW PIA ESSENTIAL BUSINESS SERVICE- PACKSIZE: RIGHT-SIZED PACKAGES MADE ON-DEMAND

All major freight carriers base shipping costs on weight and container dimensions. This means empty space in your boxes costs you money or makes you less competitive in the marketplace. In addition, relying on a supplier to send you a custom order, when you need to have your printed materials out the door, puts you at their mercy.

A Packsize On Demand Packaging® solution puts you in charge. We can help you spend and waste less through the ability to create a perfectly sized box for every product, every time.

#### Packsize provides custom on-site box-making solutions that save Printing Industries Alliance members money by:

- Reducing your box management costs and eliminating obsolete inventory created by minimum order quantities.
- Creating fit-to-size boxes that eliminate the need for fillers, and extra time and labor.
- Using less corrugated material and thereby demonstrating your focus on environmental sustainability by reducing your carbon footprint.

In addition, Packsize has a special offer for PIA members operating within the printing industry throughout New York state, Northern New Jersey, and Northwestern Pennsylvania:

- Packsize will install, at your facility, the advanced box-making equipment needed to make custom boxes at no cost (minimum quantities apply). An \$11,000 value!
- Packsize will provide a 2% annual rebate on all purchases, once the volume from all PIA member companies exceeds a threshold volume.

This program can save Printing Industries Alliance members money on corrugated costs, valuable warehouse space in storing obsolete or seldom-used box inventories and streamlines manufacturing throughput by not having to wait for custom-sized boxes to be delivered from an outside vendor. As a committed partner to PIA, Packsize is pleased to extend this special savings program to help members realize greater packaging success and profitability.



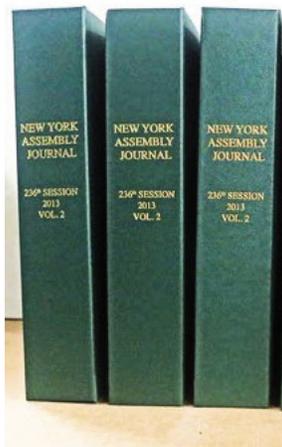
For more information on how Packsize can reduce your box inventory while keeping your products safe and secure, visit [packsize.com/solutions/print-marketing](http://packsize.com/solutions/print-marketing) or contact Tim Freeman at (716) 691-3211 or [tfreeman@PIAlliance.org](mailto:tfreeman@PIAlliance.org) to schedule a demo.

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## INTERVIEW WITH MR. MAGAZINE™ AND DEBORAH CORN

## SAMIR “MR. MAGAZINE™” HUSNI, TALKS TO DEBORAH CORN, INTERGALACTIC AMBASSADOR TO THE PRINTERVERSE

Samir “Mr. Magazine” Husni, Ph. D., is the Founder and Director of the Magazine Innovation Center at The University of Mississippi. He was a recipient of the Luminaire Award at PIA’s Franklin Luminaire Awards held in October of 2018. The following is the “Mr. Magazine” interview with Deborah Corn, Intergalactic Ambassador to The Printerverse, Print Media Centr.

**Samir Husni:** As we have just concluded the International Women’s Month of March, you’re one of the few women in the field of print and printing. What was your beginning into this business and how did it happen?



**Deborah Corn:** There are definitely a lot of women in print and printing, they’re just not as visible and that is exactly the problem, they are too behind-the-scenes. But I actually did start in advertising, so it was a bit of a shock to me to start being around less women. When I started going to trade shows and things like that, I started noticing that I was actually treated differently.

And that was a new experience for me because my importance dropped. There was an assumption that I wasn’t the owner of the company; I wasn’t the one who was going to make the final decision on writing the check; or I wouldn’t understand the technology. I know that’s very stereotypical, but it’s really how I felt and it is the experience I hear from other women out there.

I didn’t really start in the printing industry and it makes me sad that I might have the visibility, but I wish that more women would really step out and up.

**Samir Husni:** You came from advertising; so why did you make the switch?

**Deborah Corn:** I actually lost my job and started a LinkedIn group called “Print Production Professionals” because I had run out of people I knew to network with. LinkedIn had just opened up groups and I thought, “Hmm, here’s an idea. Why don’t I bring all the people who might know about jobs to me instead of me looking for them?”

So I opened the group for print customers, people who worked at advertising agencies, headhunters, and printers. And because humans have free will, they started using the group for their own purposes, which was things along the lines of does anyone know what this is called? Does anyone know where I can find a resource for this? Or my printer won’t give me a refund and I think I deserve one; what do you think about that?

An executive creative director wrote me an email thanking me for the group and told me it was like having 500 colleagues down the hall because there was 500 people in the group. Now there are over 110,000 people and it’s the number one print group in the world, but at that time that was a very significant email to get, especially since I had worked in advertising agencies for so long. An executive creative director wrote a complimentary email and sent it off to somebody. They stopped their entire day to do that.

I actually stared at that email for a long time. And I thought if that person found the value in it, then there’s a bigger value that I’m not understanding and I’m going to stick with it. And as the group started growing and I realized that I had this unique vantage point and I could see that printers were having questions that manufacturers could answer and manufacturers were trying to introduce technology that printers didn’t know about.

That’s when I declared myself the Intergalactic Ambassador to The Printerverse because I felt that through this group I made myself a giant connection hub for the printing industry. And I have just kind of gone from that for the last 11 years and it worked out because I didn’t come from the mindset that I didn’t have the power to do what I wanted, and that I couldn’t step up and stand up and speak and blog and attend events and even speak at events. I thought I had every right to do that like everybody else.

Unfortunately, it became like a trailblazing thing, but it wasn’t something that I thought I couldn’t do because I hadn’t had that experience in the advertising agency.

**Samir Husni:** Your tagline is “Print Long and Prosper.” Why do you believe in the power of print in this digital age?

**Deborah Corn:** I believe in the power of communication and I believe that print is an essential part of that communication chain. Print is not just limited to ink on a piece of paper; it’s anywhere you see a message that isn’t electronic, most likely passed through some sort of printing process. And I just believe that communication evolves. There was a time when people used to communicate with drums, and they communicated with a telegraph, then a telephone and now a cell phone; it’s the same thing with communication. I don’t think that when we start introducing electronic tools that print goes away. I think print is valuable as the bridge.

## “And I just believe that communication evolves ... I don’t think that when we start introducing electronic tools that print goes away”

– Deborah Corn

For example, there is only so much real estate on a postcard. But you can capture my attention, give me enough targeted messaging that it interests me, and then I can scan a QR code, or go to the website, do whatever I need to do there, and continue on the rest of my journey electronically if I choose to, but that’s the communication that put me into an action.

I do not do the same thing with emails. Most of the time I’m deleting them; I do not opt in for text messaging. To me, that is my last privacy boundary. But I also feel there’s a lot more going on about privacy in general on the planet and print is a privacy tool.

**Samir Husni:** What have been some of the challenges that you’ve had to face in the printing industry? And how did you overcome them?

**Deborah Corn:** The biggest problem that I had was establishing some sort of credibility with people. It was very difficult for me. When I first started, social media had also just started and I thought, okay, I’ll learn this thing called Twitter. And I started going to events and I was trying to get pictures or information so I could report back to the group. That’s what I was doing because I was the ambassador. I was out in the world and I was reporting back to everybody on what was out there because everyone didn’t get to the shows.

And people didn’t really want to talk to me. There was the established trade media and they knew who all those people were, but who was I and why was I sticking a camera in their faces? (Laughs) So it was very difficult for me, but I started with the events and with all the exhibitors, because if I was working with the event, I must have passed some sort of credibility test. And from there I started developing my own relationships.

So, it was very difficult in the beginning to get into the lane of a media person, but then I learned very quickly that’s not the lane that I wanted to be in. That as a lone entrepreneur, I couldn’t possibly do the same thing that a NAPCO Media could do, that would be impossible. So what could I do that was different?

Because I had these community relationships, that’s what I was able to do. I was able to directly find out information that I knew the audience wanted to know and report that back in. And be able to tell them things that they didn’t know because I was able to attend the shows. People didn’t have relationships like that with the audience, they treated the audience like subscribers or members or users. And to me, the audience is the person I hung out with at the trade show or the person I emailed last week or someone I talked to on the phone.

So it was a different relationship that I had with them and also because I don’t sell into them, I have a different credibility level. People realize that I don’t say things unless I want to. I have no motivation for it. As we see publications move more toward these advertorial models, I hear it all the time from the printers in particular, that they look at these newsletters or these magazines and it’s just sponsored articles. I’m not saying there’s anything wrong with that, but is it 100 percent accurate to what’s really happening or is it something someone wants you to know?

So, in a way I’m kind of the anti that, but not in a “gotcha” kind of way, but more of a “let’s talk about the things that nobody wants to talk about.” Such as if your software is all that, then why aren’t more people using it? Let’s get to the heart of the matter here. I always say that I represent the people because I am the people. That helps a lot now, but it was very difficult to get to that point.

**Samir Husni:** You’re preaching “Print Long and Prosper,” yet all these digital devices and digital platforms are hounding at you. Do you ever look at your reflection in the mirror and think “I’m crazy?”

**Deborah Corn:** Yes, I think I experienced that the most in 2008 during the recession.

People would ask me what I did for a living and I didn’t really have an answer. I would tell them that I was a professional networker. (Laughs) And they would ask what that meant and I would answer I don’t really know but something is happening all around me and I’m just going to stick with it.

It would be naive of me not to think that other people think like you do, that this digital thing disrupted everything so much, but I am truly a believer in evolution, that only the strong should survive. Often at an event I show a picture of the yellow pages, which of course used to be a part of the phone book, and I’m saying that because not everybody knows what the yellow pages are anymore and I have to explain that this is where you used to find everything. And I would ask, guess who was upset when that went away? Printers and paper companies. Guess who wasn’t upset? The rest of Earth because that is now the Internet.

So I don’t see it the same way. I see it as, if there is a technology that can amplify or support a communication or work together with another communication, then that’s amazing. If you can’t produce something that works in that system, that’s the problem, not the evolution of communication. You cannot stop evolution.

**Samir Husni:** What role do you think print should play today to survive?

**Deborah Corn:** There is a unique moment in time right now where the world is about to reset and there’s a lot of information that has to be communicated in that. And I think print still has a big role to play in the world reopening, resetting itself, and reestablishing itself. Everybody needs to recommunicate with everybody, even if it’s just “these are our new hours,” “this is our procedure if you want to come to the vet or the doctor’s office,” whatever it might be. You can take your chances on an email, but that’s a pretty big risk.

I really believe that if you are part of the world that we live in, there are certain things that are right for print and the things that aren’t, you should have the partners in place to execute those jobs.

There are other ways to keep money coming in. For example, digital asset management. There are other ways that printers could expand, so I just don't think it's all about a piece of paper, or a piece of print, or the printed thing. It's about how the whole system works now or how it should work. Or what's the most effective and efficient way for it to work for that particular customer.

And a printer has to have a solution for all of that, whether it's under their roof or through partners. That is how we come out of this as only the strong survive.

**Samir Husni:** Is there anything you'd like to add?

**Deborah Corn:** Print Media Centr provides printspiration and resources to print marketing professionals. We do that through podcasts from the Printerverse, through initiatives like "Girls Who Print," "Project Peacock," which is coming back this year and we're excited for that.

I also present at events and personally help companies with training salespeople, although I don't think of it as sales training, I think of it as relationship coaching. Being a print customer for all of those years, I certainly have been on the end of a million pitches from people and I understand what works and what doesn't.

I like to think that we're a free and friendly resource for the printing industry and the marketing industry. I have a very close connection with the print customers and the students, it's one of my distinct honors every year, except for last year, of course, to come to the University of Mississippi for the ACT Experience and I'm really glad it's back later this year.

I can tell you that the students really do like Print Media Centr because all of our writers are regular people. No one's preaching or selling anything. We're just trying to give people ideas on how to think differently, do business differently, and think about print differently.

**Samir Husni:** What makes you tick and click and motivates you to get out of bed in the mornings?

**Deborah Corn:** Perseverance gets me out of bed. I'm not going to let a pandemic take me down. I've had to reinvent what I do; I've had to reinvent my products and services. I've learned some really big lessons along the way. The biggest one, and I hope everyone listens to this one: if you ever have customers, make sure you have what they refer to as a diversified customer base, because I did not.

All of the people that I work with, I don't call them customers, I call them partners because they have to help me give information to people. But I realized that a big portion of that was related to events and when that rug was pulled out from under everybody, I kind of just stared at a wall and thought okay, that's what they meant by a diversified customer base.

I don't want to say that I clawed my way out of a hole, because it wasn't that bad. I actually lived most of my existence online. We came out a few years ago and primarily was out, so it wasn't that hard to make the transition back, but the information that people needed was different, so I had to really look for that. So, that makes me proud every day that I wake up, go to my desk and still have the business, and in some ways it's a better business because I was able to "kill all my darlings," which is a literary expression, and stop doing the things that I was just doing to do them because I got into a pattern and it was comfortable.

And push myself out and be willing to say no, this is what this costs and I'm not willing to negotiate on my time anymore. And it made me a little tougher, actually, when it came to that. If I'm going to put my time into it now, it has to be worth it for me too, not just the audience. There are always things I'll do just for the audience, but I realized that I was too heavy on that side. Unfortunately, a lot of people are getting like, "I'd love to help you, here's how I can help you" with a little proposal attached, as opposed to "Sure, I'll help you, no problem." But I just don't have time for that anymore.

**Samir Husni:** How do you unwind in the evenings?

**Deborah Corn:** What I do to relax might seem crazy, but I watch RuPaul's Drag Race. It takes me out of the harsh reality of the world and it gives me an insight into acceptance in a way that's different and it makes me feel good. There is creativity and it's funny as hell.

But ultimately, when the drag queens tell their stories, these are not great stories about how they were treated by their families or hardships that they had along the way because they were gay or they were drag queens, but just to hear how they overcame all of that and had the balls literally and figuratively to put on a frappe and go and be themselves no matter what, and the freedom that gave them, is so inspirational to me. I highly recommend it.

I binge watched it twice in 2020 and there were days when I needed it just to smile. It's so creative and so amazing, it really helped me a lot.

**Samir Husni:** My typical last question; what keeps you up at night?

**Deborah Corn:** What keeps me up at night is that I'm afraid that sometimes I'm like Fred Flintstone with my feet pushing the car. Being a solo preneur and a solo entrepreneur is very difficult now. Even though I'm trying to streamline how I'm running my business, what keeps me up at night is that I'm farther back getting to that point that I was almost at of being able to actually afford someone else working with me. Someone who has a stake in the company as opposed to a freelancer.

So, that keeps me up at night. I feel that the pandemic really was a slap in the face with the events and everything that went away. I'm trying to get back to the point where I'm doing things, where I can surround myself with people who are also invested in that and hopefully I can get to the point where I can take Print Media Centr to the next level. The podcasts help because I can speak things, but I wish my site could do more. But that keeps me up at night; I don't want to become obsolete because I can't keep up with the electronic mediums.

**Samir Husni:** Thank you.

INVOICE SOLICITATION ONLY ...

## PRINTING UNITED ALLIANCE (PRUA) INVOICES

It has been brought to our attention by several Printing Industries Alliance members, and a number of our Affiliate partners, that Printing United Alliance has sent membership dues invoices to Affiliate members including Printing Industries Alliance members.

If you have received one of these invoices, please note they are not for Printing Industries Alliance membership programs or services and they are understandably confusing.

As we explained in our letter to PIA members announcing our separation from Printing United Alliance, we have concluded our relationship with PrUA effective April 1, 2021.

If you receive an invoice for direct membership in Printing United Alliance please be aware that this is a solicitation for separate membership in the National association, which you are free to ignore or accept. **Your membership in Printing Industries Alliance continues uninterrupted and unaffected by the separation from PrUA.**

Please feel free to contact Tim Freeman at (716) 691-3211 or [tfreeman@PIAlliance.org](mailto:tfreeman@PIAlliance.org) with any questions or concerns.

FISHING EXCURSION JUNE 2021

## ANNUAL FAMILY & FRIENDS FISHING EXCURSION

Saturday, June 26, 2021  
Captree Boat Basin, Long Island

The Yankee III party boat has again been chartered for a fun day of bay fishing, leaving from Captree Boat Basin at 7:45 am, rain or shine. The boat will be supplied with coffee, bagels, bait, poles, prizes for the kids, soft drinks, beer and our typical camaraderie. Our skipper, Chris Pellegrini, William Charles Printing, will be coordinating the trip again this year. Visit [pialliance.org/events](http://pialliance.org/events) for all the details.



**RESERVE YOUR SPOT!**

**Saturday, June 26, 2021**

Time: Boarding 7:30 am  
Sailing: 7:45 am SHARP!  
Place: Yankee III. Captree Boat Basin

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## MARK YOUR CALENDAR!

PIA HOPES TO RESUME IN-PERSON EVENTS LATER IN 2021. WE LOOK FORWARD TO SEEING PIA MEMBERS AT THESE EVENTS.

## → June 26, 2021

Annual Family & Friends Fishing Excursion, Captree Boat Basin, Long Island, NY

## → August 20, 2021

4th Annual Raymond A. Bubar Golf Classic, Terry Hills Golf Course, Batavia, NY

## → October 14 &amp; 15, 2021

19th Annual Employment and Human Resources Law Solutions Conference, Turning Stone Resort & Casino, Verona, NY

## → November 17, 2021

68th Annual Franklin Event Club 101, New York, NY

## VIRTUAL EVENTS

## → PIA &amp; thINK: Business Opportunities in Digital Book Production

May 4, 2021 | 2:00 pm

## → HP Northeast Region "VIP" Virtual Tour

May 13, 2021 | 10:00 am

## → Successful Succession Planning . . . Is the Future of Your Business Secure?

May 19, 2021 | 2:00 pm

## → PIA &amp; thINK: Transaction Print - Process Right, Future Bright

June 1, 2021 | 2:00 pm

## → Project Peacock Packaging

July 15, 2021 | 6:00 pm

## → PIA &amp; thINK: USPS - Mail's Dynamic Journey

August 3, 2021 | 2:00 pm

## → Project Peacock Publishing

September 9, 2021 | 6:00 pm

## → Project Peacock Point of Purchase

November 11, 2021 | 6:00 pm

Visit [PIAlliance.org/events/](https://PIAlliance.org/events/)

## IN-PERSON SELLING

## 4,221 ADDRESSES ADDED EVERY DAY

By Greg Demetriou, Founder and CEO, Lorraine Gregory Communications

The United States Postal Service reports that they add 4,221 new addresses to the postal delivery database every day.

Assuming an average 2.5 persons per address that means 10,552 household members.

That is a direct marketing gold mine as well as the reason direct mail is still one of the most powerful means of reaching an audience.

Considering direct mail acts as a one-to-one salesperson in the form of a card, letter, brochure or catalog, the scope of new recipients is awesome.

Even if some of the 10,552 household members are not your cup of tea, layering your specific criteria will enable you to pinpoint your best target, and reach them before your competition. Surely, smart marketers of services and products for new homeowners or those who recently moved into a new neighborhood, realize what a fertile market segment this could be for them.

Taking the math just a bit further, thirty days of new addresses is over 126,630. Mining this data and approaching them with your messages makes good business sense.

Receiving mail is time honored and valued more than emails or any other form of communication. The daily delivery of mail is like being handed a present every day that is filled with surprises. Almost no one lets mail linger in their mailboxes. It is a mystery that people get to solve in a unique and meaningful way.

The trip from the mailbox to the kitchen counter is your first opportunity to get attention. The first look needs to be interesting enough to survive the initial culling of mail. Landing on the counter and being available for a second look is the goal. It is the second look where you must work the hardest to prompt the possibility of response.

The second look is about visual attraction. Does your mail piece graphically support the message and represent the value of your offer in a professional way? Design is not the place to use sophomoric graphics. The next level of engagement is the headline. Does it make a statement that prompts curiosity, desire to pursue further information, or present a real argument for consideration? The call to action must be reasonable, not tricky or gimmicky in any way, and encourage the recipient to call or visit your website for more information or to purchase. You must explain what is in it for them. Granted, you are the best, have the most advanced widget, or other features worth showcasing, what matters to the consumer are the benefits to them. Will they save time, save money, gain prestige, or be the first? The audience demographics you are targeting will provide the strongest way to position your message.



"... direct mail is still one of the most powerful means of reaching an audience."



Direct mail presents a unique opportunity to spend time in a personal interaction with your prospects. Your message is in their home, in their hand and selling. The more you align your mailings with in-person selling, the more productive they will be. You are communicating with the person, not the address. Would you call a prospect and deliver a monotone diatribe of features and expect a favorable response? Of course not.

Direct mail marketing is often considered an expensive proposition. The pencil does not lie. Calculate what it costs to have a salesperson contact prospects, make cold calls, in person appointments, follow up visits or calls, and may or may not close the sale. Now calculate the number of mail pieces you will need to equal those results. You will find that the cost of direct mail is favorable when compared side by side.

The more strategic your direct marketing is, the more you will realize the massive opportunity and value to your company it represents.

The author, Greg Demetriou, is the CEO of Lorraine Gregory Communications, the founder of GregsCornerOffice.com and the host of the Ask A CEO video and podcast show. He can be reached at [greg@lgcli.com](mailto:greg@lgcli.com). Visit [lorrainegregory.com](http://lorrainegregory.com) to see their stunning re-branded logo and website.



## WATCH OR RE-VISIT THESE WEBINARS PRESENTED BY FERRARA FIORENZA

### New York's Paid Sick Leave: Are You Sure You Have It Right?

Presented on January 7, 2021, this webinar discussed the requirements of this new law and how to comply with its requirements without creating staffing shortages and while controlling costs. It also focused on the interaction between this law, other existing state laws and federal laws related to COVID-19 and other disabilities.

### The Biden Administration: What Will It Mean for Employers?

This virtual workshop was held on March 4, 2021 and focused on the new administration's goals and the direct ramifications of those goals for employers.

Topics covered included increasing the federal minimum wage to \$15, making it easier for workers to organize a union and collectively bargain, cracking down on workplace safety and health mandates through OSHA and much more.

Links to the recordings are available at [www.PIAAlliance.org/hr-solutions/](http://www.PIAAlliance.org/hr-solutions/)

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## HEALTHY PLANET, HEALTHY PEOPLE ...

## WHAT CAN YOU DO TO HELP LIMIT OCEAN PLASTICS?

From *Finding Sustainability* by Trent A. Romer

Drakes Island is tucked between Wells and Kennebunkport on the southern coast of Maine. At high tide, the inlets, and surrounding tributaries backfill the waterways to isolate the land mass. At low tide, the island feels like part of the mainland.

Tourists are often unaware of its existence as the turn off Route 1 is not clearly marked. A section of the road from the mainland to the island stretches across a low bridge traversing the protected tidal marshes that fill with water twice a day. Drakes Island beach extends the length of the eastern side of the island.



Soft white sand dominates at high tide. Low tide exposes darkened packed sand, sea glass, tide pools and crabs looking for a place to hide. Relief from the sun is easily found in the cold 65 degree waters of the Atlantic Ocean. Waves provide ample size for play and soothing sound as they crash on shore. The smell of the ocean is inescapable in the wake of an onshore wind.

My family along with close friends traveled to Drakes Island beach for 12 years running when our kids were young. The beach served as a place to re-ignite relationships, create new memories, and reset what was important in life. As the day wore on, the beach emptied. We often stayed until dark when the ocean became more mysterious, more meditative and more magnetic to my soul.

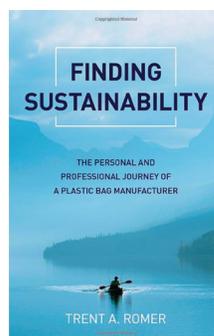
The ocean has always been a favorite destination. Protecting it in the wake of the plastic pollution crises came to the forefront of my professional life in 2018. Learning that 8,000,000 tons of plastic enter the oceans each year and that plastic production is expected to double in the next 20 years, I had to do something about it.

As a 3rd generation owner of a plastic bag manufacturing company, I was in a position to help. My 18 month journey to sustainability has led me to multiple educational places and adventures in nature. From those, I found six general things that we all can do to help the ocean plastic problem.

- [ 1 ] Use less. If a bag or package is not needed, don't use one.
- [ 2 ] If a package is needed, look for compostable materials or recycled content plastics. Compostable materials are certified to fully degrade given the proper conditions. Recycled content materials use waste from the consumer waste stream and creates new packages. The more recycled plastic we use, the higher the demand for recycled plastics will be. More recyclers will have incentive to collect and sort plastics to fulfill the new-found demand.
- [ 3 ] Participate in a cleanup effort. I take part in the annual Hudson River event. (<https://www.riverkeeper.org/>). Volunteers organize in 100 plus locations from New York City to the Adirondack Mountains to clean-up debris in and around the river.
- [ 4 ] Learn about and support recycling and composting infrastructure. As the infrastructure to handle waste improves, more waste can be turned into a feedstock for growth, for another use or product. The circular flow of materials keeps material in the economy and out of the natural environment.
- [ 5 ] Take as much time in disposal as buying. There is no such thing as throwing something "away". Everything goes somewhere. Finding the right place to dispose of something gives it a better chance to stay in the economy and avoid the landfill or natural environment. End-of-life labeling is found on more and more packages to help inform of the best means of disposal.
- [ 6 ] Don't be paralyzed by the enormity of the problem. Each positive act is important. Learn, gain feedback and act. This cycle continues to move us in a more sustainable direction.

We have changed our plastic bag manufacturing business to help address the above. The list will evolve as I pursue more educational opportunities and adventures in nature.

### We can all help make a difference.



Author and business owner Trent A. Romer has moved his plastic bag manufacturing company Clear View Bag Co., Inc., located in Albany, ([www.clearviewbag.com](http://www.clearviewbag.com)) in a more sustainable direction through a new vision of Healthy Planet, Healthy People, Healthy Company. His book *Finding Sustainability* will be published June 1, 2021. Journey to eight states, three national parks and three countries to experience the life-changing

education that led Trent A. Romer to finding sustainability for his plastic bag manufacturing business and himself. Visit [www.trentromer.com](http://www.trentromer.com) for pictures and details about the book.



## PRINTING INDUSTRIES ALLIANCE ENVIRONMENTAL, HEALTH & SAFETY SOLUTIONS

**Problem:** OSHA, Environmental Protection Agency and various state and local regulatory agencies are out there – waiting to pay you a visit. When they do, will your permits, policies and training be up to date and help you avoid thousands of dollars in fines?

### **Solution: PIA Environmental, Health & Safety Solutions**

Members have access to a wide variety of services designed to keep them out of trouble with OSHA and EPA as well as a host of state and local regulatory agencies. Don't wait for that knock on the door! Let us help you set up and administer a comprehensive Environmental, Health & Safety program for your company. Failure to comply with compliance requirements is costly, time consuming, and embarrassing. We can help!

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#### ■ Air Permit Assistance

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#### ■ Hazardous Waste Compliance Assistance

We will help you evaluate your company's waste stream, determining your generator status and implementing a compliance strategy.

#### ■ Model Policies and Procedures

A complete library of sample policies and programs are available to members.

#### ■ Hazardous Waste Management Training

Often, employees who manage or handle hazardous waste need mandatory annual training.

Contact:

**Tim Freeman**

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**Steve Stankavage**

(570) 579-6497, [sstankavage@gaaonline.org](mailto:ssankavage@gaaonline.org)

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## POPULAR MEDIA LOVES PRINTING

### PRINTING IN POPULAR MEDIA

By Jim Hamilton, Consultant Emeritus at Keypoint Intelligence

Printing technology shows up rather frequently in movies, television shows, and books. Sometimes the printing press is central to the development of the character or the plot. For example, many folks will remember how a Heidelberg press used for printing counterfeit checks played a key role in the 2002 Steven Spielberg crime drama, *Catch Me If You Can*, starring Leonardo DiCaprio and Tom Hanks. More recently, the writing, printing, and publication of a fictitious Regency-era scandal sheet has mesmerized viewers of the Netflix series, *Bridgerton*. Printing is also central to the 2020 Universal Pictures film, *News of the World* (based on the 2016 novel of the same name by Paulette Jiles). There is an allure and historical omnipresence of printing that makes it appealing to authors and filmmakers alike.

#### "You Can Smell the Weight"

Heidelberg, of course, was delighted when *Catch Me If You Can* was released. The company even issued a press release about it:

*In the film, an FBI agent on the trail of a check counterfeiter brings the latest piece of evidence to a pair of printers to provide any clues about its production. The experts hold the faux check up to the light and conclude that because of the superb quality of the piece, it could only have been printed on a Heidelberg... "Where was it printed?" asked the FBI agent played by actor Tom Hanks. "It was printed on a monster – a Heidelberg ... four color," answered one of the printers. "You can smell the weight – two tons without the ink."*

— Source: Heidelberg Goes Hollywood in "Catch Me If You Can" Movie, January 27, 2003

#### Lady Whistledown's Society Papers

If you've watched *Bridgerton*, you know that one of the key plot elements hinges on a mysterious character named Lady Whistledown (voiced by Julie Andrews), who publishes a newsletter called *Lady Whistledown's Society Papers*. In one of the episodes, we learn that Lady Whistledown uses a print shop called "Wm. Davis and Sons, Letter Press and Copper Plate Printers," which is basically the early 19th Century equivalent of an on-demand printer, capable of turning around her tri-fold brochures overnight.

A scene in the print shop cleverly shows a worker in a printer's paper hat hanging the printed pieces on a line to dry, but there is one unsettling aspect to the newsletter's design—and it's something that has been picked up by various sharp-eyed social media folks. It's that apostrophe (well, a tick mark, actually) and the sizeable gap between the 'n' and the 's' in the newsletter's header (bottom right). There are many in the design and print community who hope that the producers of *Bridgerton* can fix this prior to the beginning of Season 2.



#### This Is the Printing Office of the Future!

In 1932, a scholar, writer, and typographer named Beatrice Warde was working for Monotype in England and was asked to come up with some promotional text to be

THIS IS A PRINTING OFFICE  
 CROSSROADS OF CIVILIZATION  
 REFUGE OF ALL THE ARTS AGAINST THE RAVAGES OF TIME  
 ARMORY OF FEARLESS TRUTH AGAINST WHISPERING RUMOR  
 INCESSANT TRUMPET OF TRADE  
 FROM THIS PLACE WORDS MAY FLY ABROAD  
 NOT TO PERISH ON WAVES OF SOUND  
 NOT TO VARY WITH THE WRITER'S HAND  
 BUT FIXED IN TIME  
 HAVING BEEN VERIFIED BY PROOF  
 FRIEND, YOU STAND ON SACRED GROUND  
 THIS IS A PRINTING OFFICE  
 BEATRICE L. WARDE



used for the launch of Eric Gill's typeface Perpetua. Here is what she wrote (see above).

This image from an American Printing History Association (top right) blog shows Warde in Washington, D.C. at the U.S. Government Printing Office with Frank H. Mortimer. They are standing in front of a plaque with her stirring words, and that plaque is still in the lobby of GPO. Ironically, though, GPO no longer stands for the Government Printing Office—it is now known as the Government Publishing Office.

Circling back to popular media, the author Paulette Jiles liked the sound of Warde's This is a Printing Office so much that she quoted it in her book, *The News of the World*. The protagonist, Captain Jefferson Kyle Kidd (played by Tom Hanks in the movie), sees it posted on the wall of a 19th Century printshop. Unfortunately for historical accuracy, this scene takes place more than 60 years before Warde wrote those words... but who are we to judge?

*This is a Printing Office* does have a certain timelessness to it that makes it seem like it could easily have fit into the landscape of *Captain Kidd's America* in the 1870s. (Note: The filmmakers did not repeat the mistake.)

### The Bottom Line

Technological and historical accuracy are not typically the strong points of fictional stories. While they may strive for historical accuracy, writers and filmmakers tend to choose what suits them best as they tell their tales. The biggest lesson to be learned from the appearance of printing in *Catch*

*Me If You Can*, *Bridgerton*, and *News of the World* is that the world has moved from a time and place where printing was the central mode of communication to a world where it is part of a broader spectrum of communication tools. This can be seen most vividly in real life through GPO's evolution from the Government Printing Office (which it was when it was founded in 1861) to the Government Publishing Office (which it became in 2014 when it was abundantly clear that print was only one piece of its mission).

Article provided by Canon Solutions America

**Author bio:** Jim Hamilton of Green Harbor Publications ([www.greenharbor.com](http://www.greenharbor.com)) is an industry analyst, market researcher, writer, and public speaker. For many years, he was Group Director in charge of Key-point Intelligence – InfoTrends' Production Digital Printing & Publishing consulting services. He has a BA in German from Amherst College and a Master's in Printing Technology from the Rochester Institute of Technology.



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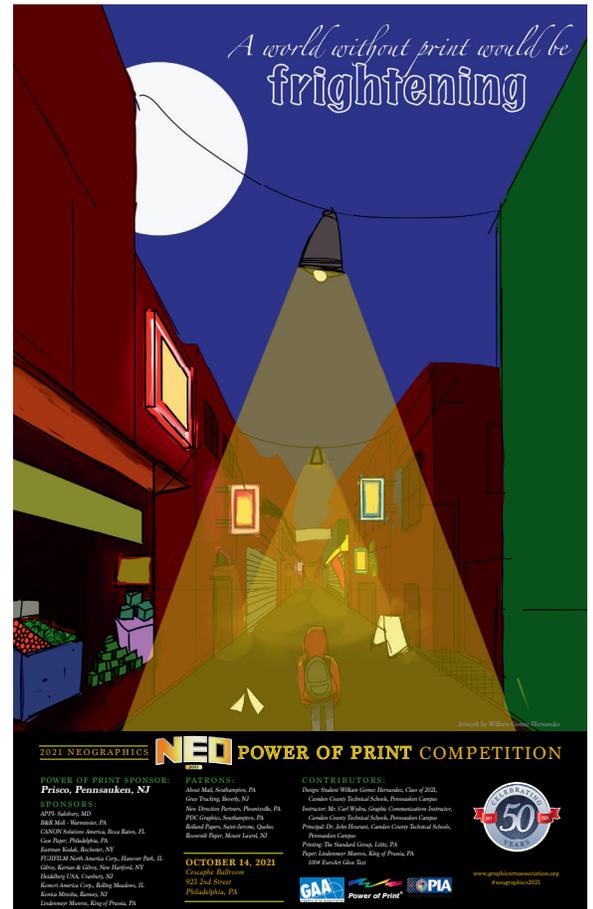
NEOGRAPHICS CONTEST

TIME TO ENTER NEOGRAPHICS 2021

**Neographics – The Power of Print–** is one of the nation's largest regional graphic communications contests in which graphic arts, packaging, converting, design and publishing excellence is selected and showcased. The Graphic Arts Association (GAA) is celebrating their 50th year hosting the print competition and awards banquet in the Tri-State region. GAA has again invited Printing Industries Alliance members to participate in the contest.

The Neographics Call for Entries is sent to more than 4,000 firms including print buyers and others who work with the graphic arts communities in Pennsylvania, Delaware, New Jersey and New York. The Neographics Awards Exhibition and Ceremony, to be held in October in Philadelphia, is the culmination of the entire process.

PIA members should have received their NEO poster and entry forms in the mail in the last few weeks. **PIA members get one free contest entry. If the piece was printed on Lindenmeyr paper, members can get up to three free entries.** All submissions must have been produced between February 1, 2020 and June 30, 2021. All pieces must be printed and finished entirely in the USA. Early bird deadline is May 7th, with all entries due by July 30th.



To enter, download forms at [www.PIAAlliance.org/events](http://www.PIAAlliance.org/events)  
Questions: Call GAA at (215) 396-2300 or email Pat Rose at [prose@gaonline.org](mailto:prose@gaonline.org)