

Signature

THE OFFICIAL NEWSLETTER of
PRINTING INDUSTRIES ALLIANCE

SUMMER 2007

NEW NAME AND LOGO ANNOUNCED FOR EXPANDED TERRITORY

Printing and Imaging Association of New York State becomes . . .



Printing Industries Alliance

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

Merriam-Webster Online defines an alliance as follows:

al·li·ance *noun* an association to further the common interests of the membership; a bond or connection between families, states, parties, and individuals . . .
. . . or **graphic communications firms**.

The Board of Directors of the Printing and Imaging Association of New York State is pleased to announce that the organization's name has been changed to reflect its new trade territory, the diversity of the industry and the economic strength that is represented in its constituency.

New Name, New Territory

Printing Industries Alliance (PIA) serves a trade territory that is the largest in the United States, if not the world. Geographically the territory includes New York State in its entirety, Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Somerset, Sussex and Union counties in Northern New Jersey and Erie County in Pennsylvania. From an economic standpoint, the Printing Industries Alliance territory encompasses world-class graphic communication firms, publishers,

agencies, industry suppliers, paper manufacturers and distributors, in-plants, mailers, finishers and educational institutions. In terms of the graphic communications firms only, this region boasts over 10% of firms (4,566), employees (115,138) and annual sales volume (\$18 billion) in the United States.

Industry Unity is Essential

There is no question that the graphic communications industry faces significant challenges from a number of different directions. Competition from non-print marketing and communication media, the strengthening labor movement, governmental regulations, rising costs of health care and energy, foreign competition, intense capital demands, shrinking profit margins and difficulties finding qualified employees are all issues that can be addressed by pooling the talent and energy of committed, like-minded graphic communications executives.

Already major new association initiatives are being developed to address these issues, including innovative programs in the area of lean manufacturing, sustainable printing, energy conservation and more.

Printing Industries Alliance Serves Members

Printing Industries Alliance provides a variety of consultative, educational, informational and expense saving services for its membership. Affiliated with Printing Industries of America/ Graphic Arts Technical Foundation, the Printing Industries Alliance is one of only four regional PIA affiliates to add membership since 2001.

. . . continued on page two

IN THIS ISSUE . . .

PIA TO HOLD FRANKLIN EVENT SEPTEMBER 18TH	3
STATE BOARD INSTALLED AT ANNUAL MEETING	3
RESOURCES FROM ANNUAL MEETING	3
ERRORS & OMISSIONS RISK MANAGEMENT TIPS	4
UPCOMING EVENTS	4 & 6
KEENAN'S CORNER	5
ZENGER HONORED FOR PARTNERSHIP WORK	7
MORE PIA MEMBER NEWS	8
NLRB MORE AGGRESSIVE WITH FIRST CONTRACTS	9
PARTICIPATE IN WAGE AND BENEFITS SURVEY	9
NEW MEMBERS	10
COLOR REPRODUCTION: COLOR SCANNING	10
ADVERTISE IN THE PIA SIGNATURE	12



2007 Platinum Sponsors

Printing Industries Alliance

2007-2008 OFFICERS and BOARD of DIRECTORS

OFFICERS

CHAIRMAN Stephen Zenger, The Zenger Group
VICE CHAIRMAN Ted Hansen, Hansen & Hansen Quality Printing
2nd VICE CHAIRMAN/ASSOCIATE MEMBER RELATIONS Doug Bolling, xpedx
TREASURER Dennis Schonewetter, Canterbury Press
SECRETARY Robert Cullum, PBR Graphics

DIRECTORS

Deborah Abgott, Buffalo Newspress, Inc.
 Timothy Bubar, Boncraft Printing Group
 Mark Corcoran, Peerless Press, Inc.
 Fred Daubert, The Riverside Group
 John Evans, Sterling Sommer, Inc.
 Robert Hessinger, Printing Technologies
 Robert Hodgins, Hodgins Engraving
 * Cheryl Kahanec, Sandy Alexander
 David Leskusky, Printing Impressions
 * E. Joseph Mehl, CEO, Dispatch
 Patrick Oliveto, Hammer Packaging
 Kevin Preston, Commercial Print & Imaging
 Patrick Ryan, Modern Press
 James Sabio, Dual Printing, Inc.
 * Richard Spencer, Label World, Inc.
 Dona Snyder-Reardon, Walter Snyder Printer, Inc.
 * Preston Steffen, Vice President, Steffen Publishing
 Michael Trapani, Jacobs Press, Inc.
 Kurt Van Steemburg, Hudson Valley Paper Company
 Eric Voss, Diamond Packaging
 * DENOTES NEWLY ELECTED



Printing Industries Alliance

NEW NAME AND LOGO ANNOUNCED . . . continued from page one

Stephen R. Zenger, Printing Industries Alliance Chairman and President and CEO of The Zenger Group in Buffalo, NY commented on this telling statistic, in remarks made at a press conference held on June 27th in New York City (see following article):

“The success of the PIA in carrying out its mission and attracting new members when other comparable organizations were closing, merging or shrinking can be attributed to several factors. First, the PIA staff is experienced and committed to providing an excellent value proposition and unparalleled member service. With the opening of our new office in Cranford, New Jersey and the addition of Vicki Keenan to our staff, Printing Industries Alliance members can now access a staff of six people with over 125 years of combined industry and association experience. Second, we have been blessed to have had a succession of outstanding volunteer leaders serving on our Board of Directors and associated committees.

These leaders have set a standard of excellence that has incorporated strategic positioning of association resources to best serve the membership, coupled with strong financial management and control.

Printing Industries Alliance has a number of unique, value-added services that can save you thousands on business services, help solve your problems with government regulators, help you avoid bad debt and collect your overdue accounts, keep you up to date on the latest industry trends, educate your staff on key issues, give you direct (and often no cost) access to one of the best labor law firms in the country and much more.”

Printing Industries Alliance - Printing Industries of America/Graphic Arts Technical Foundation — Two Organizations, One Goal

As a PIA/GATF affiliate, Printing Industries Alliance works tirelessly with our national organization to support our members' success. Together these two organizations have access to a world of technical, legal, economic and management-oriented services and information. Graphic communications firms joining Printing Industries Alliance automatically become members of Printing Industries of America/Graphic Arts Technical Foundation, at no additional cost. Visit the PIA/GATF website at www.gain.net.

Future Plans

Printing Industries Alliance Board of Directors is committed to the following for the New York City, Long Island and Northern New Jersey territory:

- Develop appropriate representation from the area to participate on the Printing Industries Alliance Board
- Establish a steering committee to develop meaningful local activities and services
- Pool resources to develop services and staff to support industry initiatives
- Continue to maintain strong financial management practices and program oversight
- Insure that the Franklin event continues to be the premier networking event in the industry
- Emphasize membership growth and retention
- Develop effective and credible membership and industry print and electronic communication vehicles

Printing Industries Alliance is headquartered in Amherst, New York with a regional office in Cranford, New Jersey. Visit our new website at www.PIAlliance.org ■

PARDON OUR DUST while we transition to the new logo in all PIA collateral. PIA members have already offered their services in providing printed materials with our new logo. **Our thanks to** John Evans at Sterling Sommer in Tonawanda, NY for donating new presentation folders, Doug Bolling from xpedx in Buffalo, NY for providing the paper for the folders, Kevin Hejna at Ad-Art Color Process in Buffalo, NY for donating new signage and PIA Board member Deborah Abgott for creative design consulting on the new logo.

PIA TO HOLD FRANKLIN EVENT SEPTEMBER 18TH IN NEW YORK CITY

For over 50 years, the Franklin Event was sponsored in New York City by the Association of Graphic Communications to honor distinguished Americans and industry notables. PIA's Board of Directors did not wish to see this grand tradition end and has decided to resurrect it under our own independent banner.

The "first" PIA Franklin Event will be held on Tuesday, September 18, 2007 from 5:30-9:00 pm at Pier Sixty in Manhattan. While we are not at liberty yet to disclose our exciting Franklin Award honoree, the following industry leaders will be recognized in the following categories:

Power of Communications for Printing
Lester Samuels, Managing Partner
Pictorial Offset Corporation

**Power of Communications
for Publishing**

David Orlin, Senior Vice President,
Operations and Strategic Sourcing
Conde Nast

**Power of Communications
for Advertising**

Michele Unger, Senior Vice President,
Director of Graphic Services
Grey New York

A special award, the Zenger Medal, will be given to Betty Maul, President, FrontEnd Graphics Inc. for her efforts on behalf of Reflex Sympathetic Dystrophy Syndrome.

The Zenger Medal will be given annually to an individual employed in the printing industry who has exhibited exemplary character in the form of selfless courage, charity, activism or service (military or community). It is named for John Peter Zenger (1897-1746), a New York City printer whose arrest, imprisonment, trial and acquittal in 1735 set the foundation for freedom of the press in colonial America.

The announcements were made on June 27th at a pre-event reception/press conference at The Friars' Club, a famed Manhattan institution. In attendance at the pre-event reception/press conference, in addition to the honorees listed above were Michael Makin, President & CEO, PIA/GATF, Stephen R. Zenger, Chairman, Printing Industries Alliance and Timothy Freeman, President, Printing Industries Alliance.

Seventeen companies have signed up to date to sponsor the Franklin Event: Astoria Graphics, CGI North America, Continental

Web, Dalim Software, Gould Paper, H A Metzger, Hewlett-Packard, HudsonYards, International Paper, L. P. Thebault, Mohawk Fine Paper, Pictorial Offset Corporation, Pitman Company, Ramsey Press, Sandy Alexander, Inc., Southern Lithoplate Inc., and Xerox Corporation.

Additional sponsorships are anticipated and welcomed. The Platinum level (\$5,000) provides for a reserved table of 10 and the Gold level (\$2,500) provides for a reserved table of five. At both sponsorship levels, sponsors will enjoy prominent recognition in an extensive pre- and post-media publicity campaign, printed program and venue signage. Individual tickets are available at \$350 each.

To register or sponsor the event, or for further information, contact Vicki Keenan at the PIA New Jersey office by email at vkeen@PIAAlliance.org or by phone at (908) 276-4482 ■

ANNUAL MEETING WRAP-UP

At the PIA Annual Meeting recently held in Batavia, Brad Lena, PIA/GATF Digital Print Market/VDP Consultant, presented an overview of industry technology, focusing on integrating technology acquisition into your company vision and business plan.

Suppliers from the industry's top equipment and software providers were on hand to present their view of the industry's future, as well as interact with PIA members in attendance. Representatives from suppliers included:

- Tim Plumer, Consultant for **Adobe**
- Cheryl Nelan, **Eastman Kodak**
- Paul Lattimore, **Hewlett Packard**
- Tom Leibrandt, **Presstek**
- Mike Petrison, **Xerox**
- Karin Stroh, **XMPie**

INAUGURAL "PRINTING INDUSTRIES ALLIANCE" OFFICERS AND BOARD ELECTED

Stephen R. Zenger, President and CEO of The Zenger Group, leads a distinguished roster of new officers and directors installed for their second term at the recent PIA Annual Meeting. Re-elected for their second term as Officers and comprising the Executive Committee, were Stephen Zenger, Chairman (President and CEO, The Zenger Group, Buffalo), Ted Hansen, Vice Chairman (CEO, Hansen & Hansen Quality Printing, Syracuse), Doug Bolling, Second Vice Chairman, Associate Member Relations (General Manager, xpedx, Buffalo), Dennis Schonewetter, Treasurer (President, Canterbury Press, Rome) and Robert Cullum, Secretary (President, PBR Graphics, Albany).

We would also like to extend a special welcome to the following PIA members, newly-elected for a three year term as directors:

Richard Spencer, President & CEO, Label World *Rochester, NY*
E. Joseph Mehl, Chairman of the Board, Dispatch *Erie, PA*
Cheryl Kahanec, Vice President of Digital Solutions, Sandy Alexander, Inc. *Clifton, NJ*
Preston Steffen, Vice President, Steffen Publishing *Holland Patent, NY*
Rick Dunn, VP Manufacturing, Hamilton Printing *Albany, NY*

Elected to a second three-year term as Directors were John Evans, Vice President, Sterling Sommer, Inc., Tonawanda, and Patrick Ryan, Owner, Modern Press, Albany.

Thanks to all of our industry leaders (full Board listed on page two) for their generous donation of time and expertise to Printing Industries Alliance ■

... continued on page twelve ■■■

UPCOMING EVENTS

Contact PIA at (800) 777-4PIA for information on any of the following events.

OSHA 10 HOUR GENERAL INDUSTRY OUTREACH

July 31 & August 2, 2007

9:00 am - 3:00 pm

Conference Room, Offices of Meridian Group of NY, Utica, NY

LONG ISLAND ANNUAL FAMILY & FRIENDS FISHING EXCURSION

Matt Benius Scholarship Fund Benefit

August 4, 2007

7:30 am - 3:00 pm

Captree Boat Basin

Contact Harry Sadowsky at (718) 288-4060 for information.

"PIA NIGHT" AT BUFFALO BISONS GAME

August 14, 2007

5:00 pm Picnic, 7:05 pm Game

Dunn Tire Park, Buffalo, NY

NEW JERSEY GOLF OUTING

August 30, 2007

10:30 am Brunch

12:15 pm Tee-off

Knoll West Country Club,

Parsippany, NJ

Contact Jim Prendergast at (212) 217-6824 for information.

GraphExpo

September 9-12, 2007

McCormick Place South, Chicago, IL

Register by August 10th to save; see enclosed pre-registration form.

Franklin Awards Event

September 18, 2007

5:30 - 9:00 pm

Pier Sixty, New York, NY

Sponsorship Opportunities

Contact Vicki Keenan at (908) 276-4482 for further information.



Printing Industries Alliance

ERRORS & OMISSIONS RISK MANAGEMENT TECHNIQUES

By Dennis Stange, PIA Property & Casualty Partner



Dennis Stange

Last newsletter the exposure of Errors & Omissions for Printers was discussed. This article gives suggestions that hopefully you already have in place to eliminate or reduce the likelihood of being sued.

- Document all incoming and outgoing phone conversations with customers which relate to their accounts and orders
- Send letters of confirmation on phone calls that concern any change to customer orders. Any misunderstanding should quickly be discovered and resolved
- Have customers sign all proofs indicating approval and maintain a file copy
- Ensure that any proof changes are made, approved and signed by the customer and incorporated in the final product
- Retain copies of final products from prior clients to use as samples for prospective customers. This will provide a way to agree on the quality of the product to be delivered.
- Utilize written contracts or sales agreements for all purchases. Be sure to include applicable specifications.
- Have all incoming and outgoing orders checked. Detecting an error could save time, money and a customer.
- Do not accept work if a deadline cannot be met. Consider subcontracting only if your standards and those expected of you can be satisfied.
- Establish and adhere to proofreading and editing procedures.
- Institute a customer complaint reporting and review system.
- Review errors and omissions claims that have been made in the past three years.
- Do not substitute materials of different quality if those requested are unavailable unless the customer is advised and agrees to the substitution.

Certainly some of the above could be classified as "common sense" but it is amazing how many times that can break down and not be applied when times are hectic.

Documentation and consistency are key elements in successfully defending you against a claim. Courts too often lean toward the consumer if it comes down to a war of words and different recollections of the facts.

Contact Dennis Stange at (716) 692-0018 or by email at dstange@stangeagency.com ■

FACTS YOU SHOULD KNOW

The average employee in the graphic arts industry misses 12 days of work each year due to sickness or injury. It's hard enough to get along—even for a little while—without the help of valued employees. This burden becomes greater when you continue to pay employees' salaries while they cannot work. That is where the Printers' Disability Trust disability programs can help. If you want to consider this valuable employee benefit, call Printers' Disability Trust at (800) 342-5799 and get covered today. Contact PIA at (800) 777-4742 for a descriptive brochure.

ARE YOU RECEIVING YOUR FEDEX DISCOUNTS?

Save up to 64% on select Fed Ex Services. As a member of Printing Industries of America/Graphic Arts Technical Foundation, you can receive discounts on select FedEx Express®, FedEx Ground®, FedEx® international and FedEx Freight® services. It's the FedEx Advantage — another great advantage for members of PIA/GATF. All that's needed to activate your discounts is to fax a completed Program Enrollment Agreement to FedEx and you can start saving. Contact PIA at (800) 777-4PIA to obtain an enrollment form or call a FedEx Advantage customer specialist at (800) 475-6708.

KEENAN'S CORNER*"Be Afraid, Be Very Afraid . . . Two Governors Who May Be Wolves in Sheep's Clothing"*

Although PIA would like some legislative issues resolved in a manner positive to our industry, no action on them by decision makers can often be the next best thing. While this was the case in one or two instances noted below, there unfortunately were a lot of bills passed that will impact your firm and/or others awaiting consideration that merit your full attention and grassroots action.

Federal "Card Check" Bill

At the federal level, PIA/GATF and PIA scored a key "defensive" win recently to help derail the ill-named "Employee Free Choice Act" which would overturn 70 years of established labor relations law by eliminating a worker's right to a federally overseen private ballot election in union organizing. S 1041/HR 800 was blocked on the Senate floor as a procedural attempt to move the legislation forward for debate and votes fell short to proceed. Thanks to PIA members who wrote their legislators. More than 500 communications to Capitol Hill were sent via PIA/GATF's Legislative Action Center urging opposition to the bill and a PIA press release quoting Tim Freeman noting our strong opposition to the measure was featured prominently on www.whattheythink.com. It will be back up for discussion next Congress and our campaign to defeat it will not wane.

Streamlined Sales Tax (SSTA)

Both PIA and PIA/GATF have been actively involved in this nationwide initiative. Our endorsed direct mail rule and delivery charge rule were on the SSTA Governing Board agenda for its recent meeting in Detroit. Unfortunately, due to changes in procedural rules, a vote did not occur and the items have been deferred until the next meeting in September. Your affiliate and national organization are working jointly on public comments due July 20 to the proposed rule. Vicki Keenan, Marge Baumhauer (GAA), Melanie Hill (Direct Mail Coalition) and Art Maurice (NJ Business & Industry Assn.) met in June with Maureen Adams, NJ Acting Tax Commissioner. The Coalition's efforts have also been successful in educating several large corporations on its impact upon them, giving us additional strength in numbers to find meaningful solutions.

Immigration Reform

Comprehensive immigration reform measures fell short of the 60 votes needed to move the legislation forward to a final vote, putting the issue on the back burner in both chambers until late 2007 or beyond.

STATE LEGISLATION

The legislative sessions in both New York and New Jersey made some positive gains on the workers' compensation and tax fronts before going out on recess, but a lot more work on certain key issues must be done when they return. It is becoming apparently clear that whatever organized labor wants in New Jersey and New York, our two governors and many legislators are more than willing to accommodate them.

NEW YORK**Workers Compensation**

Now enacted into law by Gov. Spitzer, his promised reform package is expected to cut employers' costs by 10 to 15 percent, with more savings to follow.

Unshackle Upstate

PIA Chairman Steve Zenger was prominently featured in a recent *Buffalo News* article regarding his untiring efforts on behalf of the Buffalo/Niagara Partnership's "Unshackle Upstate" campaign (see article on page 7). While a major Workers' Compensation reform package has been signed into law by Gov. Spitzer, and the Power for Jobs program was extended for one year, other components of the campaign, such as health reform, elimination of business taxes on manufacturers, small business health insurance tax credit, and economic development programs were not enacted.

Mandate for Paid Family Leave

The Senate declined to approve a measure that would have mandated employers to offer paid family leaves. Both Gov. Spitzer and organized labor had been strongly pushing a plan to allow employees to take off up to 12 weeks per year and receive a maximum of \$170/week while they are off. The defeat of any such measure will continue to be PIA's top priority.

I Love New York Summit

First Lady Silda Spitzer will hold an "I Love New York Summit" September 18th at SUNY Cortland to address issues such as:

how we expand job opportunities, provide incentives for small business creation and entrepreneurial growth; how we better connect college students with upstate employers; and how housing can be made more affordable to attract/retain young workers to upstate. Please send any thoughts on the topic to PIA, as we will be submitting written comments prior to the Summit.

**Vicki Keenan****NEW JERSEY****Taxes**

Gov. Corzine signed on June 28th the \$33.5 billion State budget as well as several related bills to enhance the collection of existing taxes: S.-3001 which allows the Division of Taxation to request information on joint accounts of suspected tax debtors and S-3003 which requires participants in various State incentive programs to be up to date on taxes owed.

Mandated Paid Family Leave

This measure, strongly opposed by PIA, was approved by the Senate Labor Committee recently, placing it in line for full Senate approval. PIA members are urged to contact their state legislators in both houses to educate them on how this bill would negatively impact your firm if enacted. Gov. Corzine has promised to sign any forthcoming bill.

Business Layoff Notices

A-1044/S.472 (Van Drew/Johnson/Sweeney/Doria) received final legislative approval on June 11 and now head to Gov. Corzine for enactment into law. It will require employers with 100 or more employees to provide 90 days notice before closing a business or laying off 50 or more workers within a 30-day period. If employers miss the notice requirements by even a single day, the bill

. . . continued on page six

UPCOMING EVENTS

Print Management Conference

Prepare for Today, Build for Tomorrow

September 22-25, 2007

Lenox, MA

See article on page 8 or visit www.pine.org for details.

PIA/GATF Workflow Conference

October 7, 2007

Atlanta Hilton Airport Hotel,
Atlanta, GA

PIA/GATF Variable Data and Personalization Conference

November 4, 2007

Hyatt Regency, Phoenix, AZ

PIA/GATF Color Management Conference

December 9, 2007

Pointe Hilton Tapatio Cliffs Resort,
Phoenix, AZ

Visit www.gain.net for complete details on these and other upcoming PIA/GATF Events.

PIA/GATF EXPANDS VARIABLE DATA CONFERENCE

This year's PIA/GATF Variable Data and Personalization Conference, November 4-6 in Phoenix, will feature an expanded array of topics. The event, now in its sixth year, helped printers plan strategy and learn about new approaches, applications, and technologies surrounding the increasing use of variable data and personalization techniques in client campaigns.

Conference Info is available at www.gain.net (visit "Events and Training") or by contacting Ned Herrick, PIA/GATF's conference manager, at (800) 910-4283, ext. 712.



Printing Industries Alliance

KEENAN'S CORNER

NEW JERSEY *continued*

would require them to pay employees the equivalent of one week's wages for each year of employment. PIA and other business groups had opposed the bill because it exceeds existing federal and state law.

Increased Environmental Penalties

The Senate has approved S-2650 (Vitale/Buono) which greatly increases penalties for environmental violations. Due to business lobbying before passage, several amendments removing big penalties for minor violations and inadvertent clerical errors were inserted. However, companies could still face fines of as much as \$35,000 per day for violating a wide variety of environmental laws. A detailed PIA Alert will be sent out shortly.

Criminal Penalties for Misclassifying Workers

The full legislature gave final approval before recess to bills that could land employers in jail for as long as 10 years if they knowingly misclassify an independent contractor. A-4009 (Caraballo, Egan/S-2678 (Karcher, Codey) would make the misclassification a second-degree crime for state contracts valued at more than \$75,000, a third degree crime for those valued between \$2,500 and \$75,000 and a fourth-degree crime for contracts under \$2,500. For assistance in defining who your independent contractors might be, please contact either PIA or PIA/GATF.

Expansion of Wrongful Death Lawsuits

A-1511 (Oliver, Greenstein), which would expand how much plaintiffs could receive in wrongful death lawsuits and expand the number of people who could sue, was released by the Assembly Financial Institutions and Insurance Committee in mid-June. Debate will continue when the Legislature reconvenes.

Energy Exemptions

S-356/14597/2409, which establish a property tax exemption for "renewable energy systems": electric energy produced from solar technologies, wind energy, fuel cells, photovoltaic technologies, geothermal, biomass, hydropower and the like, was passed by the full Senate 37-0 and is before the Assembly for consideration. PIA supports the bill.

PENNSYLVANIA

Energy Strategy Bill

On June 2nd, Gov. Ed Rendell urged the General Assembly to pass his Energy Independence Strategy legislation, a comprehensive plan designed to save consumers \$10 billion in energy costs over the next 10 years, increase Pennsylvania's alternative and renewable energy production capacity, reduce the state's dependence on foreign fuels and create more jobs. Included in the strategy is an \$850 million Energy Independence Fund that would be financed by a systems benefits charge on electric power consumers: It would be used to provide consumers and small businesses with \$144 million to help purchase and install state-of-the-art energy technology among other cost savings measures including equipment purchases for energy-related and energy demand management projects.

No Pay for Governor, Certain State Employees until Budget Passes

Nearly 25,000 state government employees are being notified to not report to work on July 9th if a state budget has not been signed. The furlough will shut down the State's five casinos and interrupt services such as drivers license centers, state parks, issuance of permits and fire academy training, among others. Nearly 1,700 employees not covered by the Fair Labor Standards Act, such as Gov. Rendell and his cabinet, would continue to work, but not be paid.

Please Share Your Experience with Us

Please share your thoughts on these and any other legislative/regulatory concerns with Vicki Keenan at vkeenan@PIAlliance.org or (908) 276-4482. Your thoughts and feedback are always welcomed! ■

... continued from page five

ZENGER HONORED FOR PARTNERSHIP WORK

On June 5th, PIA Chairman Stephen R. Zenger received the “Honoring Excellence Award” from the Buffalo Niagara Partnership for his passionate support of the Partnership’s advocacy efforts. His assistance and in-kind contributions include countless individual acts of generosity that have built up over the years into mammoth support for improving the future of Buffalo Niagara’s economy. Steve Zenger is President & CEO of The Zenger Group, a family-owned collection of five printing and graphic arts companies in Buffalo.

In presenting the award, the following remarks were delivered by Dr. Andrew Rudnick, President & CEO, Buffalo Niagara Partnership: “Steve has contributed to the Partnership’s efforts in a variety of ways. In fact, it is difficult to quantify the breadth and depth of his commitment. Although he is a member of the board, serves on the Executive Committee, and is active on the Government Affairs Council . . . that barely begins to describe all he does for our organization. In no particular order, he’s involved with, and an ardent supporter of, the Unshackle Upstate campaign having provided in-kind printing services MANY times for it, as well as general campaign-related activities, event promotional materials, printed directories . . . I could go on and on. Thank you Steve for all that you do – especially your efforts this past year in support of the Unshackle Upstate initiative. There is NO QUESTION that our advocacy success to date is owed in large part to the passion and dedication of Partnership members such as yourself.”

Congratulations, Steve and we are grateful you still have a few spare moments to devote to PIA after managing your growing business, caring for your young family and supporting the Partnership! ■



Left to right: Andrew Rudnick, Stephen Zenger and Louis Ciminelli, Chairman & CEO, LPCiminelli, Inc. and President, Board of Directors, Buffalo Niagara Partnership

SENATOR CLINTON, xpedx-BUFFALO PARTICIPATE IN TREE PLANTING CEREMONY

On Monday, June 18th, Senator Hillary Rodham Clinton participated in a tree planting ceremony at City Honors School in Buffalo, NY, in support of the Re-Tree Western New York program. The program seeks to replace more than 30,000 trees damaged or destroyed during last October’s devastating snowstorm. A pooled contribution from xpedx, Forest Resources, the Ticonderoga Mill and IP Public Affairs helped make the project possible.



Doug Bolling and Senator Clinton

“More than 90 percent of the trees in Buffalo’s system of parks, parkways and circles were damaged by the storm, which was a significant setback to the city’s urban re-forestation agenda,” said Doug Bolling, division manager-Buffalo, xpedx Upstate Group, who attended the event. “As world-class environmental stewards, it’s our responsibility to help in whatever way we can.”

Group Vice President Merit Wilkinson also attended. “International Paper and xpedx are committed to efforts that conserve forest resources for future generations,” he said. “We participate in the Sustainable Forestry Initiative (SFI) program and are proud and inspired by knowing that our contributions improve the lives of others every day.”

xpedx is in the forefront of helping printers become environmentally responsible.

The world benefits when companies put responsible purchasing practices into place.

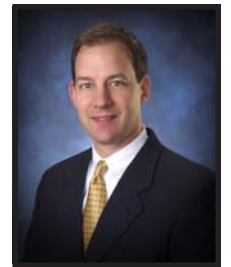
Chain of Custody (CoC) is the process of tracking certified wood fiber from the forest to the mill, from the merchant to the printer. It ensures the integrity of the supply chain, so specifiers can trust that the paper they print on came from responsibly managed forestlands.



xpedx has created an interactive presentation that explains Chain of Custody, its impact on the paper industry, and the value this certification brings to xpedx customers. xpedx is the First North American Printing Paper Distributor to Receive Both SFI and FSC Chain-of-Custody Certifications.

To learn more about it and to learn about the xpedx Printer Certification Program, visit <https://www.xpedx.com/coc/default.asp> ■

Allen-Bailey Tag & Label Announces New President & CEO



Glenn G. Jackling, President & CEO, Allen-Bailey Tag & Label

Allen-Bailey Tag & Label, Inc. in Caledonia, NY is proud to announce that Glenn G. Jackling has been hired as President & CEO. This privately held corporation, founded in 1911, initiated a search for a new CEO after the passing of George E. Phelps in the Fall of 2006. Allen-Bailey welcomes the breadth of knowledge Glenn brings to the company, his expertise in strategic planning, performance improvement and finance and they are anxious to work with him to position Allen-Bailey for aggressive growth.

Prior to joining Allen-Bailey, Glenn provided a variety of business consulting services for small to mid-size companies, with a particular emphasis focused on assisting companies a) restructure and improve operations in the areas of strategic planning, sales & marketing management, operating and financial controls, b) recover from financial distress and c) provide transitional leadership. Glenn recently served as President and CEO to Newtex Industries, Inc., a global company with operations in the US, Singapore, and China, to lead its turnaround and succession planning process. With the company back on the right path, the owner has resumed the CEO position ■



NORTHEAST REGIONAL
Print Management Conference

Print Management Conference

September 23-25, 2007
Lenox, Massachusetts

Printing Industries Alliance is co-sponsoring the Northeast Regional Print Management Conference scheduled for September 23-25, 2007 at the Cranwell Resort, Spa and Golf Course, just over the New York state line in Lenox, MA. The Print Management Conference is a three-day gathering for owners, senior executives and managers of print and graphic communications companies. Designed with a balanced mix of current industry topics and leisure activities, the conference is also designed for spouses and companions to attend.

Conference program includes:

- **The Economy and Print Markets: What's Up and What's Next?** Ron Davis, Ph.D., VP & Chief Economist, PIA/GATF
- **Transitioning a Successful Sales Team** Jerry Scher, National Sales Manager for Prisco
- **Succession Planning: Do You Have an Exit Plan?** Joe Becker, longtime consultant to the printing industry
- **The Challenge of Managing Today's Workforce** Nick Fiorenza, PIA Association Counsel, Ferrara, Fiorenza, Larrison, Barrett & Reitz
- **Web-2-Print...Where Is It Going and How to Make It Work** Julie Shaffer, Director of the Digital Print Council at PIA/GATF
- **Building Value in Your Business** Stuart Margolis, industry financial guru
- **How Will Green Help My Business?** Consultant Derek Smith

PINE has reserved a block of rooms through Wednesday, August 8th for the September conference. Additional information regarding the conference, topics, guest speakers, leisure and social activities and more is available at www.pine.org.

Questions? Call PINE at
(800) 365-7463.



Printing Industries Alliance

Cohber Press Turns 75, Celebrates With New Press

Cohber Press of Rochester, NY celebrated its 75th anniversary by investing in a new six-color Heidelberg Speedmaster XL 105 with aqueous coater, which is reportedly improving run speed by 200 percent and makeready times by 40 percent. A high-end commercial printer whose clientele consist mainly of advertising agencies and Fortune 500 companies, Cohber is an all-Heidelberg shop running two to 10 colors.

Canfield & Tack Designated as Sappi, Printer of the Year

Canfield & Tack of Rochester, NY was designated as Sappi, Printer of the Year. What an outstanding award for company and staff. Nearly 200 guests packed the National Building Museum in the nation's capital for a black-tie gala as Sappi Fine Paper North America honored eight well known printing establishments with gold awards at the 2007 North American Printers of the Year reception. Canfield & Tack won the book category, with Dan Mahany accepting.

The eight top performers were chosen out of nearly 2,000 entries. The awards recognize print excellence and innovation for work produced on Sappi papers. Entries were judged on overall impact of the piece, degree of difficulty in the printing techniques and technical excellence. We are proud to number Canfield & Tack as a member of PIA and what a well deserved recognition! ■

Monroe Litho's Humrich named Pressroom Operations Manager of the Year

John Humrich, vice president of operations at PIA member Monroe Litho, Rochester, NY was named the 2007 Pressroom Operations Manager of the Year by the Research & Engineering (R&E) Council of NAPL. The award recognizes excellence in pressroom production management, and was presented to Mr. Humrich at the Applied Technology Conference, June 20-22 in Atlanta. "By virtue of his outstanding record of superior achievement in pressroom management, John is uniquely qualified for this recognition," said R&E Council Managing Director Robert Whitton. Mr. Humrich was nominated by Stephen Whittaker, Monroe Litho's vice president, quality assurance, who cited his accomplishments in advancing pressroom operations at the company. The technology improvements Mr. Humrich has implemented include the designing, engineering, and building of an inline finishing assembly that takes a finished product and shrink wraps and delivers it to a packaging station. Congratulations, John! ■

The Industry's Secret Weapon

CVRC (Community Vocational Rehabilitation Center) is a non-profit fulfillment house located in Niagara Falls, NY, serving the printing and advertising trade for twenty years. They have been the "behind the scenes" vendor for many large projects, enabling companies to take on projects that they would normally have to pass on. They excel at fixing those "oh shoot" moments that happen in the trade! Dean Hangen (sales/estimator) and Audrey Westbrook (production manager) have both been with CVRC for twenty years and have the experience to make your project run smoothly. Please give them a call at (716) 284-6441 and see how they can help you meet the demands your customers place on you. Examples of some of their recent projects: roll 14,000 24X32 posters, insert into chipboard mailer, generate labels and mail; assemble 23,000 pocket folders with double box scores, collate 12 inserts and carton pack; place correction labels on 12,000 books; hand fold 15,000 pieces that were not compatible with machine folding in 5 hours; poly bag 12,000 magazines with a pre-addressed facing slip and mail ■

PRINTING INDUSTRIES SLOW PAY

One of those interesting challenges is the order from a new client who you would like to believe came to you because of your superior (and well-deserved) reputation, but are darkly suspicious that they are merely looking for another printer to rip off. PIA's credit information resources are your best source of protection beginning with our Slow Pay Reporting System, live on the internet, continuing to Experian credit reports and topped off with the knowledge and experience of our staff. For info and help, call Kim Tuzzo at (800) 777-4742 or ktuzzo@PIAlliance.org ■

NLRB TO BE MORE AGGRESSIVE WITH EMPLOYERS NEGOTIATING FIRST UNION CONTRACT

From the law firm of Ferrara, Fiorenza, Larrison, Barrett & Reitz, PC

When a company's employees vote to become unionized, the company is required by law to negotiate with the union in good faith over an initial collective bargaining agreement. A new directive from the National Labor Relations Board's (NLRB or "Board") Office of General Counsel could substantially weaken an employer's bargaining position when negotiating that first union agreement.

In a memorandum issued on May 29, 2007, the NLRB General Counsel directed NLRB officers to take a more aggressive approach in seeking injunctions and other remedies in cases where the parties have not yet negotiated their first collective bargaining agreement. The memo states that:

"Our experience...has led me to conclude that additional remedial measures should be undertaken to adequately protect employee free choice in initial bargaining cases. This memorandum sets forth additional remedies that should regularly be considered in cases where unfair labor practices occur during first contract bargaining."

The "Remedies"

While some may argue that these "remedies" are justified when an employer commits an "unfair labor practice", it is important to remember that it is the Board who interprets the employer's actions as being either fair or unfair. For example, it is an unfair labor practice for an employer to refuse to bargain with a duly certified union. But there is a fine line between an unlawful refusal to bargain and an employer engaging in lawful "hard bargaining".

Under the current law, employers have a right to say no to union proposals. That is not a refusal to bargain. It is a legitimate and useful bargaining tactic. However, if the NLRB interprets the tactic as an unfair labor practice, these new "remedies" will be employed. The use of these remedies by the Board—as well as employers' concern about their possible imposition—further erodes an employer's bargaining position at the negotiating table; especially when addressing an initial union contract.

Specifically, the remedies recommended in the memo include such things as:

Requiring bargaining on a prescribed or compressed schedule

This generally involves a NLRB order that the parties meet at reasonable consecutive intervals, for a minimum number of days per week, or for a minimum number of hours per week, etc.

Periodic reports on bargaining status

According to the memo, the additional requirement of periodic reports on bargaining status would be utilized in cases where there is a concern that the employer will repeat unlawful conduct. For example, the NLRB would consider it an appropriate remedy where the employer has previously violated a Board order or settlement agreement.

A minimum six-month extension of the certification year

Generally, the Board will not allow a union's majority status to be challenged within one year of certification in order to provide the union with "a reasonable period in which it can be given a fair chance to succeed." Under this new directive, the Board not only has the discretion to extend the certification year, it now sets a minimum extension of six months. According to the General Counsel:

"I believe six months is the minimum time necessary to reestablish a solid initial bargaining relationship that has been undermined by the effects of the illegal bargaining tactics. At the same time, extending the period by six months, as opposed to a full year, would adequately accommodate employees' right to seek to decertify a union they no longer want to represent them. Certification year extensions of six months generally should be particularly valuable, especially when combined with prescribed bargaining schedules that may require more bargaining in a shorter timeframe."

The addition of these new, more aggressive remedies by the Board's General Counsel with respect to initial contracts, will only serve to further weaken an employer's bargaining position should the EFCA become law. For example, it is hard to imagine how a negotiating schedule could be much more compressed than 90 days. But an employer

who attempts hard bargaining and gets an unfair labor practice charge may be forced to a ridiculous timetable for reaching agreement, or fact having an arbitrator set the terms of its initial contract with the union.

If you have any questions on this article, contact Association Counsel Nick Fiorenza or Mike Dodd at Ferrara, Fiorenza et al, at (315) 437-7600 ■

PARTICIPATE IN THE 2007-2008 COMPENSATION AND BENEFITS SURVEY

Receive a complimentary comprehensive report – a \$500 value; Deadline: July 31st

A key requirement for effective human resource management is current and accurate information on compensation and benefits. The PIA Compensation and Benefits Survey collects this information and makes it available to members. By completing the survey you can help us collect up-to-date information on compensation and benefits and receive the results in a comprehensive complimentary report. All information is confidential and will be aggregated for statistical analysis. No individual data will be released.

The survey contains four main sections:

- A company benefit and HR issues section
- A management and administrative compensation section
- A sales compensation section
- A production/technical compensation section

Complete the survey and receive a comprehensive report that includes detailed information on medical benefits, paid time-off policies, bonuses, overtime policies, management/administrative employee wages, sales employee wages, and production/technical employee wages. **This information is reported on a national, regional, state, and local level.** To receive a survey questionnaire, contact Ed Gleeson at (412) 259-1756 or egleeson@piagatf.org or call PIA at (800) 777-4742. Deadline is July 31st ■

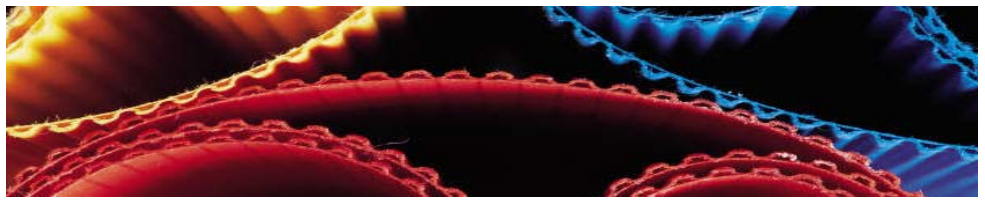
NEW MEMBERS

Please join us in welcoming the following companies who have joined PIA since our last newsletter.

Artisan Columbia Printing & Visual Communications, Westbury, NY
 Bind-It Corporation, Hauppauge, NY
 Caboodle Printing, Inc., Tonawanda, NY
 E&B Giftware, Yonkers, NY
 Enterprise Press, Englewood, NJ
 Graphic Technology, Long Island City, NY
 Graytor Printing Company, Lyndhurst, NJ
 Hearst Magazines, New York, NY
 Hudson Yards, New York, NY
 Idesco Corporation, New York, NY
 Mid Island Bindery, Farmingdale, NY
 One Industry Corporation, New York, NY
 Photo Experts, Inc., Woodside, NY
 Pictorial Offset Corp., Carlstadt, NJ
 Pine Barrens Printing, Westhampton, NY
 Pliant Corporation, Macedon, NY
 Precise Corporate Printing, Brooklyn, NY
 Prestone Printing Co., Long Island City, NY
 Prisco, Newark, NJ
 Ruspak Corp. Inc., Lyons, NY
 Scotti Graphics, Inc., New York, NY
 The Marsid M & M Group, Carle Place, NY
 Tobay Printing Co., Inc., Copiague, NY
 Vinyl Materials, Deer Park, NY

THE REALLY BIG ONE

The biggest DRUPA ever will be in Düsseldorf Germany from May 29th through June 11th in 2008. With 1.8 million square feet reserved by more than 1,800 exhibitors, it will be an extraordinary opportunity to learn about the latest and greatest and get sore feet at the same time. Even though you will have a lot of company, getting there is easy. However, early booking is advisable if you plan on staying in Düsseldorf. Staying in nearby cities like Cologne (on the Rhine) is often a better solution with frequent train service making getting to DRUPA a snap. If you are interested in a packaged tour, Printing Industries of Wisconsin is offering one. See the details at www.piw.org ■



COLOR REPRODUCTION PART 2: COLOR SCANNING

Dan Remaley, PIA/GATF Senior Technical Consultant Process Control

I am a big Edward Demming fan, and his comments about process control are right on. Mr. Demming said when errors in production occur, "it's the process, not the people!". So let's control the process! To follow a chronological order, color scanning is first, followed by proofing, platemaking and presswork.

At some point you are going to need access to Photoshop for the two exercises I am explaining in this article. It shows differences that are difficult to communicate with only words. If you haven't requested my FREE Process Control Reference piece – the time is now! It is in digital form at www.gain.net, under 'process control>user guides'.

Color scanning has changed dramatically since the invention of the electronic color scanner. The early color scanners were expensive and required a lot of training. The new flatbed scanners, with the use of Adobe's Photoshop, are more user-friendly. This change has been difficult for the industry, the fundamentals of color separation have been abandoned and new people and techniques are adapted every day. Consider this, a Hell or Crossfield color scanner sold for around \$200,000. These scanners had nothing to "view" color, no color monitors, no color screens, nothing. The only "viewer" was a small screen with measurements of density and dot area, with nothing to actually "see" the color image. Now we have color monitors and preview screens. Has the quality of color been better, or worse than before? I'll let you decide!

These early color scanners came complete with a series of transparencies made with different emulsions, Kodak, Fuji, Agfa etc. These images were scanned, proofed and evaluated for color, and 'custom values' were entered into the scanner for a benchmark.

Following this principal, PIA/GATF has introduced a series of photos available as prints, transparencies or digital RGB. These photos are high key, low key, flesh tone, saturated color and neutrals. These are excellent to set up and monitor your scanner's ability to capture and repeat color settings. By scanning and proofing these images you can decide if your scanner settings are correct and can be measured over time; monthly, weekly, etc. These common images can be tracked for changes in the scanner or proofing process. The process of color separation is to provide images that can be reproduced in your color reproduction system – your printing press. This product is listed in the Process Control Catalog at www.gain.net.

The fundamentals of color scanning are: #1 tone reproduction, #2 gray balance and #3 color correction. The ideal way to set up the tone reproduction curve is to print a test target like PIA/GATF's test form, or a similar form that can tell us how the press prints under a "standard" condition.

What is a "standard" condition? In my mind, it's a set of numbers (like SWOP) that has a numerical setting with a measurable tolerance and defined reference. Another "standard" condition may be your own specification, written, with known values, for density, dot gain, etc. If you haven't established your specifications, use SWOP as a reference guide, see www.swop.org.

A little secret, most scanners and Photoshop settings use SWOP numbers for the RGB to CMYK conversion. The numbers for press are as follows:

Density	YELLOW	1.00	MAGENTA	1.40	CYAN	1.30	BLACK	1.60
Dot gain (TVI)	YELLOW	18	MAGENTA	20	CYAN	20	BLACK	22

Tone reproduction is the ability to reproduce an original as accurately as possible within the restrictions of your color reproduction system. A simple example is a B&W halftone printed on newsprint; the original has a density range from 0 to 2.0 but newsprint cannot reproduce that wide of density range. Newsprint's maximum density is around 1.20, in order to reproduce this original we compress the shadow tones and adjust the midtones to

**COLOR REPRODUCTION PART 2:
COLOR SCANNING . . . continued**

make a smooth transition. This applies to process color on a sheetfed or web press as well. The dot gain adjustment is also a function of tone reproduction. With known dot gain values we can customize Photoshop for our in house conditions, or we can select SWOP from the pull down menu settings.

EXERCISE #1 Just so you understand what is happening in the Photoshop settings, select newsprint from the (color settings) pull down menu, then select an RGB image, and convert it to CMYK. Save this CMYK file. Now set Photoshop (color settings) for SWOP coated and select the same RGB image, and convert to CMYK. Bring both images (newsprint & SWOP) to the screen and notice the “weight” reduction between these images. SWOP is 20% in the midtone and newsprint is 30%, the newsprint separation has more ‘weight’ removed for the print condition (it appears lighter). Under “custom” you could set it for any amount of gain to match your print condition. The last thing in tone reproduction is setting the “total ink” limit. The darkest area of color cannot exceed a total of 240% (for newsprint), 320% for SWOP, meaning the total percentage of Y-M-C-K cannot equal more than 320%.

Gray balance is the heart and soul of color reproduction, throughout the process. In scanning gray balance means that all areas of the scan are neutral in color, highlight, midtone, and shadow. This is very important, because any color correction will be misguided if correct gray balance is not achieved in the beginning. In order to establish good gray balance, we again refer to the press and its print condition without a press run. Here are the numbers according to SWOP. These can be entered into the eyedropper tools in Photoshop.

	CYAN	MAGENTA	YELLOW	BLACK
Highlight	5	3	3	0
Midtone	60	50	50	15
Shadow	95	90	90	80

For B&W the numbers are:
HIGHLIGHT 3% **SHADOW** 95% (for coated stock)

Your numbers may be different depending on your press condition and process, but these are great starting points.

Color correction is the reduction or addition of color in overprint areas, or color

areas that are a problem in the original. All color correction must be done after gray balance is achieved. The judgement of the separation should be made on a color calibrated monitor and/or the dot percentage values in the Photoshop information window. Our methods must be accurate and consistent for measurable color reproduction. Images must be accurate and consistent for measurable color reproduction. Images supplied from digital cameras require the same methods for faithful, quality color reproduction. With digital photography there isn’t anything to “compare” or reference, no color print or example. An item called a MacBeth color checker is an excellent item to photograph in your first exposure to quantify the lighting and camera exposure. It has color patches that are referenced to a Lab value, therefore we can indeed know what the original color is to look like.

Now that we have established our standards and tolerances, it’s time to “help” the process along, the use of GCR! **GCR stands for Gray Component Replacement**, or the subtraction of yellow, magenta and cyan in all tri-chromatic colors and replace them with black. It can be done as a percentage (i.e. 70% which equals the total amount of black replaced) on a high end scanner, or in Photoshop as light, medium, heavy or maximum. There are many advantages to using GCR, it “hides” some of our color reproduction problems.

1. (Are the owners listening?) We use less of the expensive colored inks and more of the (less expensive) black ink.
2. The black contains nearly all the detail, (the colors become more or less saturated) so mis-registration is less noticeable.
3. We have less color shifts at press because the values of Yellow, Magenta or Cyan are moved away from the midtone (where color shifts rapidly). Black now becomes very

important. It has a full tone value from highlight to shadow with lots of midtone areas compared to a traditional separation black that has a “ghosted” or “skeleton” black. When the black changes at press the photos become “lighter” or “darker” but not

“color casted”. Smaller presses with limited controls and web printing benefit greatly from a GCR separation. Application of GCR is the last step, after all gray balance, tone reproduction and color correction have been completed.

EXERCISE #2 To help understand this method, set Photoshop (color settings) (under custom) for maximum GCR, open the same RGB image we used before and save it as CMYK with maximum GCR. Now, open the (CMYK) non-GCR image, and compare the black channel of the GCR image, note the ‘full’ tone of the black printer! The most dramatic difference is in the color channels. Let’s bring both Magenta printers to the screen, visually and with the eyedropper tool, we can examine the noticeable difference between these images, note the very little Magenta in the GCR image! If there is less of this color at press then it can’t shift as rapidly as the other (non-GCR) image. While you’re here, compare the Cyan and Yellow as well.

If these GCR images were supplied to the pre-press department they can’t be “color corrected” because of the absence of Y-M-C values. Similarly, they cannot be adjusted or corrected at press! This brings about a whole new discussion in color reproduction! Can you “color correct” at press? Do you want to “color correct” at press?

My position is that I supplied the press with the best color rendition of the original, with correct gray balance and color correction. When scanning I know that any change in gray balance affects ALL the colors, the same is true at press. If we increase magenta at press to improve flesh tones, for example, we will ruin grays, blues and purples!

In conclusion, we have defined the process, measured the attributes and confirmed the output. Now even with different images we will be able to repeat the process and control it! A correctly made color proof is the most accurate method for color analysis, that’s our next step in the process control system. Watch for this topic in the next issue.

Dan Remaley welcomes comments, questions or private inquiries. Those who contact him via e-mail can receive a PDF of Remaley’s Process Control Reference Guide. For a printed sample, send your mailing address. He can be reached at (412) 259.1814, or via email at dremaley@piagatf.org ■

ANNUAL MEETING WRAP-UP

... continued from page three

Brad Lena presented the following checklist printers should review when considering a new acquisition:

Acquisition Check List

Technology acquisitions **must** serve either your customer or your customer's customer

- Evaluate your existing workflow, manufacturing/service capabilities
 - does it meet the expectations of clients?
 - will enhancements boost profitability?
- Anticipate the future demand for your current products and services
 - Evaluate ancillary services
 - is there a demand, a market?
 - should you partner?
 - will these services boost profitability?

Resources developed by PIA/GATF to provide guidance to printers in evaluating the technology changes and other industry forecasts were mentioned by Brad Lena during his presentation. These resources are all available in the "Vault" at www.PIAAlliance.org, or call PIA at (800) 777-4PIA to request a printed copy (supplies are limited).

▪ *GATF World Magazine, 2007 PIA/GATF Forecast: Technology, Trends, Tactics, February 2007, written by PIA/GATF Senior Staff* (to view a PDF version of this magazine, go to www.gain.net, click on "Books and Products" click on "magazines" on the right, then GATFWorld, then "current and past issues".



▪ *Navigating Print Markets in 2007-2008: An Environmental Scan of the Economy and Printing Markets for 2007-2008 written by Ronnie H. Davis, PhD, VP & Chief Economist and Ed Gleeson, Manager, Economic and Market Research, PIA/GATF*



▪ *Keys To Profitability: Strategic and Operational Characteristics of Printing Industry Profit Leaders written by Ronnie Davis and Ed Gleeson, PIA/GATF*

Finally, thank you to the following Annual Meeting sponsors for their support:

- Hewlett Packard
- NCA Comp
- Prisco
- Quality Bindery
- RCS International
- Stange Agency

ADVERTISE IN THE PIA SIGNATURE

The *Signature* is the official publication of the Printing Industries Alliance. It is distributed to over 1,000 managers and other executives at printing firms across New York State, Northern New Jersey and Northwestern Pennsylvania. Beginning with the fall 2007 issue, PIA will begin accepting display advertisements for publication in the PIA *Signature*. Frequency discounts are available. Contact PIA (800) 777-4PIA for rates and ad sizes.

ATTENDING GRAPH EXPO? Register by August 10th to save!

GRAPH EXPO, the year's premier exhibition of printing, publishing, converting and package printing technologies, runs September 9-12 at McCormick Place South in Chicago. Over 500 leading manufacturers and suppliers will be exhibiting at the show. Eighty percent of them will be showcasing newly released products, technology and services. How to register: online at www.graphexpo.com. Be sure to select "AV" from the drop down list under "Registration Card Provided by an Industry Association or Organization" OR Complete enclosed form and mail or fax back by August 10th ■



Printing Industries Alliance

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

636 North French Road, Amherst, NY 14228
tel: 716-691-3211 | 800-777-4742 | fax: 716-691-4249
663 Raritan Road, Cranford, NJ 07016
tel: 908-276-4482 | fax: 908-276-4493
www.PIAAlliance.org | email: info@pialliance.org



Mailing services donated by Practical Type.
Contact Steve Rost at 716/628-6299.

PRESORTED
FIRST CLASS
US POSTAGE
PAID
PRACTICAL TYPE
14226