Neographics 2014 – a night to remember!

What an event! Everyone seemed to really enjoy the new set-up of having a buffet with the extended cocktail reception. The awards ceremony was definitely lively with music inserted throughout the presentation and the professionalism of emcee Joan Jones capped off the evening just right. The top five were kept secret the whole presentation and in case you missed who was voted the best of the best here is the complete line up:

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Power of Print Awards
Brilliant Graphics of Exton, PA struck again by claiming the 2014 NEOGRAPHICS Power of Print award for their entry, “Wallquest”. Epic Litho captured both second and third place overall for their entries “Empire Outlets” and “Retro Road Trip” respectively. Brilliant Graphics also won fourth place with their entry “Freeman’s American Furniture, Folk & Decorative Arts,” and first runner up for their entry “George Tice – Seldom Seen.”

Alcom won the People’s Choice Award with their entry, “Green Scene March – April 2013” and the Standard Group demonstrated amazing skill by having the most Best of Category wins of the night – 12!

John Rosenthal of Paradigm Digital Color Graphics of Southampton, PA was awarded the prestigious Man of the Year award for all his service and dedication to the Printing Industry as well as his contributions to his community. John graciously accepted the award – even bringing his own applause on his smartphone which brought many laughs from the audience! What a fun-loving guy!

Rob Taraboletti of Epic Litho of Phoenixville, PA accepted the Craftsperson of the Year award and demonstrated his strong character by thanking the entire Epic Litho team and said that it was because of them that he was able to achieve the award. Our industry has some really amazing people in it!

If you did not enter NEOGRAPHICS this past year, shame on you! Be proud of your work and take a chance to see if you can capture an award. GAA members receive a free entry and Lindenmeyr Munroe graciously sponsors up to three entries if the item was printed on their paper. Believe in your product and enter the largest regional competition there is and take advantage of a great marketing opportunity for your company.

Hope to see everyone at NEO 2015! It’s sure to be an awesome one!

Melissa
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With Regret

Robert Hesse Jr., of Gwynedd Valley, a prominent businessman who served his country and his community, died on April 14 of natural causes in Medford, NJ. He was a devoted husband and a loving father.

Mr. Hesse, the middle of three children, was born on August 2, 1922, the son of Robert Hesse and Eloise Booth Hesse. His father was a successful Philadelphia printer.

He was Chairman of the Philadelphia Armed Services YMCA, President of the Philadelphia Master Printers of America, a member of Toastmasters International, a Director of the Graphic Arts Association of the Delaware Valley and a participant in many other local organizations. As a member of the Union League, he co-chaired the Youth Work Foundation and led efforts to raise scholarship funds.

After a very successful career in the graphic arts, Mr. Hesse retired from Winchell in 1986 as Executive Vice President. At that time Winchell was the largest and most respected printing company in Philadelphia with over 300 employees and annual sales of $33 million.

Member News

Joseph C. Walsh Joins Epic Litho as Director of Sales

Epic Litho, an award-winning printer headquartered in Phoenixville, Penn., has announced that Joseph C. Walsh has joined the company as Director of Sales. Walsh brings more than 15 years of printing sales experience to the company, which serves customers throughout the mid-Atlantic and is the only printer in the region to offer eight-color, high-definition ultra-violet (HDUV) printing, the most powerful and environmentally friendly printing technology available today.

“Joe has a proven record in print sales,” said Jim Rowland, President of Epic Litho. “With his help, we can continue to grow our footprint, and continue to help our clients create materials with impact.”

Prior to joining Epic, Walsh served as Director of Sales & Marketing for Innovation Printing and Communications, later the Phoenix Group, where he managed all sales and marketing efforts and a team of twelve. He has also held account executive positions at Kutztown Publishing and Fernhill Press. Before Walsh joined the printing industry, he coached college football for ten years.

Walsh holds a B.A. in criminal justice from West Chester University and a Masters of Education from the Pennsylvania State University. He volunteers his time with...
the Killinger Foundation of West Chester University and as Secretary of the Garnet Valley High School Wrestling Boosters. Walsh lives in Garnet Valley with his wife and three children.

“Epic has been growing significantly while other printers have slowed or shut down,” said Walsh. “I’m excited to be able to help them continue to expand, both in terms of new clients as well as new personnel.”

For more information on Epic Litho, visit http://www.epiclitho.com.

Print and Operations Leader Joins Bartash Team

Bartash Inc., a leading manufacturer of magazines, newspapers and niche publications based in Philadelphia, PA proudly announces that operations leader and industry veteran Jack Ricciuti has joined Bartash as Vice President, Manufacturing. This complements and strengthens the company’s production team, boosting the already extensive knowledge base and offering customers an even better experience at Bartash.

Mr. Ricciuti commented, “I am looking forward to the opportunity to work with such a skilled set of professionals at Bartash; to build upon an excellent foundation and continue to offer our clients superior quality, efficiency and value.” Mr Ricciuti has enjoyed a long and successful 30+ year career in publications, most recently having contributed for over a decade at Evergreen Printing, in Bellmawr, NJ.

Eric Roberts, Vice President, Sales and Administration shared, “This is an important component of our strategic plan to meet our client’s growing need for sophisticated production services. Jack’s solid relationships within our industry have already proven to be a tremendous asset. He is a “solutions-driven” executive, developing new products and new product formats which offer publishers greater production efficiencies, saving them both time and money.”

Bartash has built a reputation for award-winning service, quality, and innovation. For more information visit www.bartash.com

Evergreen Printing named as one of the “Top Workplaces” in the Philadelphia-South Jersey Region

Evergreen Printing has once again been voted one of the best places to work as reported by the Philadelphia Inquirer & Daily News in their special section: Top Workplaces 2014 which appeared in the Sunday, March 23th edition. Evergreen

Continued on page 4
was in the category of companies having up to 150 employees. Employers were rated from employee responses with regards to feeling appreciated, flexibility to balance work with personal life, and confidence in the future. The Philadelphia Inquirer & Daily News enlisted the services of Workplace Dynamics in Exton PA who conducted the surveys and ran statistical analysis to test the results.

GAA Congratulates Diversified Financial Advisors, LLC for Recognition

Graphic Arts Association congratulates Diversified Financial Advisors, LLC based in St. Louis, MO for being recognized in the PLANADVISER, 2014 Top 100 Retirement Plan Advisers list. PLANADVISER is a leading financial industry publication. Diversified Financial Advisors, LLC powers the Printers401k® a premier retirement program offered to Graphic Arts Association members.

According to PLANADVISER, the “Top 100 Advisers” list for 2014 recognizes outstanding individuals, teams and multi-office teams according to a variety of quantitative measures, including the dollar value of qualified plan Assets Under Advisement (AUA) as well as the number of plans under advisement as reported directly by all nominees. It also draws attention to those who have at least 20 percent of their practice focused on 403(b) plans, 457 plans, defined benefit plans (DB), or non-qualified plans.

“We enthusiastically congratulate Diversified Financial Advisors, LLC on this important industry recognition,” said Melissa Jones, President of Graphic Arts Association. “Diversified Financial Advisors, LLC commitment to excellence and their demonstrated merit in support of their clients’ retirement plan needs has distinguished them as a leader in the retirement plan industry. Diversified Financial Advisors, LLC is an outstanding example of the importance of independent financial advisors helping Printing Companies and their employees pursue their retirement plan goals. We are proud to serve as an empowering partner to Diversified Financial Advisors, LLC and to support their ongoing success with their industry recognized Printers401k® program, which their firm help pioneer and grow over the past 25 years.”

“We are honored to be named by PLANADVISER as one of the nation’s top 100 retirement plan advisor teams,” said Joe Trybula, Vice President of Advisory Services, Diversified Financial Advisors, LLC. “Diversified Financial Advisors, LLC is fully committed to helping our clients pursue their financial goals, and a successful retirement plan is a vital component to everyone’s financial health. We look forward to continuing to provide objective, unbiased advice and outstanding service to plan sponsors and their employees. We are grateful to our clients and to the Graphic Arts Association for their ongoing support.”

From the PIA Book Store


This book was developed to provide the printer or print provider with an understanding of the many new tools (legacy media and emerging technologies) available to them. When applied, these tools will help you develop new business for yourself and your clients—and hopefully to increase your profits. By providing the in-depth knowledge and information on these myriad tools you can use to differentiate yourselves from your competition and broaden your business offerings.

Kubis provides the in-depth knowledge and information on these myriad tools you can use to differentiate yourselves from your competition and broaden your business offerings.

The list price for this book is $75 but GAA members pay only $55. To purchase go to www.printing.org.
Congratulations to the Franklin Award of Excellence Winners

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<td>Epic Litho</td>
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<td>The Standard Group</td>
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<td>Victor Printing Inc.</td>
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Congratulations to the Best of Category Award Winners

Joan Jones, Emcee, Jeff Opp of Alcom & Mike Ceribelli of Lindenmeyr Munroe
Alcom earned Best of Category Award for Magazines

The Proud Folks of Brilliant Graphics took home Best of Category Awards for Art Reproductions, for Books - Soft Cover, for Calendars, for Catalogs, for Directories & Source Books, for Magazine Series, for Newsletters, for Presentation Folders, for Presentation Kits & for Sales Campaigns
Peter Korpel, Dana Alan, Jim Manley and Jeff Pintof of Epic Litho took home Best of Category Awards for Announcements & Invitations (4 or more colors), for Cards: Individual Greeting Card/Notecard and for Packaging: Unique Packaging & Assembly.

Audrey Jaworski of Beneficial Insurance Services, Lori Norcross of Cortineo Creative, Pat Dean Beneficial Insurance Services & Bill Norcross of Cortineo Creative Cortineo Creative earned Best of Category for Announcements & Invitations (1, 2 or 3 colors) small press 20" & under.

Page Christman of Gannett Fleming Inc., Kevin Fox of Xerox, Melissa Jones, Jeff Pintof & Amy Collins Gannett Fleming earned Best of Category for Booklets: Small Format (6” x 9” or smaller).

Karen Peiffer of Intelligencer, Melissa Jones, GAA & Jeff Pintof, Neographics Chairman Intelligencer earned Best of Category for Publication Inserts (over 40 lb. stock).

Stephanie Deisley of McLean Packaging, Melissa Jones, GAA and Jeff Pintof, Neographics Chairman McLean earned Best of Category Awards for Packaging: Cartonboard Packaging & for Specialty Printing Techniques.


Stephanie Deisley of McLean Packaging, Melissa Jones, GAA and Jeff Pintof, Neographics Chairman McLean earned Best of Category Awards for Packaging: Cartonboard Packaging & for Specialty Printing Techniques.
Norm Kraft of Unisource & Ryan Burkey of Offset Impressions Offset Impressions earned Best of Category for Broadsides (4 or more colors)

Terry Sheehy of xpedx, Kathy Atkins, Lou Vassallo, Chuck Smith & Joe Crilley of Riegel Communications Group Riegel earned Best of Category for Sales Campaigns, for Annual Reports, for Self Mailer & for Posters

Lois Sperow Accounting Consultant looks on while Jack the balloon man makes a “binki” for her granddaughter


Joe Portrillo, Student, Mark R Snyder, Ed.D of Millersville University, Melissa Jones, GAA and Jeff Pintof, Chairman Neographics 2014 Committee Millersville took home the Best of Category for Student

Emily Paravano, Philip Paravano of Paravano Company Incorporated & Pat Dean of Beneficial Insurance Services Paravano Company Incorporated earned Best of Category for Announcements & Invitations (1, 2 or 3 colors) Letterpress
Paul Prizer of H.G. Services happy their piece is a winner

Lou Vassallo of Riegel Communications Group & Joe Olivo of Prefect discussing the entries

Elaine & Bill Levins of Nuvonium & Jeff Pintoff of Epic Litho enjoying the event

Don Duffy of Margolis Partners & Chris Gallagher deciding what they wanted from all the delicious food

Some of our winners

Full House at the Vie
Who would have thought that those batteries rolling around in your kitchen junk drawer might burn your house down?

It happened to a Colorado family, and that wasn’t the first time.

Few people routinely give batteries the respect they deserve. Batteries get tossed into junk drawers where they roll around with all sorts of things like keys, paper clips, loose notes, and paper scraps.

But given the right circumstances, those junk drawers can become tinder boxes waiting to ignite.

Dave Miller said he lost everything when a fire ripped through his Fort Collins, Colo. home. Just days later, he shot video to explain what happened. He had swapped out the 9-volt batteries in his smoke alarms, placing the old ones in a paper bag for recycling.

“Two weeks later, when I set a laundry basket next to these, it bumped the bag. Two batteries touched each other, shorted the terminals, and that’s what burned down my house,” he explained.

Miller said the revelation came after a long day with a fire investigator trying to track down the fire’s source.

Source: Jim Gephardt & KSL TV - Utah

“We couldn’t come up with anything, and I finally mentioned the only thing I had up there was a bag with a couple of 9-volt batteries in it. He went, ‘Wait a minute. I’ve seen this before.’ And he told me he had seen other fires started by 9 volts. It just astounded me. I had no idea,” Miller said.

Miller said he took the fire hard, because he felt responsible.

“I’m the recycle nut. I’m the one who put the batteries out there, so I just felt like I had let my family down,” he said.

Austin Dransfield of Interstate Batteries said, “If these batteries are in there with some sort of metal, and these batteries get connected together in any way, they will short out and cause an extreme amount of heat,” he said.

He said all batteries have a positive and negative terminal. If a paper clip or a key or another battery should touch those two terminals, it creates a flow of electricity. It only takes minutes, as Dransfield showed us with keys and a 9-volt battery, for that flow to generate significant heat.

“With a junk drawer, you have all sorts of stuff in there. If anything is in there, you can catch fire with anything in that drawer,” he explained.

Jasen Asay of the Salt Lake City Fire Department said it’s unusual for batteries to combust, but it’s a definite possibility. He said all batteries present some risk, but 9 volts are more troublesome for a simple reason.

“Nine-volt batteries have the positive and negative ports right there on the top of the battery,” he said.

Miller said since the fire, he’s turned his experience into a positive by getting the word out through his fire safety videos and public speaking. Still, he encounters skeptics.

“People have come up to me and said, ‘Don’t worry. I’m always very careful with my car batteries.’ It’s not a car battery. I’m talking about the little 9-volt batteries,” he said.

“Given the perfect storm, they can produce a spark,” Asay said.

He recommends storing any battery in the original packaging, and not letting it roll around. “If you have a battery and don’t need to use it yet, there’s really no use in taking it out of the packaging,” he said.

For loose batteries, both Asay and Dransfield said the solution is simple: Take a piece of electrical tape and cover the ends so if they do touch, a short will not be created.

“We even here, when we’re recycling them, we actually have to tape the contacts just to prevent any sort of chance of shorting out and causing a fire,” Dransfield said.

Miller now keeps a roll of electrical tape anywhere he keeps batteries.
Commission On Value Added

An increasing number of firms are moving from sales commission based on gross sales to sales commission on value added (sales less materials and outside purchases). How would this work? Assuming that for the average job in the firm, material and outside purchases are 30% of the invoice price and the reps now get 10% of the invoice, the value added commission rate would be 14%. Since this would produce about the same overall dollar commission (10% of $1,000 equals about 14% of $700), what’s the difference? First, the reps get paid more from jobs that produce and pay for our overhead rather than work that we broker out. Second, the rep’s incentive to reach out for the dollars that are left on the table is greatly enhanced since their commission on additional dollars is now 40% higher. Because this approach is simple to understand, it works better than commissions that are step functions of cost sheet margin and avoids the disincentive to sell lower margin work that can help pay for the overhead and get to profitability. Implementation can be a problem due to sales rep resistance, but that can be dealt with by figuring commission both ways for six months or a year and paying the higher amount. Reps quickly learn that by selling what the house is producing and reaching out for those extra dollars, their income increases as does the profits of the firm.

Hashtags

What is a hashtag? A hashtag is basically a label for content. Think of them as the label on a file folder. Hashtags started with Twitter but are now used on Facebook, LinkedIn, Pinterest, and Instagram. They are used to help others who are interested in a certain topic quickly find content on that topic. Anyone sharing content on a particular topic can add a hashtag label to their message so others searching for that topic will find the information. All they have to do is click on the hashtag, which will automatically bring up a list of all posts using the same tag. For instance, any status update containing #PrintSummit14 is filed under the updates for the 2014 Print Leadership Summit. Another example we use at Printing Industries of America would be #FlipBookFactFriday; all status updates with that hashtag will always contain information from the Value of Print Campaign.

A few basics on creating your own hashtags: You can create your own hashtags, but don’t use spaces—a space will “break” the tag! All letters and numbers must run together Always start with the # symbol directly followed by your tag word or phrase. You can make them up to customize the messaging of a marketing campaign or use hashtags that already exist. For examples, check us out on twitter by following @PrintInd, or email your questions to Megan Flynn at mflynn@printing.org.

Sales Rep Question

Looking for a salesperson tough enough to take rejection? Try this “guerilla” interviewing tip from one CEO: After five minutes into his interviews with sales candidates, he announces that he’s not very impressed with them—regardless of how he really feels. Then he waits for a response. The rationale: A good salesperson should be able to make a strong case for why the CEO is wrong. Try this if you’re looking for salespeople who won’t give up easily.

Free Training from SBA

The U.S. Small Business Administration has a wide variety of FREE online training available for small business owners. Topics include “Starting Your Own Business,” “HUBZone Training,” “Cybersecurity,” “Disaster Recovery,” “Government Contracting,” “Accounting,” “Marketing,” and more. To see the complete list of available training programs visit the Small Business Learning Center at SBA.gov (http://www.sba.gov/tools/sba-learning-center/search/training).
GAA’s mission is to be the leading resource for the printing and graphic communications industry in advocacy, education, and information to enhance the strength and profitability of its members.

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