



10193 Maple Leaf Court | Ashland, VA 23005 | ph. 804.550.7500 | fax: 804.550.4610

Perspectives - Newsletter for Management Team

Fed postpone health reform requirement

The Obama administration announced that it was postponing the requirement for employers to report the cost of health insurance on an employee's W-2, saying the delay is necessary to give employers time to comply with the requirement. The IRS's 2011 W-2 draft form includes an optional line for employers to report the cost of employer-sponsored health insurance coverage. For more information contact Jim Kyger at 800-742-2666 or jkyger@printing.org.

PIA takes issue with DOT rules

Printing Industries of America submitted comments opposing the Department of Transportation's proposed changes to regulations governing the classification of flammable and combustible liquids that are being transported domestically. The proposed changes would eliminate a domestic exception that allows for reclassification of "flammable" materials with flashpoints, such as waste cleaning solvents, as combustible liquids. Under the regulations, materials with flashpoints greater than 100°F but less than 140°F are classified as flammable substances. However, they can be reclassified as combustible substances if they are transported domestically. Companies that ship more than 1,001 pounds of flammable substances must register annually with the DOT and pay a fee of \$275. Those that ship greater quantities are subject to security plan requirements. It is important to keep the ability to reclassify waste solvents as combustible, as most

printers' hazardous wastes are waste solvents falling into the "combustible" flashpoint range, and those ship as few as two drums would have to register with the DOT and pay the fee. We will keep you posted on any developments.

Tips From the Printing Industries of America Experts

Jim Kyger, Director, Human Relations, offers this tip on submitting you annual W-4 notice:

There is little known IRS regulations that requires employers to remind employees to file an amended W-4 if they had some changes since their last W-4 was filed. The notice must be provided by December 1 each year. Paycheck inserts might be the best vehicle to alert employees. There are a variety of withholding calculators on the www.irs.gov and www.paycheckcity.com websites that can be helpful. Note: employees may want to adjust their state and local law withholding as well if applicable.

The exact IRS regulation is Reg. 31-3402(f)(2)-1 (c)(3) which requires employers to remind their employees to file an amended W-4 if their filing status, exemption allowances, or exempt status has changed since their last filing of their form W-4.

PRINTING INDUSTRIES OF VIRGINIA

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10193 Maple Leaf Court
Ashland, VA 23005
Toll Free: 866 550-7502
ph. 804 550-7500
fax: 804 550-4610
www.piva.com



PIVA Newsletter Fourth Quarter 2010

5 Reasons to Stay Optimistic

The Washington Post recently published 5 reasons to be optimistic during the slow but steady economic recovery. Although a roaring recovery is not on the way, things may not be as dire as some economic analysts predict. Here's why:

1. **SAVINGS** - The savings rate has risen from 2.7% at the start of the recession to 5.9% as of July. That means households are further along in readjusting their spending patterns to match their incomes, which means they should be freer to spend in the months ahead.
2. **CREDIT** - Gradual healing is underway making loans more available for households and businesses. For companies with access to global capital markets, interest rates remain quite low, which supports growth.
3. **MANUFACTURING** - The industrial sector is actually holding up. In July, production was up 1 percent, and indicators show that expansion continuing.
4. **HOUSING** - Over the summer builders began building new housing units at a paltry rate of 546,000 annually, which is less than half of what's needed to keep up with population growth. The housing market just cannot contract that much more.
5. **TRADE** - Since many other world economies are doing better than the U.S. the economy right now, exports may be set to rise more than imports in the coming quarters, which would help domestic growth.

Excerpted from "Five reasons for economic optimism" by Neil Irwin, first published in The Washington Post

Cross training your workforce can head off a crisis

It's better to be prepared. What happens when the one employee who knows how to fix paper jams in the photocopier goes on vacation? It may be a facetious example, but it's real risk: When only one employee knows how to do something, you could face real problems if he or she is unavailable for any reason. Cross-training your workforce can prevent catastrophe. But before you start, make sure they understand the reason behind cross-training and how it benefits everyone and follow these guidelines:

Analyze your needs. Identify potential gaps in your workforce - tasks that only one or two people can perform adequately. Also, determine what level of training you want: Do you need employees to become expert, or just good enough to fill in temporarily?

Initiate training. Once you know what knowledge and skills need to be shared, work up a schedule so employees can get started. Make sure your employees are following through; talk to trainers and trainees separately and cut through problems and communication issues.

Test people. At some point, ask people to switch jobs or tasks and evaluate how well they can perform the skill they've been cross-trained in. If necessary, propose a second round of training to get the new skill firmly established.

Reward people. Express your appreciation both to trainers and learners. If you plan, any kind of tangible reward, be sure they're equal in value so neither side feels less important to the cross-training effort.

(Adapted from the Fistful of Talent blog)

Calendar of Events

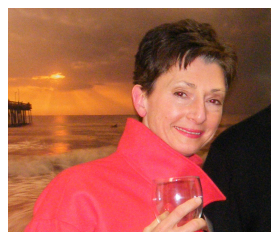
Best In Print - Deadline for Entries - January 21, 2011

ON DEMAND Conference & Expo - Registration is Now Open! - Register at www.ondemandexpo.com, PIVA members get a Free Expo Pass with Code "343H" - Washington, DC - March 22-24, 2011

Best In Print - Awards Banquet - March 26, 2011

A Message from the Chairman

A man walks into a church.



PIVA Chairman Susan Higgins Worth Higgins & Associates, Inc.

He kneels before a marble statue of the Virgin Mary and prays, "Blessed Mother, please let me win the lottery this week. I lost my job, and need money to provide for my family."

A week passes, and the same man walks into the same church, kneels before the same statue and prays, "Blessed Mother, please let me win the lottery this week. My wife and I have both lost our jobs, and we need money to provide for our family."

The next week, the same man walks into the same church, kneels before the same statue once again and prays, "Blessed Mother, please let me win the lottery this week. Our house is in foreclosure, and I need the money to provide for my family."

Suddenly there is a crash of thunder and a flash of lightning, and the marble statue leans over and whispers into the man's ear, "Buy a ticket."

Forgive me for telling a joke that is so close to the terrible reality that many Americans have faced in the past 18 months. You will, I hope, take it in the spirit in which it was offered: to help make a point about your membership in PIVA.

Food for Thought

Do not be angry that you cannot make others as you wish them to be, since you cannot make yourself as you wish to be.

Members Making News

Good Printers, Bridgewater

Join us in congratulating Good Printers for winning the 2010 Best Workplace award!

B&B Printing

expands to offer new integrated printing and mailing services.

Zoom Printing, LLC

has been named to the prestigious Inc. 5000 list, a compendium of the most entrepreneurial and fastest growing private companies in America.

Members and prospects often struggle with finding value in belonging to PIVA. "I just don't get anything out of it. I pay my dues, but what do I get in return? How can I justify the investment?" you ask.

Your PIVA membership works just like the lottery. You have to play to win.

If you don't call when you have a question, don't read the newsletter, don't attend events, don't enroll in a member discount program and don't participate in a wage and benefit survey, your membership will be worthless. It's only when you are an active member that you can appreciate the value of belonging.

So, take advantage of your member discount the next time you buy software or ship a job by FedEx. Send your production manager to a seminar to learn about increasing productivity. Visit the PIA website and research a new compensation plan to motivate your sales force. Enter the Best In Print competition, reward your employees for a job well done and present your customers with credible evidence that they are working with one of Virginia's finest. Attend a webinar and be prepared the next time OSHA comes to call. Save money on your healthcare benefits through our alliance with VADA. You will get out of your PIVA membership exactly what you put into it.

Susan Higgins
Chairman



Did you know that taking a just few minutes time to pay attention to your customer's history can save you thousands, and even hundreds of thousands of dollars?

Remember when we were kids? We were taught to Stop, Look, and Listen before crossing the street. The same logic applies to extending lines of credit to your customers. Take the time to check out the

information **BEFORE YOU HAND OUT YOUR CASH!**

An account recently placed for collection with PICB had an established history for not paying its' bills, the company was a repeat debtor who had to be sued for payment. This same debtor having found a new printer to victimize had actually listed the prior printer, who sued for his money, as a trade reference.

Had the new printer taken a moment to 'Stop-Look & Listen' he would have realized this was not a good credit risk and would have insisted upon cash in advance or let the debtor become his competitor's headache, instead our client committed financial road-kill!

Take advantage of the free tools provided by PICB and determine before the money walks if a customer is worthy of your trust. Riskee Business provides members of the PIA family FREE unlimited access into our extensive database to verify if a customer has previously been placed for collection. Our 'RESOURCES' is the web-link portal to sites sponsored by various government agencies that provide public information regarding corporate registration, business licensing, court & land records, and UCC lien records.

For more information contact Printing Industry Credit Bureau at 847/265-0400 or visit us on the web at www.picb-us.com.

Fraud Prevention Tips

Don't make the mistake of thinking obtaining an approval code ensures a transaction is legitimate. It doesn't! An approval code only means the credit card is active and the funds are available. It is your responsibility to make certain the cardholder is making the purchase rather than a thief; please follow the below outline tips to protect yourself from fraudulent transactions.

Six warning signs of fraud for Card-Present transactions

Certain customer behavior could point to card fraud, but it doesn't necessarily indicate criminal activity. You know your customers, so let your instincts steer you in the right direction.

Watch out for customers who:

1. Purchase a large amount of merchandise without regard to size, style, color, or price.
2. Ask no questions on major purchases.
3. Try to distract or rush you during the sale.
4. Make purchases and leave the store, but then return to make more purchases.

5. Make large purchases just after the store's opening, or as the store is closing.
6. Refuse free delivery for large items.

Unlawful Payroll Deductions

The following payroll deductions from an employee's pay by an employer are unlawful. If an employer requires a photograph, a bond of an applicant or employee, the employer must pay the cost. The employer must pay the cost of a uniform an employee is required to wear. An employee is entitled to be reimbursed by their employer for all expenses or losses incurred in the direct consequence of the discharge of their work duties. An employer may not require an employee or prospective employee or applicant for employment to pay for any pre-employment or physical examination taken as a condition of employment.

3 Key Players for a Successful Staff

A great staff doesn't just need the right people - it needs the right combination of members. You can't just pick employees randomly from your workforce. Avoid potential conflicts and duplication of skills by targeting these distinct skills:

- * Technical expertise. Look for people who understand the tools needed to succeed (not just equipment, but knowledge).
- * Problem-solving. Identify those with experience analyzing and solving the challenges your team is likely to confront.
- * Interpersonal skills. You'll need team members who can lead, persuade, and get along with people on your team and outside it.

(Adopted from the BusOp1 website)

The Latest Scam

A member's personal email account was hacked and the scam artist sent emails to his entire list saying that he was on a family vacation in Europe and had been mugged losing all of his money and credit cards. While he went to the Embassy and the police, they weren't able to help with his financial plight (the email said), so he needed the friend's help with money right away. This is a new twist from the folks who usually want you to launder their stolen money or tell you that you have just won a lottery you never entered.

The "80/20/30 Rule"

How many times have you questioned whether it is worth keeping an account? Consider the "80/20/30 rule" which is the proposition that you'll boost your profits by 30% if you get rid of the 20% of your customers who cause 80% of your problems. Even if these percentages don't fit you, everyone has one or more customers who fit in that 80% category and should be re-evaluated as to whether their business is worth retaining at normal pricing.