



PIAMS Weekly News

LOCALLY FOCUSED
SERVING OUR MEMBERS SINCE 1922

June 18, 2010

Printing & Imaging Association
Mountain States (303)771-1578
Fax(303)771-2945 www.piams.org

The Scoop on QR Codes

Quick Response (QR) Codes have made the news lately and many of you have asked “what the heck they are” and if they will be as important in the U.S. as they have become in the United Kingdom. The following is the basic definition....



QR Codes provide opportunities for print service providers, their customers, the printing industry and marketers at large. A QR Code is a two-dimensional bar code originally created for Toyota's use in parts inventory management in 1964 by Denso-Wave. Codes were designed to have their contents decoded quickly, thus the origination of QR or Quick Response. Denso-Wave made QR Code technology available as an open platform/open architecture solution rather than maintaining it as proprietary. Today, QR Codes are increasingly targeted at mobile users who can snap an image of the code and have a planned action executed, such as bringing up a mobile-friendly web site (which could be a personalized URL), sending an SMS message, or getting product information or store hours. The newer smart phones - iPhones, Androids, Blackberries - most come preloaded with QR Code readers. It looks a lot like the camera app that allows you to take photos, but the QR Code app looks at the code, understands it, decodes it and executes whatever action is encoded. It could deliver raw text to your phone, you can read a VCard off of a business card, or maybe it is a URL that takes you to a YouTube video or a personalized URL. It can even be linked to Twitter and other social networking capabilities.

The technology opens up a completely new way to establish a direct connection between print and the Internet. It makes print interactive. And they don't need to be fixed codes; they can be virtual codes. What you see when you first scan it might not be what you see when you scan it the next time. As a company that produces print, there are many advantages to working with QR Codes. The capability has given us the ability to call on people as a marketing services provider. You can get to a higher level person within marketing and sales organizations because you have something entirely different to talk about, including the fact that it allows them to dynamically track metrics of their campaigns.

There was a great interview by Cary Sherburne of Val DiGiacini regarding business opportunities with QR Codes on WhatTheyThink.com last week. It's worth the read. The above QR Code is from Word Press – check it out too.

PIAMS & Egan Printing To Appear on CBS4 Green Segment



Turn your TV sets to CBS4 next Saturday morning, June 26th at 7:15 a.m. to see the printing industry showcased environmentally.

Ken Zetye of Egan Printing Company will be interviewed by Dave Aguilera about Egan's green efforts and Kathy Lauerman will review criteria for the **PIAMS Green Member program**, of which Egan Printing has been a member since its inception. Egan Printing is also a Silver Partner in the state's Environmental Leadership Program and a tri-certified CoC printing company.



We plan for this to be an on-going segment to promote PIAMS Green Members and our industry.

HR Updates

Payroll Tax Exemption Form Now Available

The Internal Revenue Service recently released a new form that will help employers claim the special payroll tax exemption that applies to newly-hired workers during 2010, created by the Hiring Incentives to Restore Employment (HIRE) Act signed by President Obama on March 18th.

The new Form W-11, Hiring Incentives to Restore Employment Affidavit, is posted on the www.irs.gov, along with answers to frequently asked questions about the payroll tax exemption and the related new hire retention credit. The new law requires that employers get a statement from each eligible new hire, certify under penalties of perjury, that he or she was unemployed during the 60 days before beginning work, or worked less than a total of 40 hours for anyone during that 60 day period. Employers can use Form W-11 to meet the requirement.

Most eligible employers then use Form 941, Employers Quarterly Federal Tax Return, to claim the payroll tax exemption for eligible new hires. Form 941 was revised for use beginning with the second quarter of 2010 and is also available on the IRS website. Though employers need this certification to claim both the tax exemption and the new hire retention credit, they do not file these statements with the IRS. Instead they must retain them with other payroll and income tax records.

A complete overview of the HIRE Act was reported in the March 26th issue of PIAMS News, which you can find under PIAMS News on www.piams.org.

Small Employer Health Insurance Tax Credit

According to the IRS many small businesses and tax exempt organizations that provide health insurance to their employees now qualify for a special tax credit. In general, the credit is available to small employers that pay at least half the cost of single coverage for their employees and although generally available to employers with fewer than 25 employees paying less than \$50,000 per year, it may also be available to slightly larger firms based upon an eligibility formula calculated on the number of FTEs (full-time equivalents). The maximum credit is 35% of premiums paid in 2010 by eligible small business employers (25% for tax-exempt orgs) and can be claimed as part of the general business credit starting in 2010 income tax return they file in 2011. Information on this tax credit is also on www.IRS.gov.

No Changes for HSAs for 2011

The Internal Revenue Service (IRS) has announced the 2011 inflation adjusted amounts for health savings accounts (HSAs). Annual contribution limits for calendar year 2011 are unchanged from 2010 amounts:

- Deductions for an individual with self-only coverage under a high deductible health plan: \$3,050
- Deductions for an individual with family coverage under a high deductible health plan: \$6,150

High deductible health plans (for calendar year 2011): A "high deductible health plan" is defined as a health plan with an annual deductible that is not less than \$1,200 for self-only coverage or \$2,400 for family coverage, and the annual out-of-pocket expenses (deductibles, co-payments, and other amounts, but not premiums) do not exceed \$5,950 for self-only coverage or \$11,900 for family coverage.

Law Would Give Business Tax Relief

Members of the U.S. House of Representatives passed the "American Jobs and Closing Tax Loopholes Act" (H.R. 4213), which included several business tax relief provisions. Included were a one-year extension of the Research & Development credit, refundable AMT credits for **printing companies** making a 2010 investment in capital equipment for use in domestic facilities, and a one-year extension of a tax provision that provides eligible **small printers** with a wage credit for activated military reservists. Also included was multi-employer pension plan funding relief that would allow an optional use of 30-year amortization periods, optional longer recovery periods for plans in endangered or critical status and alternative default schedule for plans in endangered or critical status.

The Senate must pass its version of a jobs bill before President Obama is able to sign the legislation into law.



WhatTheyThink

Offers PIAMS Member Discount

A Special Invitation from Cary Sherburne

WhatTheyThink is hosting its Second Annual Print CEO Forum in Chicago, October 2nd and 3rd, at the prestigious University Club. I want to personally encourage you to consider adding this event to your Graph Expo agenda. This year's agenda is focused on key business issues that are facing all of us. Of course, Dr. Joe Webb will kick off the event with a keynote entitled The Turbulent Path to 2020: Are You Ready for a Revolution? He will talk about what to expect, how to deal with the digital displacement of print, and whether a print business should transform or start from scratch. There will also be sessions delivered by merger & acquisition and succession planning experts New Direction Partners, as well as a print buyer (read: marketer) panel moderated by Margie Dana.

Other highlights include:

- Making Green by Going Green, moderated by Peter Nowak
- Barb Pellow speaking about marketing in the age of social media
- Johnson & Johnson's Marc Monseau, Director of Corporate Communication and Social Media
- Joe Morgan, CEO of Standard Register and Wendy Cebula, president of VistaPrint North America, discussing today's business realities
- Print CEO of the Year Award

It looks like it will be a terrific event, and we encourage you to go. Feel free to contact me if you have questions or comments. For the full agenda and registration information, [click here](#). **Please use Offer Code PCF2010 for the PIAMS discount of \$200.**

Paul Reilly Delivers Session in Denver

Tuesday - June 22, 2010

11:30am - 1:30pm

Eagle:xm Classroom

5105 E. 41st Avenue, Denver, CO 80216

\$25.00 per member

(Includes Lunch)

At this presentation you will learn that M&A activity has never been more active. The downturn in printing activity is driving many potential buyers to replace sales lost through acquiring local competitors. Transaction structures minimize risk of buyers purchasing less healthy competitors. You will also learn how many printers are merging with no cash changing hands. Paul Reilly of New Direction partners, a locally based printing investment banker and former CEO of Cenveo, Inc, will present and answer your questions. **You will also hear about Growing Market Share, Solution Selling, Mega Industry Trends, and Competing with Consolidators.** This information packed session is a must for everyone in the Graphic Communications Industry.



To reserve a seat call 303.771.1578