



communiqué

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Member Feedback

The GPI office would like your comments and suggestions to make GPI better than ever.

If you have a meeting presentation topic, a suggestion for the website, potential member information, or anything that would benefit GPI, please e-mail Association headquarters at gpistaff@thomasamc.com.



CLEVELAND IS THE CENTER OF THE UNIVERSE!

It started when the Lake Erie Monsters, of the American Hockey League, won the Calder Cup, then the Cleveland Cavaliers win the NBA Championship, the Republican National Convention is set to be held in downtown in late July, and the Cleveland Indians just completed a 13-game winning streak and led their division by six games! Now, you add the 2016 GPI Semi-Annual Meeting and Business Expo to the list, and I am sure the city will explode.

The 2016 Semi-Annual Meeting and Business Expo will be held at the Westin Downtown Cleveland, September 18-20. The Executive Committee, Board of Directors and Past Presidents/Board lunch and meeting will all be held on Sunday, September 18, 2016. GPI Semi-Annual Meeting presentations will be the morning of Monday, September 19 and Tuesday, September 20. The Business Expo will be open from 1:00 p.m.-4:30 p.m. September 19 and 20.

Scheduled to present during the GPI meeting are Jeff Tobe, David Burns, and Michelle Jones. Jeff Tobe's presentation will focus on the customer experience, and will challenge the way you do business and how you create a unique experience for your customers.

David Burns is an expert in the 3D printing process. David has been at the forefront of the 3D printing industry for many years and will share information on how 3D printing will change the manufacturing environment.

Michelle Jones is the COO of Stage-Gate, and her presentation will focus on using practical innovation for profitable growth.

The Program Planning Committee is working on finalizing the meeting program. The final program, along with the registration announcement, should be distributed in the next few weeks.

As of July 5, 2016, 20 companies have registered to exhibit at the Business Expo. GPI members may exhibit at the Expo at no cost. Non-member companies may exhibit at the Expo for a fee of \$500, and if the non-member submits an application for membership by the end of 2016, the \$500 exhibitor fee will be applied towards 2017 dues. We encourage all GPI members and non-members to take advantage of this incredible deal. Exhibiting at the Business Expo will put your products and services in front of CEOs, owners and decision makers. There are exhibitor spaces available. Please contact the GPI office to reserve your space today.

Mark your calendars and be sure to join GPI at the Westin Downtown Cleveland, September 18-20, 2016 for the Semi-Annual Meeting and Business Expo.

GPI Future Meeting Locations

2016 Semi-Annual Meeting and Business Expo The Westin, Cleveland, OH
September 18-20, 2016

2017 Annual Meeting The Meritage, Napa, California
April 5-7, 2017

2017 Semi-Annual Meeting The Hilton Downtown, Nashville, Tennessee
October 1-3, 2017

PRESIDENT'S MESSAGE



Dean Anderson

Hello GPI friends.

I hope you enjoyed and received value-added benefits and knowledge from our last meeting in Naples. I know I always have several takeaways from every meeting, both presentations, and the informal conversations we had with our members. The formal presentations, informal relationships and sharing of information are the backbone of our organization. Our goal is to grow together.

Thank you to Thomas Associates for putting together and executing a great program. Naples was a new and refreshing change, and I have had lots of positive feedback on the program and venue. Stay tuned for our next annual meeting in Napa, 2017.

In Naples, my wife and I shared lunch with our past President, Steve Doerfler, along with his wife, Laura. We talked about shaking up the annual program format. We knew what the format would be three years out from now unless we were open to new options. We chatted with our senior advisors (our wives) to consider several different options. Stay tuned. I think you will like some of the ideas considered, and we'll ensure they are true to our long-term plan. Thank you, Steve and Laura, for your input and wisdom.

But not to get ahead of myself. Before our next annual meeting in Napa, we have our Semi-Annual Meeting in Cleveland. Cleveland has been a wonderful venue for GPI, with some of our most successful meetings. But now there is even more excitement.

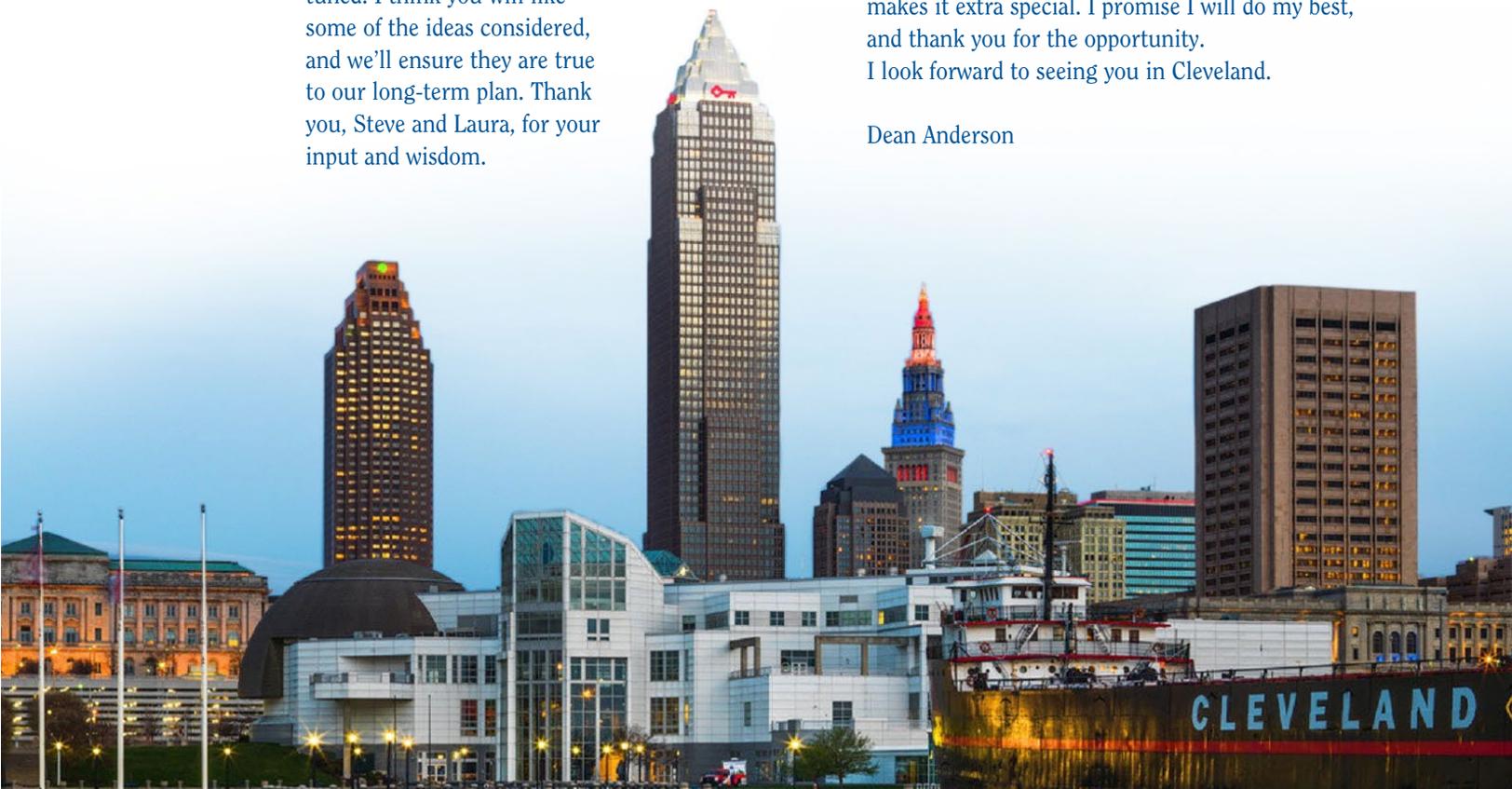
- NBA champs the Cleveland Cavaliers, led by LeBron James
- The Republican National Convention, and all the associated excitement
- GPI Semi-Annual Meeting & Expo

Thank you Brooke Hamilton for organizing our next Business Expo. It has been a success in the past and we know you will continue the tradition. I can't wait for Cleveland from September 18-20. Mark your calendars.

Finally, on a personal note, I am honored to accept the role as President of GPI. I have big shoes to follow after both Steve Doerfler and John Freismuth, not to mention our many leaders before them. My understanding is that we have had only one previous Canadian President so that makes it extra special. I promise I will do my best, and thank you for the opportunity.

I look forward to seeing you in Cleveland.

Dean Anderson



GPI Annual Financial Survey

This year, 24 GPI Corporate members submitted data for 2015. This survey is the most complete, accurate and up-to-date compendium of graphic and product identification manufacturer financial performance results published anywhere. The information in this report is designed to provide easy-to-understand guidelines for identifying business performance strengths and weaknesses, along with improvement opportunities. The report includes comparative performance information by company sales volume size, primary and secondary processes, high-profit firms, and for all reporting firms in general.

A summary of the survey has been distributed to all GPI Associate members. We encourage all GPI Corporate members to participate in next year's financial performance survey.



GPI EXPO

The GPI Business Expo is being held in conjunction with this year's Semi-Annual Meeting. The Westin in downtown Cleveland will host the event. Cleveland has historically been a popular meeting location, drawing record high meeting attendance. We encourage all GPI Corporate members to bring their purchasing agents, engineers, and product development personnel. The EXPO allows these employees to interact with suppliers in an intimate environment. There is no cost to attend the Expo, but the value in attending is priceless. Registration will begin in the coming weeks — please plan to bring your key personnel.

GPI Secure Virtual Office

As a GPI member, you have access to every Association file, every meeting file, every presentation, any time of day, anywhere in the world. The GPI Secure Virtual Office gives members access to Association files when you need them, on your time. [Just log in](#). Every GPI member has their own unique login. Please contact the GPI office if you need this information.

GPI SVO
Secure Virtual Office
On The Thomas Associates Private Cloud Network

Email:

Password: [Forgot password?](#)

Note: passwords are case sensitive.

This site is best viewed at 1024x768 with Microsoft Internet Explorer.



LEGAL NEWS AND COMMENTARY

By Naomi R. Angel, Esq., GPI Legal Counsel

MORE WORKERS ELIGIBLE FOR OVERTIME PAY

The U.S. Department of Labor has announced changes to the criteria that determine whether a worker is eligible for overtime pay. The salary threshold for exemption from eligibility will increase from \$23,660 to \$47,476 per year, effective Dec. 1, 2016.

The existing requirement for exemption from eligibility will not change, as workers will still have to perform primarily executive, administrative, or professional tasks if they are to be considered exempt from overtime, in addition to receiving pay at or above the new annual threshold. Overtime pay will continue to be required at a rate of time and a half for time worked in excess of 40 hours per week.

FTC CRACKS DOWN ON PRODUCT ENDORSERS

The Federal Trade Commission recently cracked down on those who are paid by marketers to promote products. The FTC wants to make sure that consumers know when endorsers have been paid in some way for their favorable recommendations. Many product supporters are ordinary people who have no relationship to the advertiser. However, others are financially compensated or receive free product in exchange for their endorsements.

The FTC has said an endorser is obligated to fully disclose any connection between the brand advertiser and the endorser. Additionally, it clarified its definition of an endorser as a person or entity paid by an advertiser to favorably mention a product in exchange for money or something of value. Disclosure requirements apply to all written and online testimonials including video or product photo

posting on social media platforms because they can convey an individual’s approval of a product. See “The FTC Endorsement Guides: What People Are Asking” at www.ftc.gov.

ARE A WEBSITE’S TERMS AND CONDITIONS ENFORCEABLE?

A consumer purchased a Mother’s Day floral arrangement from ProFlowers.com where the arrangement was listed as a “completed assembled product.” What he received was a kit in a box that required assembly. The consumer sued the website’s proprietor claiming violations of consumer protection laws.

ProFlowers.com defended itself by citing its website’s terms of use, which are found on each page during the checkout process. However, a California Court of Appeal ruled that the website’s terms of use are unenforceable. The court found that the mere offering of the terms and conditions were insufficient to shield the company from claims. The court differentiated passive “browsewrap” agreements from “clickwrap” agreements, which require users to affirmatively represent that they have read and agreed to be bound by a website’s terms and conditions. Many companies operate under the assumption that they are sufficiently insulated from website related claims as long as their site contains a link to various legal disclaimers. However, courts say it’s not enough to merely make website disclaimers and limitations of liability available the same way as the paper and ink variety. You must show that the consumer has actually agreed to them by checking a box or clicking “I agree.” Yet, even that approach may be insufficient if users can indicate such assent without having to actually review those terms and conditions.

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