

## PAUL HUDSON SELECTED AS THE 2025 EXECUTIVE OF THE YEAR



PIA has announced the selection of Paul Hudson, President, CEO and owner of Hudson Printing in Salt Lake City, Utah, as the PIA 2025 Executive of the Year. A pioneer in digital printing, workflow automation and process optimization, Paul has consistently pushed the boundaries to make print more accessible, efficient, impactful and relevant to today's marketplace.

"Paul was chosen for this honor," says Amy Miller, Chair of PIA's Public Relations Committee, which is responsible for selecting the Executive of the Year, "because of the way that he represents the industry at home and abroad by forging ahead with technological innovation while modeling a commitment to sustainability."

How did Paul get to this point? Well, you might say that print is in Paul's blood. When he was a child, Paul's father owned and ran the 100-year-old company that eventually became Hudson Printing. Growing up around the print shop, Paul spent countless hours with his father, developing a deep appreciation for the craft.

In 1991 Paul was awarded his Bachelor of Science in Accounting degree by Brigham Young University. The following year he and his brother acquired the company, expanding its web-offset operations to become a regional force in the industry. In 2012 Paul took sole ownership of Hudson Printing, setting a bold vision to integrate data-driven digital printing alongside the firm's thriving traditional offset business.

Under Paul's leadership, Hudson Printing has pioneered innovations such as Spark+ (color enhancement), TOPO (tactile enhancement) and LOOP (environmental sustainability). In partnership with the World Land Trust, Hudson Printing became North America's first Carbon Balanced printing company, setting a new standard for environmental stewardship in the industry.

In addition, Paul has held numerous leadership positions within the industry, including serving as a Board Member on the D-SCOOP Committee. He also enjoys sharing his insights at global seminars and classrooms, inspiring print professionals, marketers, designers and students alike.

PRINT IS IN  
PAUL'S BLOOD.

### BUSINESS MANAGEMENT

## NACHA REQUIREMENTS: WHY THEY'RE IMPORTANT AND HOW TO STAY COMPLIANT

Does your business accept ACH payments? If so, the ACH network is critical to your processing system. It's responsible for delivering social security benefits, direct deposits of payroll and more. For the ACH network to function properly, it needs a governing body to ensure better risk management practices, efficient payments and so on.



This is where the National Automated Clearing-house Association (NACHA) comes in. By complying with NACHA's rules, you ensure that the ACH network remains effective for everyone in the ACH ecosystem. Read on to learn more about NACHA and its requirements.

#### What is NACHA?

NACHA isn't a federal agency, but it does work closely with the Federal Reserve, state banking agencies and the U.S. Treasury. It governs the operation of the ACH network, a centralized system that financial institutions use to facilitate electronic payments. To ensure smooth operations, all ACH network participants must adhere to NACHA guidelines.

NACHA focuses on fostering efficient payments, such as same-day payment capabilities and developing standards that reduce fraudulent transaction risks. Through its robust management framework, NACHA does a lot to strengthen trust in the digital payment ecosystem.

#### How to comply with NACHA requirements

If your business collects non-public sensitive information such as bank account and social security numbers, you must safeguard them by complying with NACHA requirements. Here's a brief overview of what this may involve:

- **Ensure secure transmission** – Anytime you send or receive sensitive information online, it must be encrypted. For instance, NACHA rules prohibit using insecure web forms or unencrypted email. To ensure your business stays compliant, you must routinely update your security protocols, incorporate strong access controls and employ advanced encryption technology.
- **Verify customer identity** – ACH regulations require you to be reasonably sure your customers are who they say they are. Regardless of how a transaction is authorized, you must ensure it's

coming from a valid source. This may involve checking their license number, looking at their IP address, depositing test amounts into their account or using a third-party verification service.

- **Be vigilant about fraud** – When it comes to detecting fraud, you must make "commercially reasonable" efforts to verify that your ACH transactions aren't fraudulent. Invest in fraud detection capabilities such as flagging duplicate transactions or deploying algorithms that can pick up on suspicious activity.
- **Store paper documents safely** – If your business still collects hard copies of customer data, you must store it securely. For starters, it's important to keep these documents in a safe location, such as a safe or locked file drawer. Your employees should only access these documents for legitimate business purposes.
- **Validate routing numbers** – According to NACHA, you must take reasonable steps to ensure your customers' routing numbers are valid. A reputable payment processing system will automatically check the routing number against a large database of valid possibilities.

#### Ready to ensure NACHA compliance? Connect with our experts

Business owners navigating complex regulatory requirements can benefit from expert NACHA guidance. Our MONA Team offers tailored support to help you mitigate compliance risks, streamline ACH payment processes and protect your financial infrastructure. Schedule a consultation today to gain strategic insights and confidently optimize your payment systems.

Source: *MONA Solutions, www.monasolutions.com.*

### BUSINESS MANAGEMENT

## BILL'S SHORT ATTENTION SPAN SALES TIPS: AMAZON, EXPECTATIONS AND COMMUNICATION

I ordered 2 pairs of pants on August 21. On August 27, I received an e-mail:

"Great news! Your order has shipped!"

Six days? Really?

On Monday of this week, I called a kitchen and bath restoration company and left a message. They have not called back.

Today is Wednesday.

When I broke into the business forms industry, our standard delivery was six to eight weeks. A rush job was three weeks and a super rush job was 10 days. Today, you ask a client when they need the job and they might just roll their wrist, look at their watch, and say, "Well, it's 9:00 now..."

The point is, there are standards and expectations. Customers are going to rate your actions based on societal forces, including (and especially) Amazon. I'm not saying they're reasonable, but I do think we have to address them as our selling day goes on.

I might have a completely different opinion of the pants company if they sent me an e-mail and said, "Hey Bill, it's going to take us a few days to get this order out the door. Keep your pants on (see what we did there?)."

And that kitchen and bath company would be well served to change their outgoing voicemail message and provide better information. Better communication: "Thank you for calling. This being the end of August, some members of our staff are taking vacation. For you, this might mean an abnormal delay in response time. Bear with us."

Our customers have expectations as consumers. You might not always be able to meet them, but you can avoid losing an order and a customer by making certain they understand your process, and more importantly, a timeline of your process.

Communicate! In fact, over communicate. Either give the client the information they need up front or get ready to give that same information as an explanation after you lose the customer.

Source: *Bill Farquharson, The Sales Vault, https://SalesVault.Pro*



**Proposed regulations and other issues that we're following:**

- **Guidance for SECURE 2.0 catch-up contributions** – The Internal Revenue Service (IRS) has issued proposed regulations providing guidance on how to interpret and implement changes to “catch-up” contributions to 401(k) and other retirement plans, as per the SECURE 2.0 Act of 2022. For a detailed discussion of this, see [bit.ly/IRS-Regulations](http://bit.ly/IRS-Regulations).

**Approved regulations and other issues that we've been following:**

- **Arbitration under PAGA** – Good news for employers: A recent California Court of Appeal ruling has strengthened the enforceability of arbitration agreements in Private Attorneys General Act (PAGA) cases. This ruling rejected the use of the

“headless” action strategy, a popular tactic used by plaintiffs to avoid arbitration. For more information, see [bit.ly/PAGA-Strategy](http://bit.ly/PAGA-Strategy).

- **Deadline for uploading pay data** – If you have more than 100 employees, California’s pay data reporting requirements specify that you must submit certain pay data each year. The deadline for uploading your 2024 data at [bit.ly/CA-PayDataReporting](http://bit.ly/CA-PayDataReporting) is May 14, 2025.

- **FMLA may be used for clinical trial participation** – The Family and Medical Leave Act (FMLA), which applies to employers with 50 or more employees, provides employees with up to 12 weeks of protected leave time for treating serious health conditions and other family and health-related reasons. The Department of Labor (DOL) has issued an opinion letter

clarifying that participation in a clinical trial to treat a serious health condition is a permissible use of FMLA leave.

- **NLRB rescinds Biden-era guidance memos** – On February 18, the acting general counsel of the National Labor Relations Board (NLRB) rescinded more than 30 guidance memos issued by his predecessor. This includes memos on non-competes, employee monitoring and rights to organize. Although they are not legally binding, NLRB guidance memos provide insight regarding how the NLRB might approach certain labor practices. For more information, see the articles at [bit.ly/NLRB-Rescinds](http://bit.ly/NLRB-Rescinds) and [bit.ly/NLRB-Shake-Up](http://bit.ly/NLRB-Shake-Up).

MEMBER NEWS

**PRISMA INCREASES ITS NATIONAL MARKETING LOGISTICS FOOTPRINT**

Phoenix-based Prisma has acquired Vivid Ink in Baton Rouge and New Orleans, thereby greatly enhancing its large format and promotional capabilities. With this expansion Prisma has increased its national marketing logistics footprint to six total production facilities and added the solution of custom decorating.

As CEO James Hill explains, “Prisma leads with our technology. Our print production is fed as a result of the automation, eCommerce and programmatic technology solutions we offer our enterprise clients.” For more information about Prisma, visit the company’s website at [www.PoweredByPrisma.com](http://www.PoweredByPrisma.com).



**PRISMA LEADS WITH OUR TECHNOLOGY**

-James Hill, CEO

MISCELLANEOUS

**CALL FOR BLOG SUBMISSIONS**

Got a company blog that features articles about what’s happening in the graphic communications industry or business/marketing advice? If you’d like your articles to be considered for publication here in Native.news, we’d love to hear from you! Simply send a link to your company blog to Brenda Ruiz at [brenda.ruiz@piasc.org](mailto:brenda.ruiz@piasc.org). We’ll start visiting your blog once a month. If we see an article that we think would be of benefit to PIA members, we’ll reach out to you for reprint permission.



**BY THE NUMBERS**



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**EVENTS CALENDAR**

For full list of events, please visit [www.piasc.org/events](http://www.piasc.org/events)

**KRAZY KRAFTS DAY**  
Saturday, April 19, 2025  
10:00AM – 4:00 PM  
International Print Museum  
Carson, CA  
[bit.ly/krazy-kraft-day](http://bit.ly/krazy-kraft-day)

**AMPLIFY PRINT 2025**  
June 10 – 12, 2025  
Rosemont, IL  
<http://amplifyprint.org>

**PACK EXPO LAS VEGAS**  
September 29 – 30, 2025  
Las Vegas, NV  
<https://packexpolasvegas.com>

**SAVE THE DATE PRINTING UNITED EXPO**  
October 22 – 24, 2025  
Orlando, FL  
[www.PrintingUnited.com](http://www.PrintingUnited.com)

**SPOTLIGHT EVENT**

**GRAPHICS NIGHT: ONCE UPON A PRESS**  
Thursday, May 29, 2025  
Disney’s Grand Californian Hotel & Spa  
Anaheim, CA

Mark your calendar now for Graphics Night, PIA’s annual celebration of print. From the cocktail reception and live entertainment to the recognition of the PIA Executive of the Year, opportunity to ogle the winning entries in the Print Excellence Awards, and more, this fun evening will have it all! For more information contact Kristy at [kristy@piasc.org](mailto:kristy@piasc.org) or Karissa at [karissa@piasc.org](mailto:karissa@piasc.org).

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