

## PIASC's R.A.I.S.E. Foundation Awards Cash Grants to Graphic Arts Students

Every year, PIASC's R.A.I.S.E. Foundation provides grants to reward students who participate in its annual competitions. These grants assist with the expenses incurred in their participation in the Skills USA State and National Competitions, and/or help with their continued education. The R.A.I.S.E. Foundation also awards programming grants to area Graphic Arts programs.

These grants are made possible by the donations made by our members during our annual fundraising drive. This year we raised over \$12,000 and received over 500 entries for the PIASC R.A.I.S.E. Foundation competition. Winners of the 2019 competition are:

**Comic Book:** High school students designed and produced a comic book depicting a day in a "World without Print".

1st Place – Manuel Peralta, Los Altos High School  
2nd Place – Esther Rodriguez, Ulysses S. Grant High School  
3rd Place – Isaiah Alanis, Los Altos High School

**Bookmark:** High School students designed and produced a bookmark using one of the following messages: "Books are Dino-mite!", "Reading Rocks!", "Summer is Hot. Reading is Cool!"

El Camino Real Charter High School

1st Place – Sarah Cannady  
2nd Place – Caitlin Paige Cruz  
3rd Place – Michelle Krichevsky

Montclair High School  
1st Place – Helen Truong  
2nd Place – Alyna Leon  
3rd Place – Don Le

All Other High Schools  
1st Place – Manuel Beltran, La Vista & La Sierra High School  
2nd Place – Tyler Franze, La Vista & La Sierra High School  
3rd Place – Gizella Lontco, Olinda High School

**Packaging:** Both high school and college students developed and designed a tea box with accompanying tea tags for tea bags.

High School:



*This year's high school winners proudly display their awards.*



*The award-winning college students.*

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El Camino Real Charter High School  
1st Place – Michelle Krichevsky  
2nd Place – Caitlin Paige Cruz  
3rd Place – Adrian Arzola

All Other High Schools  
1st Place – Amy Yoon, Brea Olinda High School  
2nd Place – Esther Park, Brea Olinda High School  
3rd Place – Mari Alekanyan, Ulysses S. Grant High School

College:  
1st Place – Runjhun Bhargava, Fullerton College  
2nd Place – Gevorg Manukayn, Fullerton College  
3rd Place – Jihae Yoon, Fullerton College

**Brochure:** College students developed and designed a takeout menu which incorporate a unique fold.

Cal Poly in San Luis Obispo  
1st Place – Ryann Joy Swift  
2nd Place – Mika Arie  
3rd Place – Helen Kang

All other Colleges  
1st Place – Jony Sanchez, Abram Friedman Occupational Center  
2nd Place – Michelle Hanson, Fullerton College  
3rd Place – Phuong Vu, Riverside City College

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## Safety-Toed Shoes Required Around Forklifts

If you use a forklift in your facility, you're probably already aware that the forklift operator must wear safety-toed shoes. What you might not realize is that everyone else who works in heavy equipment use areas—such as areas where forklift traffic is present—must wear safety-toed shoes, too. As the employer, it is your responsibility to provide and enforce the use of this footwear.

The California Code of Regulations states that appropriate foot protection is required for employees who are exposed to potential foot injuries from a variety of sources, including the crush hazard presented by industrial truck operations. Cal/OSHA has recently stepped up enforcement in this area, issuing citations when employees who are not wearing safety-toed shoes are seen operating, working around or even passing through areas where forklift traffic is present.

## CalSavers to Officially Launch on July 1

Following a seven-month pilot program, the new CalSavers Retirement Savings Program will open to all eligible employers on July 1, 2019. Over the next few years this program will become mandatory for small business employers. Here's what you need to know...

### What is CalSavers?

CalSavers is a new program that offers employees a completely voluntary, low cost, portable retirement savings vehicle with professionally-managed investments and oversight from a public, transparent board of directors, chaired by the State Treasurer. CalSavers was created to give employees access to a retirement savings program while eliminating the administrative complexity, fees and fiduciary liability that employers face with existing options.

### Is participation in CalSavers mandatory for our company?

Maybe. Any employer with at least five employees that doesn't already offer a workplace retirement savings vehicle will be required to either begin offering one via the private market or provide their employees access to CalSavers.

After CalSavers opens for enrollment on July 1, eligible employers can register for CalSavers at any time, and will be required to register by the following deadlines:

- 100 or more employees: June 30, 2020
- 50 or more employees: June 30, 2021
- 5 or more employees: June 30, 2022

### How does this differ from other options we might offer?

The program is paid for by administrative fees. There are no fees for employers to facilitate the program, no fees to taxpayers, employees are responsible for their own investment choices, and employers cannot make contributions.

Participants will have a choice between traditional IRA and Roth IRA accounts, and a choice of investments ranging from money market and bond funds to a target retirement date fund, a global equity fund, and an environmentally and socially conscious fund. Savings are made through payroll deductions.

### Are all of our employees eligible for the program?

An employee must be at least 18 years old and receive a W-2 with California wages from your company. Employee contributions to the program would not begin until the first payroll following the 30 day notification period, so depending on the length of employment, short-term employees may not be able to make contributions.

### Where can I go to register or get more information?

Visit the program's website at [www.CalSavers.com](http://www.CalSavers.com).

## Are You and Your Customers Taking Advantage of the 2019 USPS Promotions?

With a USPS Board of Governors finally in place at the end of 2018, the USPS went beyond offering simple incentives to shore up mail volume. The new 2019 USPS promotions encourage mailers, marketers and printers to work together using innovative technologies and cutting-edge techniques to create unique and engaging mail pieces.

Although these new programs promise great options for postal savings, there is a tougher requirement for planning and execution this time around. Mailers are advised to read and understand the requirements to ensure that their clients achieve the best results.

In case you missed it, here's a summary of the 2019 USPS Postal Discount Programs, in order of eligibility:

- **Emerging and Advanced Technology:** Similar to the Mobile Shopping Promotion but significantly broader in scope, this offer is designed to encourage mailers to enhance the effectiveness of a physical direct mail piece by making it a part of a more cohesive campaign and incorporating a distinctly multi-channel experience. This promotion runs from March 1 through August 31, 2019, and qualified pieces will receive a 2% discount at the time of mailing. To qualify for this promotion, the piece must incorporate a technology like Virtual/Augmented Reality, Digital to Direct, Bluetooth Low Energy Beacon, Near Field Communications, Video in Print, or one of the newcomers to the program (e.g., Mixed Reality, Addressable TV and Integration with Digital Assistants).
- **Personalized Color TransPromo:** From July 1 to December 31, the USPS will be offering a 2% discount to first-time participants who use color and marketing messages to enhance their bills and statements. Mailers who have taken advantage of this promotion in previous years must use dynamic color and personalized messaging to qualify.
- **Mobile Shopping Promotion:** This promotion offers an up-front 2% discount on the postage of Marketing Mail flats that include a call to action and a print/mobile technology that recipients can scan to make an online purchase. This promotion will be in effect from August 1 to December 31, 2019, with registration beginning on June 15, 2019.
- **Informed Delivery:** From September through the end of November, business mailers who register for Informed Delivery and launch an interactive campaign within the platform can claim a 2% discount on postage.

### Meet program requirements by planning ahead

Although these promotions can provide significant value to mailers, meeting the requirements can require some work. For best results, build enough time into the campaign planning process to submit the campaign to the USPS for review and approval well ahead of the target mail date. Take the time to educate your clients on any requirements and timeframes so that there are no surprises.

For more information and guidance on how to create a campaign that meets the USPS requirements, visit <http://bit.ly/USPSpromos>. Pay careful attention to the registration periods and the different e-mail addresses for each of the promotions. Mailers should be prepared to respond to questions from reviewers so they can make any necessary changes to meet the requirements.

### Why bother with the discounts?

In addition to the significant savings that are available to mailers, innovative, data-rich and relevant mail pieces can improve

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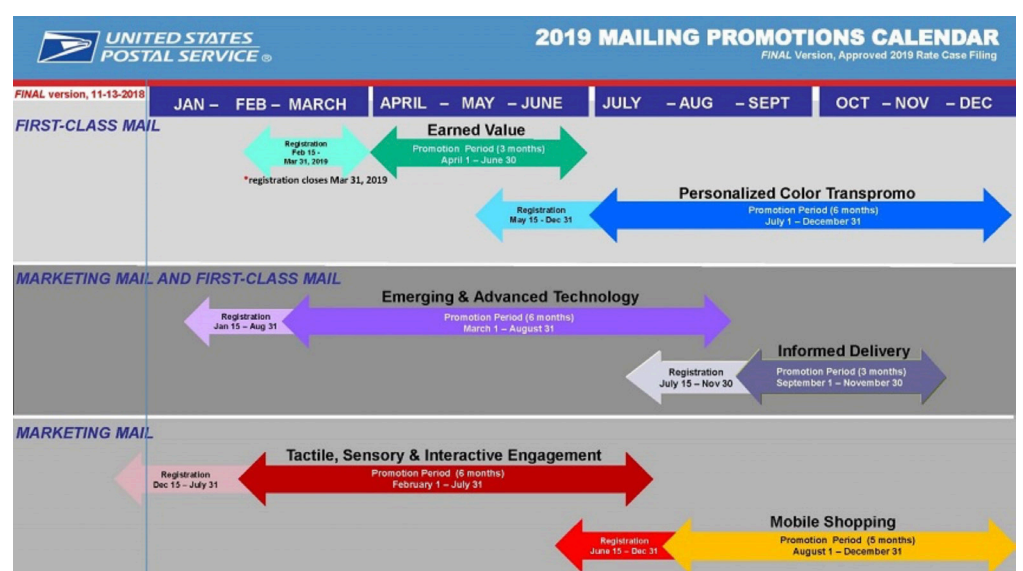


Figure 1: USPS 2019 Mailing Promotions Calendar

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the customer experience, promote better response rates and increase ROI. When used correctly, direct mail can jump-start engagement and drive digitally-connected commerce, particularly on mobile devices and among Millennials.

With the right tactics, you can dramatically increase the value that you deliver to your customers by enabling them to deliver more relevant mail pieces and saving them money on postage costs. At the same time, you can simultaneously add volume to your digital color print production, and the benefits of this will come right back to your bottom line!  
Provided by Canon Solutions America

*By Pat McGrew, Senior Director, Production Software & Services, Keypoint Intelligence*

## State Happenings by RJ

### The May 31 “First House” Deadline

The Legislature is a very deadline-driven organization, and right now we’re very close to an important one: The May 31 “First House” Deadline. This is the deadline by which bills that originate in one house (i.e. either the Senate or the Assembly) must pass a vote in that house so as to move on to the second house. Bills that either don’t get voted on at all or do not pass the floor vote in the first house by this deadline will not move forward this year. In other words, they “die.”

At this deadline juncture we are very actively lobbying to get the “good bills” passed and see the “bad bills” fail, so that they do not move on to the “second half of the game” in the legislative session. While there are many bills that we are working on, three of the most important ones are as follows:

### Workforce Development

On the “good bills” side one of the big items that is of great important to our members is workforce development. We’ve got to make sure our industry has the workers of tomorrow! As it happens, there’s a major bill this year dealing with career technical education and incentive grants. AB 1303, which was authored by Patrick O’Donnell, Assembly member from Long Beach and Chair of the Education Committee, would provide \$450 million each year to school districts and community colleges for career technical education. On May 16th AB 1303 was unanimously passed by the Assembly Appropriations Committee, so hopefully it will advance to the floor of the Assembly before the May 31 deadline.

### Skip the Slip: A great example of how bills change over time

One of the bills that we’re lobbying hard to kill is AB 161, the “Skip the Slip” bill. When this bill was first introduced it would have completely banned paper receipts for sales transactions at retail establishments. Now the bill has been amended to where it would only apply to businesses with gross receipts of over \$1 million per year, and then these businesses would have to give consumers a choice between paper and electronic receipts.

Ultimately I think AB 161 has a good chance of being stopped before the May 31 deadline. In addition to us, it seems like everyone and their mother is lobbying against it. The groups that want to kill this ill-conceived bill include the California Retailers Association, the California Fuel and Convenience Association, the American Forestry and Paper Association, the California Chamber of Commerce and more.

### SCAQMD Sales Tax

We have been lobbying hard against another bill that could have a severe negative impact on the economy, SB 732. This bill would authorize the South Coast Air Quality Management District (SCAQMD) to impose a regional sales tax to fund environmental incentives, primarily in the transportation sector. The exciting news is that we have won at least a temporary reprieve! As this issue went to press SB 732 became a two-year bill. It is dead for this year, but may be acted upon in 2020.

This is just a small sample of the many bills we are lobbying for or against. If you would like to get involved with our industry’s lobbying efforts, please plan to join us in Sacramento for the upcoming PIC Legislative Action Day in June. For more information, see <http://bit.ly/PICActionDay>.

## EEO-1 Data: The Saga Continues

As we reported in March (see <http://bit.ly/EE0-1>), there's been a lot going on with the annual EEO-1 survey data that the Equal Employment Opportunity Commission (EEOC) requires from employers with 100 or more employees.

To refresh your memory... Back in 2017 an indefinite stay was issued regarding the new requirement for affected employers to provide detailed pay and hours data information. In March that stay was vacated, but it was not immediately clear if the detailed information would be required for the 2018 reports. Now we know that the answer is yes. And, as it turns out, it will be required for 2017 as well.

The EEO-1 survey report now has two components:

- Component 1 reports the number of people employed in each of 10 job categories, broken down by location, race/ethnicity and gender.
- Component 2 requires employers to further subdivide each job category into 12 "pay bands" based on annual W-2 earnings. Pay and hour data is then reported for employees in each job category, broken down by pay band, race/ethnicity and gender. This year submitting the report will be a two-step process

The only good news is that this year employers are being given an extra four months to compile the newly-required pay and hour data.

- Component 1 data for the 2018 EEO-1 reports is due by May 31, 2019.
- Component 2 data for the 2017 and 2018 EEO-1 reports is due by September 30, 2019.

Action item: For more information or to submit your Component 1 survey data, visit the EEOC's EEO-1 Survey site at <http://bit.ly/EEO-1Survey>.



## New Management Alert: Aiming High and Aiming Low – Managing by Quartiles for Improved Performance

Printing Industries of America's Management Alert series from the Center for Print Economics and Management provides members with information on key management strategies, issues and practices.

To manage something, you first need to measure it. This two-part Management Alert focuses on this topic and targets specific metrics for improving performance. In Aiming High and Aiming Low: Managing by Quartiles for Improved Performance (Part II), we examine the metrics where we need to aim low—the lower the better. In each part we utilize first-, middle- and third-quartile metrics from the most recent PIA Ratios.

Topics covered include:

- The four-stage continuous improvement process—define, measure, manage and repeat
- Seven metrics for aiming low, such as factory cost of product, paper cost percent of sale, selling expenses percent of sales, and more.

To view previous editions in the Management Alert series, please visit [www.printing.org/managementalerts](http://www.printing.org/managementalerts). For more information about the Center for Print Economics and Management as well as its publications, please contact Dr. Ron Davis at [rdavis@printing.org](mailto:rdavis@printing.org).