

## The Trade Show You've Been Waiting For

Why have trade shows always been so popular amongst our members? One word: Opportunities. By their nature, trade shows are designed to create opportunities for everyone involved. When you attend a trade show you are in effect putting aside a few days to step away from the day-to-day effort of running your business to focus exclusively on growing and strengthening it.

The upcoming Americas Print Show on August 17-19 in Columbus, Ohio (see [www.AmericasPrintShow.com](http://www.AmericasPrintShow.com)) promises to present a wide range of opportunities for you. Here's what you need to know...

### What makes Americas Print Show different?

While other events have been quite broad across the entire graphic arts community, Americas Print Show will be more focused on the specific needs of the digital, commercial print, labeling and packaging industries.

The event's location in Columbus,



Ohio is also a plus. "Other shows have historically been held in high-priced cities such as Chicago," points out Tim Freeman, President of Printing Industries Alliance, a partner organization of the event. "Hotel and entertainment costs are lower in Columbus. Plus, the Greater Columbus Convention Center is a non-union facility. This will eliminate issues that have spurred complaints at past events regarding union regulations for moving and setting up equipment—

thereby making it easier for more vendors to commit."

### Why should PIASC members attend?

Americas Print Show represents the first opportunity since pre-2020 for the industry to get together. We've all been operating in our little silos for too long! It's time to get out and...

- **Network** – The entire event is being organized to ensure that every

attendee has multiple opportunities to network, reestablish connections with existing industry associates and forge relationships with new contacts.

While we anticipate that many PIASC members will be at Americas Print Show, this is also an excellent opportunity to expand your network to include businesses in the Northeast. As Tim points out, "More than half of the U.S. printing market is within a day's drive of this event and sending multiple team members is more feasible than with events in entertainment locations." Consequently, many of these business owners are likely to be in attendance.

- **Learn** – A full program of educational sessions is planned, to be presented by well-known industry experts. With 21 breakout rooms there will be numerous opportunities for you to attend

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## BUSINESS MANAGEMENT

### Are You Asking the Right Questions?



If the answer to a particular marketing problem is eluding you, sometimes what you need to do is ask different questions. As survey writers have long known, how you ask a question can have a significant impact on the answers you get. Here are some ideas for changing things up:

- **Ask from various angles** – For example, a marketing writer's "new client interview" might include the following questions: "What problems does your product solve for your customers," "what benefits do you offer," and "what do people like about your product?" Although these questions are all related, they often produce very different answers. Why? Because they get the business owner to think about things in a different light.
- **Turn the question around** – Sometimes the question itself could be limiting your answers. If you're asking, "what is the sum of 6 + 6?" there's only one answer – which may or may not be the one you need. But if you change the question to "what two numbers can be added together to equal 12?" the possibilities expand.
- **Ask the opposite** – Similar to turning the question around, this can also be like playing "devil's advocate." For example, instead of "how can we reach our target market of preschool directors?" try "what would motivate preschool directors to want to contact us?"
- **Ask "why?"** – This can be a great way to dig deeper. Say you've discovered that your target audience wants to buy high-tech gizmos like yours because they're interested in the latest technology. If you fail to ask "why?" you might mistakenly focus on the technology itself, not realizing that the reason they're interested in the latest technology is that they want bragging rights in front of their peers.

Are you asking the right questions? If the solutions are eluding you, the answer just might be "no."

Source: Plumtree Marketing, [www.PlumtreeMarketingInc.com](http://www.PlumtreeMarketingInc.com)

## GOVERNMENT & LEGISLATIVE

### Did You Meet the Deadline for Ensuring 911 Calling Compliance?

The Ray Baum's Act (the "Act") requires companies to implement additional safeguards related to dialing 911 from the companies' phone systems, including any software programs used by computers to make phone calls. Aspects of the Act related to landlines/VOIP phones are already in effect and are less controversial. However, many companies have been caught off-guard given the Act applies to software technology and enforcement of the Act began January 6, 2022. Many companies utilize software programs like Jabber, Webex, Teams, Zoom and other platforms that allow for the ability to make phone calls from a computer.

If your company operates a multi-line phone system, the Act applies, and you should take notice that the penalties for non-compliance are stiff. Fines of \$10,000 per violation plus \$500/day/violation can be levied against those companies that are non-compliant.

#### The Act has various obligations

Most companies will need to ensure that their phone and technology systems can:

1. Call 911 directly simply by typing "911" (without the use of any prefix).
2. Provide immediate notice to a central location at the facility where the 911 call is made. Such notice must be sent immediately and not delay the 911 call.
3. Ensure the notice to the central location will likely be seen or heard (e.g. it must be monitored).
4. Provide as precise of a physical address as possible with the 911 call (e.g. suite/office number in addition to the physical street address).

There are other intricacies to the Act and many practical considerations that companies should consider. For example, work-from-home arrangements complicate compliance with the Act. Companies should be aware of how work-from-home arrangements can create complexities about how the technology solutions need to be integrated to ensure compliance with the Act.

While the enforcement of the Ray Baum's Act is vested in the Federal Communication Commission ("FCC"), violations of the Act still could help form the basis of private causes of action (e.g. legal theories of negligence, etc.).

Source: Jon L. Farnsworth, Partner, Spencer Fane LLP, [www.SpencerFane.com](http://www.SpencerFane.com). 612.268.7018, <https://www.spencerfane.com/attorney/jon-farnsworth/>

## HUMAN RESOURCES

### Reducing Burnout When You're Understaffed

When you're both super busy and understaffed, what can you do during this time to help your employees avoid burnout or extra stress before you can hire more employees? Here are some ideas:

**Remove nonessential work duties:** For the positions that seem most stretched, make a list of tasks that could be put on hold (or perhaps reassigned). You can invite input from employees, too, but we recommend acknowledging that they're overwhelmed and saying that you'll do your best to alleviate some of the pressure. Then hold off on nonessential tasks until business slows down or you've increased your headcount.

**Allow for flexible scheduling:** If employees need to work longer hours on some days during the week, consider allowing them to work fewer hours on other days of the week. Note that some states have daily overtime, spread-of-hours or split-shift laws.

**Budget for overtime:** Employees may need to work extra hours to keep up with the current demands of their job, so allow them to work overtime if you (and they) can swing it. If you're pretty sure overtime will be necessary, inform employees of that ahead of time, so they can plan accordingly.

**Ensure all equipment is fast and reliable:** It's important to identify, troubleshoot and correct any slow or nonworking equipment issues (such

as laptops, internet hardware, cash registers or vehicles). If not resolved, these issues can slow down work and add to everyone's stress.

**Look for ways to automate:** Consider whether any of your employees' manual and time-consuming tasks could be eliminated or simplified with the use of new or different technology.

**Increase safety protocols:** Employee absences related to COVID have created a significant strain for many employers during the pandemic. Shoring up your safety protocols may reduce the risk of COVID-related absences because of sickness or exposure. Depending on your circumstances, examples include improving ventilation, encouraging or requiring vaccination, requiring employees to wear masks and allowing employees to work remotely when possible.

Source: HR|Bizz



## MISCELLANEOUS

### In Memory of Gerald "Gerry" Bonetto, Ph.D.



The Southern California printing industry was saddened to learn that Gerry Bonetto passed away the morning of January 21, 2022 at the City of Hope, after a long fight with cancer and the effects of its treatments. Gerry worked for PIASC as the Vice President of Government Affairs from 1987 to 2017. In the course of his work Gerry had his fingers on the pulse of an amazing array of areas, from sales tax to the Southern California AQMD.

Over the years the printing world has faced many challenges, and Gerry was usually in the midst or leading the charge to protect the industry. For example, Gerry was instrumental in maintaining and expanding printing sales tax exemptions, helping to achieve workers' compensation reform, defining recycled-content paper criteria and advocating for reasonable air quality rules.

In addition to his work for PIASC, Gerry was also a part-time lecturer at California State University, Los Angeles, a nationally-known speaker on issues relating to the printing industry and the author of published articles and reviews in both industry-wide and academic journals. Along with his Cal State University colleagues he also published *Governing California in the Twenty-First Century*.

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MISCELLANEOUS

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“Gerry Bonetto was a GOOD MAN. Gerry was intelligent, knowledgeable, direct, kind, unassuming, calm, private and an animal lover. I got to know Gerry as a result of being on the PIASC board, and when with some serious issues emotions were running a little hot, Gerry was always the one staff member we could count on to give us direct answers backed up by facts. He was a calming influence. I also realized how much Gerry quietly did to minimize the impact of government on our businesses. While we were out running our companies, Gerry was lobbying Sacramento, the SCAQMD and the Franchise Tax Board for our industry. Gerry was well respected by these organizations and often convinced them to change or drop unfavorable regulations.

Gerry in his own way battled cancer to the end. He was diligent, sought the best treatment and understood the seriousness of the disease. He did not burden others with his challenges. We lost a GOOD MAN, but our loss is heaven's gain.”

*Bruce Carson, CEO of The Dot Corp*

Here are a few memories that PIASC members have shared about him...



“I had a tax audit and Gerry Bonetto offered to help me. He made an appointment at the Tax Collector’s Office in Orange County and while walking through the building, everyone greeted him, everyone smiled, everyone stopped to shake his hand. I was just in shock to see how many people he knew and knew of him. At that moment, I saw the admiration, respect and honor many had for him. Till this day, I have never met anyone quite like Gerry. He will be missed and I thank him for all he did for the printing industry.”

*Larry Lester, Owner of Ink on Paper Solutions*



“There was a time when I considered getting into politics and running for office. Best person to ask questions about this idea was Gerry Bonetto. Because of his hands-on experience with years of lobbying, I knew he would give me excellent insights. I thought our conversation would be full of strategic details and names of political consultants to contact. But Gerry, with all his calm wisdom, was quite eloquent with simply stating, ‘Janet, your heart is in the right place but all your efforts will never be focused on the people you want to represent. You will spend all your time raising money. Stick with being a printer, you will have less gray hair.’”

*Janet Green, CEO of Greens Printing*

“I’ve had the privilege of knowing Gerry Bonetto for over twenty years. Gerry was my ‘go to guy’ any time I had a question about regulations, legislation or environmental issues. He would always have a knowledgeable answer – yet he’d share it with me in layman’s terms (so I could understand). As the Association’s VP of Government Affairs, Gerry kept all of us up-to-date on legislation that impacted our industry. I appreciated the fact that Gerry would not just be a ‘reporter’ but would be pro-actively engaged in lobbying on our behalf – both in Sacramento and in our local communities. He was particularly helpful to our Association in his efforts to collaborate with SCAQMD to obtain reasonable and fair guidelines for us all. I’ll always remember and appreciate Gerry’s ready smile, his kind heart and his generosity in sharing his time and talents through the years.”

*Doug Grant, CEO of Westamerica Communications*

**If you wish to send condolences, share images, light a candle or plant trees on his behalf, please visit <https://bit.ly/gerrybonetto>.**

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FEATURE ARTICLE

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meetings and seminars on technology, marketing, sales, workforce development, cybersecurity, supply chain, environmental matters and more.

- **Evaluate** – If you’re in the market for new equipment, vendors or service providers, Americas Print Show will present a “one stop shopping” opportunity for you to meet and evaluate multiple companies all at once. See some of the latest presses and other equipment in action, meet with key players and more. Even if you do not have any current needs, it’s still important to stay up to date with what’s happening in the industry.

What about the pandemic?

Of course, we need to address the elephant in the room. We’ve all read horror stories of trade shows in other industries that got cancelled a few days before the event, thereby costing everyone involved a great deal of money.

While there is absolutely no way to predict where things will stand on COVID-19 in August, Americas Print Show President Jim Cunningham says, “Holding the Americas Print Show in Columbus at this time of year and in this Midwest location will hopefully make the event less conducive to a COVID outbreak or disruption. Therefore the potential of cancellation due to COVID is less likely than at other industry trade shows.”

How do you register?

If you have not yet made plans to attend Americas Print Show, now is a great time to do so. For those who are not exhibiting, attendance is free if you register in advance at [www.AmericasPrintShow22.com/attend](http://www.AmericasPrintShow22.com/attend).

CLASSIFIEDS

**Available items for sale**, all located in Oregon - 7 boxes Reincarnation 100 Matte Blue White 120# Cover, 300 sheets per box, 26.00 x 40.00, 100% recycled paper. For more info contact Lane Weatherly at [lane@wilcoxfoil.com](mailto:lane@wilcoxfoil.com).

Want to place a classified ad? Contact Wendy Ferruz, 323.728.9500, Ext. 262, [wendy@piasc.org](mailto:wendy@piasc.org)

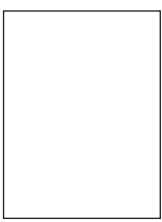
NATIONAL NEWS

Congratulations to Our Members That Made the Top 300 List!

Each year Printing Impressions presents a list of the top 300 printing companies in the U.S. and Canada, ranked by annual sales volume. We recently learned that 18 PIASC members made the list for 2021! Congratulations to...

- 4over Inc, Glendale, CA
- Franchise Services, Inc. (Sir Speedy & PIP), Mission Viejo, CA
- Lithographix Inc., Hawthorne, CA
- The Dot Corporation, Irvine, CA
- Prisma Graphic, Phoenix, AZ
- Southwest Offset Printing, Gardena, CA
- Journal Graphics, Portland, OR
- Alexander’s Print Advantage, Lindon, UT
- Premier Press, Portland, OR
- Image Options, Foothill Ranch, CA
- Peczuh Printing, Price, UT
- Westamerica Communications, Lake Forest, CA
- iColor Printing & Mailing, Los Angeles, CA
- D’Andrea Visual Communications, Cypress, CA
- Foster Printing, Santa Ana, CA
- Graphic Trends, Paramount, CA
- Classic Litho and Design, Torrance, CA
- 5 Day Business Forms Mfg., Anaheim, CA

Read the full list at <https://bit.ly/PrintingImpressions2021/>



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PIASC Events Calendar

<b>MAR 10</b>	<b>WEBINAR: Tips and Tricks for Working/Selling From Home</b> Thursday, March 10 Online <a href="http://www.piasc.org/events">www.piasc.org/events</a>
<b>MAR 2</b>	<b>WEBINAR: Aleyant Workflow Automation Webinar (presented by GMA)</b> Wednesday, March 2 Online <a href="http://www.piasc.org/events">www.piasc.org/events</a>
<b>FEB 21</b>	<b>WEBINAR: Emergency Action Plan - What's Required? (presented by OSTs)</b> Monday, February 21 Online <a href="http://www.piasc.org/events">www.piasc.org/events</a>
<b>APR 14</b>	<b>WEBINAR: The Top 10 Sales Apps</b> Thursday, April 14 Online <a href="http://www.piasc.org/events">www.piasc.org/events</a>
<b>AUG 17-19</b>	<b>America's Print Show 2022</b> Wednesday-Friday, August 17-19 Columbus, OH <a href="http://www.americasprintshow22.com">www.americasprintshow22.com</a>

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