

Upcoming Events

Jack W. Stoughton, Jr. Selected as Executive of the Year

PIASC has named Jack Stoughton, Jr., President of Stoughton Printing Company in City of Industry, California, as its Executive of the Year.

As a second generation printer, Jack Stoughton, Jr. has been working in the printing industry since he was 12, when his father, Jack Sr., founded Stoughton Printing Company. Over the years Jack has mastered all facets



of the printing trade. Today he and his staff have honed and polished Stoughton Printing Company to be at the top of its niche, manufacturing high-end and specialty packaging for the vinyl record industry.

"Jack was selected for this honor because of his tireless work on behalf of the printing and graphic arts industry," says Janet Green, PIASC Public Relations Chair. "Jack believes very strongly in education in and about our industry, and is especially committed to bringing 'fresh blood' into the trade."

Jack first got involved in the Printing Industries Association, Inc. of Southern California (PIASC) in 2004. Since then, he has held numerous leadership roles in the printing community. He initially served as a member of the Printing Industry Benefit Trust (PIBT) before also joining the Board of Directors of PIASC, where he rose to the position of Chairman in 2015.

Today, Jack is the Chairman of both the Printing Industries Benefit Trust and the PIASC Education Committee, where he works to promote the industry and to help direct young students into this career path. He also serves on the International Printing Museum's Board of Directors. In addition, Jack works with various ROP programs, showing young people and those seeking new careers the many opportunities available within the printing trade. He also has been a guest speaker at Cal Poly San Luis Obispo and works very closely with Cal Poly Pomona. Jack regularly opens Stoughton Printing Company for tours by both ROP classes and Cal Poly Pomona students.

A native Californian, Jack currently lives in Glendora with the love of his life, his wife of 38 years, Deborah. Together they have two sons, Dr. Will Stoughton (of Minnesota) and Dr. Thom Stoughton (of New Hampshire), both of whom are married to PhDs as well. Jack and Deborah have also been blessed with two granddaughters. When he's not involved with the printing world, Jack enjoys dabbling in vintage cars, an occasional round of golf, and a frequent glass of good Cabernet.

The presentation of the Ben Franklin Executive of the Year Award will take place at PIASC's annual Graphics Night/Print Excellence Awards Banquet on Friday, April 13, 2018, at the Pacific Palms Resort in Industry Hills.

Event sponsors include Kaiser Permanente, PIASC Insurance Services, Inc., Spicers Paper & Kelly Paper, Humana, UPS, CardConnect, 4th Generation Recycling, Health Net, The Hanover Insurance Group, The Hartford, Heidelberg USA, Inc., TASC, GMG Americas, Community Bank, Preferred Employers Insurance Co., AG Adjustments, Ltd., Prudential Overall Supply, and VSP.

Contact Kristy Villanueva at Ext. 215 (kristy@piasc.org) for more information about Graphics Night and the Executive of the Year award.

Say Hello to Native.news!

You spoke, we listened. PIASC members have told us that they love the way we help them stay on top of the issues that affect the graphics industry and their businesses—but they're feeling overwhelmed by the volume of publications we send. To solve this problem PIASC is excited to introduce Native.news, our new biweekly newspaper that combines the information from what used to be four publications into just one.

Native.news will present information categorized into one of nine sections:

- Upcoming Events
- Business & Management
- Human Resources
- Risk Management
- Government & Legislative
- Technical & Technology
- Health
- National Association News
- Classifieds



While each issue will not include articles on every one of these topics, this convenient format will make keeping up with important news easier than ever.

Why the newspaper-size pages? Because we love print, and wanted to pay homage to the vital role that newspapers have played in print's history. Plus, sitting down with a cup of coffee and a newspaper has long been one of the simple pleasures in life.

Of course, the publication's title—Native.news—is a print thing, also. When prepress requests files, they usually want the native files, i.e. the working files originally created in the graphics program. These file names all end in "dot something" ...ergo ".news".

Watch for Native.news to arrive in your mailbox every other week, and e-Flash, our digital publication, to arrive in your email inbox on the off weeks. Past issues of both will be archived online at www.piasc.org. Happy reading!

TECHNICAL & TECHNOLOGY

Ask the Technical Expert

Q: I received some logo artwork from a client in SVG file format. What is an SVG file?

A: The Scalable Vector Graphics (SVG) file format has been around since 2001, but is rarely seen by printers, mainly because it's a web-based file. SVG files are basically Cascading Style Sheet (CSS) code that illustrates vector files in a browser. They're used by web designers frequently because of their small file size and high-quality for vector graphics. If you come across one as a printer, it's recommended you contact the client and request new artwork. However, if that's not possible, it's as simple as opening the file in Illustrator and saving an EPS file. You will need to confirm and adjust colors with the client because SVG files convert all colors to RGB.

BUSINESS & MANAGEMENT

Don't Let Leads Go Stale



Whether you've got a big booth at a trade show or a table at the local business showcase expo, participating in events can take a significant investment in time and money. Generally speaking, business-to-business marketers make this investment with the goal of getting qualified leads that they can then convert to sales. So you would think that quickly following up after the event is over but while the prospect may still remember your company (and perhaps the nice conversation they had with one of your representatives) would be a priority. Surprisingly, it often is not.

A recent study entitled "Closing the Loop: Crunching the Numbers on Event Lead Followup!" found that just 27% of survey participants follow up within three days. And 18% took two to four weeks or more!

Here are some tips for a successful follow-up campaign:

- **Create a strategy before the event** – Have everything written, designed and ready to launch before the event begins.
- **Prioritize your leads** – You may want to send the "hot" leads directly to sales

for immediate follow-up. Then on the day you return from the event, start a multi-part email campaign for the rest of the leads.

- **Mention the event** – Identify the event in the subject line or first paragraph. If practical, include a small photo of the booth to jog their memory.
- **Focus on the benefits** – Whether you're creating a voice mail script or email text, your message needs to be all about them and how you can meet their needs.
- **Make your call to action specific** – Don't just ask prospects to contact you for "more information." Offer something in particular, such as an e-book, cheat sheet, demo or video.

To make the most of your investment in event marketing, start your follow-up campaign long before your prospects have forgotten all about you.

Source: PIASC Member, Plumtree Marketing, Inc. www.PlumtreeMarketingInc.com

¹Certain, "Closing the Loop: Crunching Numbers on Event Lead Follow-up," August 2017.

NATIONAL ASSOCIATION NEWS

Top 5 Reasons to Attend Automation Ready!



Print automation is critical to maintaining your company's competitive advantage. In most printing companies, digital printing has the highest volume of jobs and shortest runs but should not have the smallest profit margin. Given the volume, these jobs represent a great opportunity for cost savings and efficiency gains. Regardless of the printing process, reducing or eliminating touch points in job submission, production, and back-office operations is essential to boosting profits. Is it possible to have full automation in these processes? On Thursday May 10, 2018 from 1:00 to 4:45 pm EST, the Automation Ready! virtual conference will provide the roadmap to using proven strategies, tools and procedures to automate wasteful, time-consuming touch points in printing workflows. Get insight, get integrated, get efficient—get Automation Ready!

How can Automation Ready! help you?

Here at the Top 5 reasons you should attend:

1. Become more efficient and profitable by reducing the number of touches required to produce a job.
2. Learn where to start with automation in your workflow, and identify the "low hanging fruit" that can make the greatest impact immediately.
3. Learn how to get buy-in from management and staff to make automation successful in your organization.
4. Gain valuable insights from three different companies that have already automated various processes in their organizations.
5. Leverage the software tools you already have—and learn about the ones you'll need—to integrate automation in your workflow.

Automation Ready! is just \$99 for PIA Members and \$149 for non-members. Register now at www.printing.org or contact Joe Marin at 412.259.1730

RISK MANAGEMENT

You're Responsible for Employees Driving on the Job

Many business owners don't think twice when asking a worker to run to the office supply store, to the bank or run another errand for the company while on the clock. But as soon as that employee enters their personal vehicle on a trip for your business, you automatically become vicariously liable for their actions.

Think it's not a big deal? There have been cases when employ-



ers have been found liable and ordered to pay up to \$25 million for crashes involving employees using their cell phones while driving, according to the National Safety Council. That means if your employee is in an accident and injures a third party, damages another car or injures themselves, your firm could be held liable. For injuries to only your employee, your workers' compensation insurance would handle the costs, but for injuries to others and third party property, you are ultimately liable since they were carrying out duties for your firm. The employee's auto insurance will be primary, but the problem arises when the coverage is insufficient. The employer can then be sued by the third party. And once a third party knows there is an employer behind the person who hit them, that often encourages them to sue, seeking even more damages than they normally would. With that in mind, you should do all you can to reduce your exposure by writing a policy for your driving employees (see box on right). Besides having a driving policy in place, you can also make sure to hire employees who are safe drivers by checking their driving records during the hiring process.

Also, make sure that your management is on board with the policy. That means that managers should avoid texting or calling employees while they are driving on company duty. That would clash with your policy on barring cell-phone use while driving.

Insurance

Finally, you should make sure that you have proper insurance in place in case calamity strikes. And unfortunately, some employees will inevitably be slack in following even the best laid out policies.

Commercial auto will cover all of your workers who drive company vehicles for collisions, but it won't cover employees if they are driving their own vehicles while on the job. Such vehicles are considered non-owned autos because they are not owned by the named insured. Employees are not insureds while driving non-owned autos, even if they are using the vehicles on company business. But if you do have workers who use their personal vehicles for work, like sales reps, you can purchase an endorsement for your commercial auto policy: Entitled Employees as Insureds.

This endorsement covers workers who drive their personal vehicles on behalf of their employer. But it provides excess coverage only, meaning that the employee's personal auto policy will apply first if the worker is sued after an accident involving their personal auto. The endorsement would apply only if the employee's personal policy limits are breached. Contact Joanne Cadenas at Ext. 256 (joanne@piasc.org) to get a quote on commercial vehicle insurance.

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GOVERNMENT & LEGISLATIVE

Hazardous Waste Penalties Skyrocket

If your facility produces hazardous waste—and between cleaning solvents, used oil and ink, most printers do—be aware that in California the potential price of non-compliance has nearly tripled. AB245, which was signed into law in October 2017, increased civil penalty for violations of hazardous waste control laws from \$25,000 per day of non-compliance to \$70,000. These fines can be imposed on those who intentionally or negligently:



- Make false statements in documents related to compliance;
- Violates a provision of the regulations; and/or
- Disposes of, treats or stores hazardous waste at a point that is not authorized according to the provisions of the law.

Top OSHA Violations

Because safety is a daily concern for all employers, it's a good idea to regularly review your safety program. As part of this review, it can be helpful to consider the issues which OSHA recently identified as among the most-cited violations:

- **Hazard Communication** – Failure to have a written hazard communication program and failure to provide employee access to safety data sheets.
 - **Respiratory Protection** – Failure to establish a written respiratory protection program and to provide medical evaluations.
 - **Lockout/Tagout** – Inadequate worker training and inspections to ensure that dangerous machines are properly shut off and not able to be started up again until maintenance work is completed.
 - **Ladders** – Improper use of ladders (including using the top step), and use of damaged ladders.
 - **Powered Industrial Trucks** – Inadequate employee training and refresher training.
- Note: PIASC offers a Forklift Training Manual for its members. To obtain a copy, contact Emily Holguin at 323.728.9500 ext. 262.*
- **Machine Guarding** – Failure to guard points of operation.
 - **Fall Protection Training** – Failure to train employees to identify fall hazards and use fall protection equipment.
 - **Electrical** – Existence of electrical hazards in the workplace, including temporary wiring in lieu of permanent wiring.

HUMAN RESOURCES

New Standards for Unpaid Interns

When is an “intern” actually an “employee” under the Fair Labor Standards Act (FLSA)? In the past, the Department of Labor (DOL) used an onerous six-factor test to answer this question for for-profit employers. Now, if you’ve been avoiding offering unpaid internships for fear that the position would not meet these standards, we’ve got good news for you. The DOL has now adopted the “primary beneficiary” test instead. To determine if an intern should be paid, the “primary beneficiary” test focuses on the economic reality of the intern-employer relationship. This flexible test looks at a variety of factors. This includes the expectation of compensation, whether the training provided is similar to what would be given in an educational environment, the extent to which the internship is tied to the intern’s formal education program (such as at a college), and more.

Unpaid interns must be the “primary beneficiaries” of the internship program. To implement an unpaid internship program, be sure that the interns’ work complements (not displaces) the work of paid employees, while providing significant educational benefits to the interns. Also, ensure that there is no expectation that a paid job will be provided when the internship ends.

Paid Rest Breaks for Commissioned Sales

If you employ “commission-only” sales people, you may have assumed that their pay can legally be restricted to just commissions. Last year the California Court of Appeal ruled that this is not the case. Employees paid on a commission basis are entitled to separate compensation for California’s mandated paid rest periods. The law requires that non-exempt employees working at least 3.5 hours in a workday be provided with a duty-free paid 10-minute rest period for each four hours of work or fraction thereof.

For commission-only sales people, these rest periods must be accounted for and compensated separately. Furthermore payment for these paid rest breaks cannot be included or averaged with commissions paid for productive time in order to satisfy applicable minimum wage requirements. It is recommended that you have someone experienced to review your pay policies for commissioned sales people. Ensure that, in addition to commissions, they are also being separately paid for California’s mandated paid rest periods.

CLASSIFIEDS

FOR SALE 2005 Isuzu Diesel 16ft Bobtail with power tailgate. Great condition. \$11,000 OBO Contact Albert at 310-638-7768 x13.

WANTED Looking for a TMI Friction Tester unit. Please send me an email if you have one for sale. TGarcia@Icpindustrial.com.

Other Industry Events 2018

4/10/18 -	SGIA ColorCasters Color Management			
4/12/18	Boot Camp	Torrance, CA	shelby@colorcasters.com	www.sgia.org
4/18/18	SGIA Operation Sublimation, Mission: Wide Format Graphics	Irvine, CA	www.sgia.org	805-756-2645
4/19/18	GRC Career Day	San Luis Obispo, CA	lsing@calpoly.edu	805.756.2645
4/24/18 - 4/25/18	Wrap Like a Pro	Rancho Santa Margarita, CA	www.sgia.org	
6/30/18	Independence Day Celebration	Torrance, CA	mail@printmuseum.org	310.515.7166 www.printmuseum.org
9/28/18 - 10/2/18	PRINT 18	Chicago, IL	703.264.7200	www.graphexpo.com
10/13/18 - 10/14/18	Los Angeles Printers Fair	Torrance, CA	mail@printmuseum.org	310.515.7166 www.printmuseum.org
10/30/18 - 10/31/18	2018 OSHA Compliance for Printing Workshop	Warrendale, PA	krundle@printing.org	412.259.1779 www.printing.org
4/4/19 - 4/9/19	2019 AIGA Design Conference	Pasadena, CA	www.orangecounty.aiga.org	

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Preferred Partner of the Month of April

Members save an average of 30% or more on credit reports

A business credit report can help you make insightful decisions about prospective business partners and customers. It can even help you monitor the health of your own business. Together, **PIASC** and **Experian** make it easy and economical for small businesses to obtain business credit reports and scores online.

Learn more at SmartBusinessReports.com/PIASC.



Events Calendar

- APRIL 4**
- The Best in Class Workshop 2018**
9:00 am, Fullerton College
FREE Event
Details: bit.ly/bestinclass18
Contact: Emily Holguin, emily@piasc.org
- APRIL 13**
- 2018 Graphics Night**
5:30 pm - Pacific Palms Resort, Industry Hills
\$100/member ticket
Details: piasc.org/graphicsnight
Contact: Maribel Campos, maribel@piasc.org
- APRIL 19**
- Cocktails & Conversations - Pasadena**
5:30 pm - Bodega Wine Bar
\$25/member
Details: piasc.org/cc
Contact: Emily Holguin, emily@piasc.org

- APRIL 19**
- Microsoft Word 2016 and Mail Merge**
10:00 am PST - Webinar
FREE/member
Details: bit.ly/merge2016
Contact: Emily Holguin, emily@piasc.org
- APRIL 25**
- Certified First Aid & CPR Training**
8:00 am - PIASC Offices, Commerce
\$60/member
Details: piasc.org/cpr
Contact: Emily Holguin, emily@piasc.org
- APRIL 26**
- Cocktails & Conversations - Anaheim**
5:30 pm - Karl Strauss Brewing Company,
\$25/member
Details: piasc.org/cc
Contact: Emily Holguin, emily@piasc.org