

Wow! What a Night!

On Friday, April 13, PIASC held its annual Graphics Night at the Pacific Palms Resort in the City of Industry. Over 350 attendees were on hand to celebrate the ideas, solutions and achievers of 2018. Based on the feedback we have received, the evening was a tremendous success.

The evening featured a variety of firsts. This was the first time...

- PIASC's National President was in attendance. Michael Makin mingled with members, celebrated the honoree and

showed his support for PIASC.

- A state legislator was in attendance. Assemblywoman Blanca Rubio, representing the 48th District, joined us for the cocktail reception.
- Awards were presented in six new Print Excellence Awards specialty categories: Best Design, Best Use of Paper, Best Execution of Ink, Best Crossover, Best Packaging, Best Combo Print and Finishing.
- Live music for the cocktail reception



Celebrating four Best of Category winnings for PJ Printers in Anaheim.

and dinner featured a five-person jazz band from Citrus College.

- Lou Caron gave his first official President's speech. His message: PIASC is an extension of your business.

Graphics Night began with a hosted cocktail reception. As always, a highlight was the display of the top two entries in each category of the Print Excellence Awards, and the opportunity to cast a vote for one outstanding entry for the People's Choice Award.

During the cocktail hour Assemblywoman Rubio met privately with Jack Stoughton, Jr., and presented him with official recognition from the Legislature

congratulating him on his selection as PIASC's Executive of the Year.

After everyone moved into the banquet room, Peter Young, PIASC's Chairman of the Board, officially welcomed everyone to Graphics Night. After guests enjoyed a delicious dinner, PIASC President Lou Caron presented the Executive of the Year award to Jack Stoughton, President of Stoughton Printing Company. Jack was selected for this honor because of his tireless work on behalf of the printing and graphic arts industry, and dedication to education in and about our industry.

This presentation was followed by the highlight of the evening, the presentation of the 2018 Print Excellence Awards by Janet Green, the PIASC Board's Public Relations Chair. Over 60 awards were presented to the "Best of" winners in each category, ranging from Presentation Folders to Large-Format Printing.

The top Print Excellence Award winners were...

- Best of Show:** Queen Beach Printers, Inc. for "Farmers & Merchants Bank 110 Year Commemorative Book"

Sponsored by: Heidelberg USA

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Best of Show L-R: Peter Young, PIASC Chair, Tim Healy, Queen Beach Printers, Heidelberg USA

BUSINESS & MANAGEMENT

Printing Industries Credit Union: A Better Way to "Bank"

At PIASC we often describe the Printing Industries Credit Union (PICU) as a "way to offer your employees a valuable benefit at absolutely no cost to you." Which begs the question: What is it that makes this benefit so valuable?

The answer is that Credit Union membership can truly help your employees make their hard-earned money go farther. As compared to what's available for consumers at a traditional bank, PICU members can...

- **Earn more** – Enjoy a higher interest rate on their deposits.
- **Pay less** – Get a lower interest rate on their auto loans, personal loans, home equity loans and credit card debt.
- **Qualify for loans** – Work with a lender that looks at more than just the credit score, increasing the chances that members will be able to borrow needed funds.
- **Avoid fees** – Take advantage of lower account-related fees, and lower balance requirements for eliminating some of these fees completely.
- **Get special discounts** – Save with discounts on theme park admissions, cell phone service and more.

Plus, banking with the Credit Union is extremely convenient. Members can...

- **Bank near home or work** – Benefit from PICU's membership in a nationwide network of over 5,600 shared branches with other credit unions, including dozens in L.A., Orange and Riverside Counties. Members can do

any of their banking at any of these offices. Plus, there are over 30,000 ATMs across the country that members can use free of charge.

- **Use a mobile app** – Do just about anything that can be done in the branch or online from a mobile device. Transfer money, check on balances, deposit checks (this feature coming this summer), or even apply for a loan.

Why is the Printing Industries Credit Union able to offer so much more? Because it is a not-for-profit cooperative that is owned by its members...and its members are those who hold accounts there. So instead of being beholden to shareholders and Wall Street, PICU's mission is strictly to serve its members, i.e. those who deposit money there.

Just how much can PICU members save on loans?

While rates are always subject to change and may vary based on the individual's circumstances, the following example illustrates the difference that PICU can make for a family's budget.

According to a monthly survey completed by the Credit Union, in March 2018 the average auto loan interest rate was 2.99 APR at PICU and 4.44 APR at the major national banks. For a typical \$20,000 60-month auto loan this translated into a \$359.32 monthly payment for PICU members, versus a \$372.32 monthly payment else-

where—savings that add up to \$800 over the course of the loan.

Who qualifies for PICU membership?

All employees of PIASC member companies, as well as their immediate families, are eligible for membership in

PICU. Once a person joins, their membership lasts as long as they maintain their accounts in good standing. Your employees and their family members can be PICU members for life, regardless of where they live or work. To learn more, visit www.printcu.org.

Can You Refuse to Print Something You Find Objectionable?

You quoted a job for a new client for "posters" or "brochures" or "direct mail letters" or whatever, without any knowledge of the content. Now that you won the job and the files have come in, you're shocked to see what you're being asked to print. From your perspective the content is downright objectionable.

Now what? Is this like the pending Supreme Court case, where the baker may be told he cannot refuse to make a wedding cake for a gay couple? Or can you politely tell this client to take their business elsewhere?

The answer depends on the circumstances

Who is the customer, and why are you refusing services?

If you refuse services to a customer that is in a protected class, they may have grounds for suing you. This group includes people

who are protected by the Civil Rights Act of 1964 and the Americans with Disabilities Act. You cannot discriminate against a customer based on race, religion, gender, national origin, age or disability (whether mental or physical). In these cases it is legally safer to do the job. If, for example, a church asks you to print a poster declaring that "Jesus is the Lord," you cannot object because you are an atheist.

On the other hand, if the customer is a person or organization that is not in or related a protected class, you can generally refuse services. This may include, for example, a Nazi group that wants to print hate messages, a political group that wants to print anti- or pro-abortion messages, or a company that wants to print pornography.

When in doubt, consult your legal counsel for advice.

Upcoming Events

Shape the Future of our Industry!

The Print & Packaging Legislative Summit is the signature government affairs conference hosted annually in our nation's capital. This collaborative event brings together printers, suppliers and allied interests for a powerful program of issue advocacy, political education, public affairs discussions, interaction with Members of Congress and networking events on Capitol Hill.

Join your peers as we address our legislators as ONE industry with ONE voice. The Print & Packaging Legislative Summit is co-hosted by AICC, The Independent Packaging Association, Association for Print Technologies (formerly NPES), Fibre Box Association (FBA), Idealliance, Printing Industries of America (PIA) and Specialty Graphic Imaging Association (SGIA).

The Summit will be held in conjunction with National Association of Manufacturers' (NAM) annual Manufacturing Summit. Additional supporting organizations are continuing to join us.

Who Should Attend

Recommended attendees are Presidents/CEOs and other C-Suite executives of printing and graphic communications companies. Executives with responsibility for environmental/health and safety, human resources, legal, postal, tax, technology, and/

or sales are especially encouraged to attend.

What to Expect

The Summit will host legislators, printing and graphic communications professionals, and policy experts for an industry-wide meeting and networking event. In-person grassroots lobbying meetings on Capitol Hill will enable you to take your company and industry story directly to decision-makers in the U.S. Senate and House of Representatives.

What You Will Learn

- How hot-button policy issues may impact your company's bottom line
- Best practices on how to advocate for your company and the industry before Congress, the Trump Administration, and other decision-makers
- How to promote the positive image of print, packaging, and paper before key Capitol Hill audiences
- The impact of hotly contested mid-term congressional elections on legislation and public policy of importance to the graphic communications industry

June 19 - 20, 2018
Washington, DC
www.printpackagingsummit.com

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We're Listening to You

Our recent article, "Native news Gets an A. And an F," evidently struck a chord, as it motivated many members to contact us with their thoughts on the publication. Many mentioned that they loved the articles, but wish it was easier to make copies—especially when the article text continues on the back of the sheet.



To address this, starting with this issue each Native news article will include a link to a pdf of just that article. Whether you want to print an article out, email it to customers or staff, or share it on social media, doing so will now be easy. Just another example of blending print with digital!

HUMAN RESOURCES

HR Records You May Not Realize You Need to Keep

Have 15 or more employees? You may be in for a surprise. If you are using tests or other selection procedures as a basis for any employment decision (including hiring, retention, promotion, transfer, demotion, dismissal or referral), Title VII requires that you make and keep records regarding the potentially discriminatory impact of this.

Specifically, you have to keep records of these selection procedures based on the applicant's or employee's identifiable race, sex and ethnic group, in order to be able to demonstrate that the selection procedure is valid and non-discriminatory. If a complaint is ever filed with the EEOC, it is up to the employer to demonstrate the validity of the associated selection procedure.

What types of tests and selection procedures are covered by this? Pretty much all, including everything from cognitive, physical and personality tests to sample job tasks, medical exams, credit checks, English proficiency tests and more.

Action item: Eliminate any selection procedures that are not actually necessary for your evaluations, then apply any procedures that you keep uniformly. If you are not already tracking and maintaining this data, start doing so immediately. Periodically analyze this information to see if your selection procedures seem to have a negative impact on people of a specific race, ethnicity or gender—and take action if they are.

GOVERNMENT & LEGISLATIVE

EEO-1 Survey Filing Deadline Extended Again

The Equal Employment Opportunity Commission (EEOC) has granted another reprieve regarding the filing deadline for the 2017 EEO-1 reports. After previously extending this deadline to March 31, 2018, they have now moved the deadline back again to June 1, 2018.

EEO-1 reports are required for private employers with 100 or more employees, as well as federal government contractors or subcontractors with 50 or more employees and a contract/subcontract of \$50,000 or more.

Action item: To begin the filing process, click the login button at <https://www.eeoc.gov/employers/eo1survey/>.

On Our Radar

Recently added to the list of proposed regulations and other issues that we're following:

- **Regulating healthcare prices** – AB 3087 would create a state commission to set the amounts accepted as full payment for healthcare services and procedures by health plans, hospitals, physicians, physi-

cian groups and other health care providers. Unfortunately, the bill does not do anything to address the underlying issues driving the rise in healthcare costs.

- **Yet another leave of absence requirement** – AB 2366 would require employers to provide leaves of absence to employees who are victims of sexual harassment, sexual assault or domestic violence—as well as their family members (with a broad definition of who qualifies as a “family member”) who want to take time off from work to provide assistance to these victims.

- **Controlled substance Rx forms** – AB 1753 would reduce the number of printers approved to print prescription forms for controlled substance prescriptions from about 40 currently to just three statewide.

- **More time to file complaints** – AB 1870 would extend the period during which employees can file complaints with the California Department of Fair Employment and Housing alleging unlawful employment practices, such as harassment or discrimination, from one year to three years.

TECHNICAL & TECHNOLOGY

Ask the Technical Expert

Q. We printed a job on C1S (coated one side) stock and the ink on the backside has not dried. We believe the stock is defective. Has anyone else had this problem?

A. Some paper mills do not recommend printing on the backside of some C1S sheets as they can have a high acid content that interferes with the

ink drying. Printers will get away with printing on the uncoated side, and then one variable changes and they have a problem. A paper mill representative once told me, “We didn’t coat the backside because we didn’t intend for it to be printed on.” Check with the mill or your paper merchant to see if it recommends printing on the backside of a specific C1S sheet; there may be other C1S sheets that will dry better.

What a Night! *Continued from front*

People’s Choice Award: Stoughton Printing Co. for “Golden Voyager Record”
Sponsored by: GMG Americas
Best Design: D’Andrea Visual Communications for “FX-Versace”
Best Use of Paper: Design Printing for “30 Years of Saving Souls”
Best Execution of Ink: Design Printing for “Cedars-Sinai Board of Governors Gala”

Best Crossover: Lithographix, Inc. for “2018 Alfa Romeo Spider Brochure”
Best Packaging: Edelmann Group for “Box of Sexy-Ferris Wheel”
Best Combo Print & Finishing: Stoughton Printing Co. for “Portal – Original Soundtrack”

A complete list of the winners is available at www.PIASC.org/printexcellence/2018winners.

After the awards presentation the celebration continued until midnight with dancing and socializing in a comfortable “lounge” area.

“Kristy and her team put on an incredible evening,” says Lou Caron, “and we were so pleased to see so many members, vendors, educational facilities, insurance provider companies and preferred partner companies there to enjoy it.”



Members at the hosted reception. L-R: Amy & Rob Miller, Michael Makin, Leslie Groene

Upcoming Events *(continued)*

NEW DATE: In Love with Paper! 20th Paper & Substrate Show – September 18th!

Mark your calendar for the new date of this annual event for Tuesday, September 18, 2018 in Irvine! We’ll have our favorite exhibitors returning, and will introduce new exhibitors to get the creative juices flowing.

Interested in exhibiting? Members get a discount! Contact Maribel Campos, 323.728.9500, Ext. 210, Maribel@piasc.org

CLASSIFIEDS

WANTED Looking to purchase commercial printing, bindery and/or mailing company, profitable or not. Please contact 909.947.5292 if interested.

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

Want to place a classified ad? Contact Erica Sanchez, 323.728.9500, Ext. 209, erica@piasc.org

Other Industry Events 2018-2019

6/10/18 - 6/14/18	In-Plant Printing & Mailing Association Conference	Costa Mesa, CA	ipmainfo@ipma.org	816.919.1691 www.ipma.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
10/18/18 - 10/20/18	2018 SGIA Expo	Las Vegas, NV		www.sgia.org/expo/2018
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	

Want us to list your event? Contact Maribel Campos, 323.728.9500, Ext. 210, maribel@piasc.org

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PREFERRED PARTNER OF THE MONTH
MAY

PIASC Events Calendar

MAY 24

R.A.I.S.E. Foundation Awards Banquet

5:30 pm – Tamayo Restaurant, Los Angeles
\$25/member
Details: piasc.org/raise
Contact: Emily Holguin, emily@piasc.org

JUNE 19-20

Print & Packaging Legislative Summit

12:00 pm – Washington, DC
\$399/attendee, \$199/spouse
Details: printpackagingsummit.com

JUNE 30

Independence Day Celebration

10:00 am, The Printing Museum, Torrance
\$15/adult
Details: printmuseum.org
Contact: 310.515.7166

SEPT. 18

NEW DATE
20th Annual Paper & Substrate Show

5:30 pm – Andrei’s Event Center, Irvine
\$30/member pre-register
Contact: Emily Holguin, Ext. 262, emily@piasc.org

OCT. 13-14

Los Angeles Printers Fair

10:00 am, The Printing Museum, Torrance
\$10/adult, \$5/kids under 12
Details: printmuseum.org
Contact: 310.515.7166

For full list of workshops and virtual classes, please visit www.piasc.org/training.