

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 rewards students that participate in its annual competitions by providing grants. 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 rewards 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 250 entries for the PIASC R.A.I.S.E. Foundation competition. Winners of the 2018 competition are:

Coloring Book – High school students designed and produced a coloring book depicting “A Day in the Life” of a wild animal or pet.

El Camino Real Charter High School
1st Place – Jessica Torres
2nd Place – Joanna Cheng
3rd Place – Kristen Andrews

Pioneer High School
1st Place – Shirley Olivares
2nd Place – Brianeth Garcia
3rd Place – Cynthia Peraza

All Other High Schools
1st Place – Emma Kehl, Hart High School
2nd Place – Alice Yam, Montclair High School
3rd Place – Sophie Kehl, Hart High School

Cal Poly San Luis Obispo students with PIASC President, Lou Caron.



Bookmark – Both high school and college students designed and produced a bookmark promoting the beautiful world of reading.

El Camino Real Charter High School
1st Place – Ashley Murphy
2nd Place – Andrea Hernandez
3rd Place – Shane Gomez

Brea Olinda High School
1st Place – Robert Cervantez
2nd Place – Azeem Horani
3rd Place – Celine Leng

Cal Poly San Luis Obispo
1st Place – Armando Vicuna
2nd Place – Reyna Castañeda
3rd Place – Dominique Lau

Packaging – Both high school and college students developed and designed an eye-catching shoebox that persuaded consumers to want both the shoes and the box that comes with them.

1st Place – Sophie Kehl, Hart High School
2nd Place – Alex Mariano, South Pasadena High School

1st Place – Sotheara Ly, Riverside City College
2nd Place – Haydee Orellana, Abram Friedman Occupational Center
3rd Place – Amanda Truong, Samantha Lee, Perry Ting and Caitlin Royston, Cal Poly San Luis Obispo

GOVERNMENT & LEGISLATIVE

New National Origin Regulations Coming July 1

The proposed amendments to the state Fair Employment and Housing Act (FEHA) addressing national origin protections were sent to the Office of Administrative Law for approval. The Office of Administrative Law recently approved these regulations, and they are effective July 1, 2018. Although California already has strict rules that prohibit harassment and discrimination based on protected classes, including national origin, the new regulations expand those rules. The regulations protect both applicants and employees, including individuals who are undocumented. The regulations also broadly define “national origin” to include an individual’s or ancestors’ actual or perceived:

- Physical, cultural or linguistic characteristics associated with a national origin group;
- Marriage to or association with persons of a national origin group;
- Tribal affiliation;
- Membership in or association with an organization identified with or seeking to promote the interests of a national origin group;
- Attendance or participation in schools, churches, temples, mosques or other religious institutions generally used by



persons of a national origin group; and

- Name that is associated with a national origin group.

In the regulations, these policies or practices may constitute national origin discrimination:

- Language restriction policies, including English-only policies: These policies are unlawful unless the restriction is justified by business necessity and is narrowly tailored, and the employer has notified employees of the restriction and the consequences for violating it. In addition, English-only policies are never permitted during non-work time, such as meal and rest breaks and unpaid employer-sponsored events.
- Accents: Discrimination based on an applicant’s or employee’s accent is unlawful unless the employer can show the accent materially interferes with the applicant’s or employee’s ability to do the job.
- English proficiency: An employer cannot discriminate based on an applicant’s or employee’s English proficiency unless the employer can show that the proficiency requirement is justified by business necessity.

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HUMAN RESOURCES

Are We Running Out of Unemployed People?

California’s most recent seasonally-adjusted unemployment rate is 4.2%, the lowest level since 1976 and slightly higher than the current national 4.1% unemployment rate. In fact, recent Labor Department data shows that for every job opening in the U.S., there’s barely more than one unemployed person to take it. And as many of our members will tell you, if you’re looking for a press operator, there’s a good chance that this theoretical “one unemployed person” does not have the skills you need. What does this low unemployment rate mean for our industry? It means that to keep hiring, many employers must raise wages, consider a broader pool of potential employees, provide training, and/or attract people who are either not actively looking for work or had not considered work in that particular field. In fact, many recent hires nationwide are previously unemployed people who had not even been looking for a job.

Here in Southern California, PIASC is not sitting on the sidelines—we’re actively working on many fronts to attract people to the industry. Recruiters from our recently-relaunched Employment Service are placing those who are out-of-work or recently left a job into open positions, and attending campus events to spread the word to local students about career opportunities in the graphic arts industry.

PIASC is working at the high school level to bring awareness to the print industry. We are placing students from PIASC is actively working on many fronts to attract people to the industry the community college technical programs into open positions. And we are recruiting students from the four-year colleges to careers in print. These are both “quick hit” and long-term efforts, and they are all vital for our industry’s success. **Action item:** PIASC cannot do this alone. Now’s the time to get involved by committing to working with youth to help them see the excitement and viability of careers in the graphic arts industry.

Other Topics of Interest

PIASC has other articles that are for business owners only. If you are a business owner and interested in receiving these articles please contact Kristy Villanueva, kristy@piasc.org to opt in to a special email list.

Upcoming Events

WEBINAR – Credit Card Processing Fees Demystified

Several factors affect the actual cost of accepting payment with a credit card, including industry, customer card type, processing method, settlement time and more. Which means that there are many variables that impact what your customer’s card actually costs you. On top of that, what do all the rates and fees on your monthly credit card statement mean? Join us for this complimentary webinar with BASYS Processing to learn what action steps you can take to keep your rates and fees as low as possible.

**June 14th
10:00 am PST**
Register with Emily Holguin, 323.728.9500, Ext. 262, emily@piasc.org

2018 L.A. Printers Fair: Vendor Registration Now Open

The Los Angeles Printers Fair is attended by over 1,500 art, print and paper lovers. This year, for the first time the Fair will provide two days of fun. The Fair will take place on October 13 & 14, 2018 from 10:00 am to 4:00 pm at the International Printing Museum in Torrance. **Interested in being a vendor?** The Vendor Fee for both days is \$160 and includes:

- One six foot table with two chairs in a 6’ wide x 5’ deep area
- Two Exhibitor badges
- Two extra Fair admission tickets
- Vendor listing in the Fair’s Show Guide

Optional choices:

- Larger booth – There are a few special tables within the A Section (A7, A8, A28, A29) that are larger than the typical table. Their cost is \$200 and includes all of the above but with an 8’ table instead of a 6’ table.



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NATIONAL ASSOCIATION NEWS

Now Accepting Nominations for the Lewis and Berber Memorial Awards

Printing Industries of America is seeking nominations for the Lewis Memorial Lifetime Achievement Award and the Naomi Berber Memorial Award. The Lewis and Berber Memorial Awards are sponsored by Printing Industries of America’s Ben Franklin Honor Society. The Lewis Memorial Lifetime Achievement Award is named for Abraham Lewis, founder of Graphic Arts Monthly, and his sons Louis and Myron. The award honors business leaders who have gone above and beyond to further the business of printed communications. The Lewis Memorial Lifetime Achievement Award is recognized as the highest honor an individual can win in the graphic arts industry. Nominees should be widely recognized as industry leaders and have a record of participating in local and national professional activities. To read more about the Lewis Memorial Lifetime Achievement Award, access the nomination form and

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TECHNICAL & TECHNOLOGY

Ask the Technical Expert
Q. Photoshop has many image sharpening tools, but which one is the best?

A. By far, the tool that offers the most control and yields best results for sharpening images is the Unsharp Mask tool. Unsharp Mask introduces sharpness by evaluating and adjusting the contrast difference between pixels along an edge. These pixels along this edge are made lighter (and/or darker), giving the illusion of sharpness. Unsharp Mask offers three controls: **Radius** – The Radius setting affects the size of the edge to be enhanced and determines how far out from an edge contrast is increased. This is typically the most critical setting, as high amounts can cause unwanted halos, especially in

flesh tones. A good starting point for the Radius setting is 1 to 2 pixels. **Amount** – Amount determines how much darker and how much lighter the edge borders become where the light and dark pixels meet. A good starting point for the Amount setting is 60%. **Threshold** – Threshold is the difference in tonal values necessary for pixels to be affected by the sharpening. Low values sharpen more because fewer areas are excluded. Higher threshold values exclude areas of lower contrast. A good starting point for the Threshold setting is 3 to 4 levels. Finally, always view images for sharpness in Photoshop at even zoom views, such as 50%, 75%, 100% and so on. Viewing images at any other zoom rate will make the image appear sharper than it actually is when it prints.

GOVERNMENT & LEGISLATIVE

- Height and weight requirements: The regulations acknowledge that height and weight requirements may have a disparate impact on the basis of national origin. If that occurs, the requirements will be unlawful unless the employer can show that the requirements are job related and consistent with business necessity, and that the purpose of the requirement cannot be met by less discriminatory means.
- Recruitment and job segregation: It is unlawful to recruit applicants or employees based on national origin, and to assign positions, facilities or geographical areas of employment based on national origin.
- Immigration-related practices: Employers are prohibited from inquiring into an applicant's or employee's immigration status or discriminating against an applicant or employee based on immigration status, unless required to do so by federal immigration law. Undocumented applicants and employees are protected to the same extent as any other applicant or employee.

The regulations also reiterate the FEHA's prohibitions on harassment and retaliation based on national origin.

Find more information on the regulations in the Rulemaking Actions section of the CalChamber's Fair Employment and Housing Council's website, at <https://www.dfeh.ca.gov/fehccouncil/>.

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Chamber of Commerce, www.calchamber.com.

OSHA Form 300A Due July 1

OSHA has announced that all affected employers must submit annual injury and illness data in the federal OSHA Injury Tracking Application online portal, even if they are covered by a State Plan such as Cal/OSHA that has not adopted the regulation.

This requirement affects establishments with 250 or more employees, as well as establishments in certain industries (including printing services) with 20 to 249 employees.

The deadline for reporting is July 1, 2018.

Action item: Access the portal at <http://bit.ly/300AReporting>.

PIA is Representing Your Interests on Capitol Hill

New laws and regulations affecting the graphic arts industry—often quite negatively—are regularly introduced in Congress and the Senate. To ensure that our industry's viewpoint is heard, our national trade organization, the Printing

Industries of America (PIA), has a robust government affairs program.

PIA's government affairs program aims to influence the actions, policies and decisions of legislators and/or members of regulatory agencies. There are three main aspects of the program, all of which work together to get our industry's message heard:

1.Direct Lobbying – PIA's paid lobbyist, Lisbeth Lyons, acts as a watchdog for our industry, representing our interests and pressing for legislation that benefits us.

Sometimes PIA is lobbying for positive change, such as during the recent tax reform debate, when we lobbied heavily for full expensing for purchases of qualified equipment. Other times we're lobbying against changes that can harm our industry. For example, during that same tax reform debate there was a lot of movement to do away with the 100-year-old advertising deduction that so many of our industry's customers rely on.

2.Grassroots Lobbying – PIA also engages the owners and presidents of member companies to directly lobby their own senators and representatives. There's nothing like hearing directly from constituents to bring an issue to life! During the tax reform debate, for example, members helped their representatives understand the negative impact that doing away with the advertising deduction would have on their businesses in terms of lost sales and employee layoffs.

3. Political Advocacy (PrintPAC) –

PrintPAC, the premiere political action committee representing the print and packaging industry, is PIA's individual political advocacy arm. Open only to members of PIA and its affiliates such as PIASC, PrintPAC, which can only accept donations from individuals (not corporations), provides printers a unified voice in Washington.

CEOs, presidents and executive management of PIA member companies unite through PrintPAC to support federal candidates who are willing to defend and advance pro-print, pro-business legislation in Washington, DC. For more information, visit www.printpaonline.org.

New to the mix: Print Powers America

Launched earlier this year, Print Powers America is PIA's new corporate advocacy initiative. Open to any company that wants to support the industry, the organization's goal is to promote print's economic impact, highlight environmental stewardship and showcase industry innovation.

Print Powers America funds three areas: Coalition lobbying; dispelling myths and recasting the printing industry in a different light for those on Capitol Hill; and special events such as the annual Print and Packaging Legislative Summit, and facility tours at members' locations.

To learn more visit www.PrintPowers-America.com.

PRINTPOWERS AMERICA

Upcoming Events *Continued from front*

- **Lower fee booth** – Booths in the Swap Meet section are \$90. Vendors must supply their own tent, table, and chairs for their 8' x 8' space; the rest of the items are included with the fee. Please be aware that specific spaces in the swap meet area are on a first-come basis, so the spot number

chosen on the map during sign up does not apply.

- Split or multiple tables – Vendors are allowed to split a table or buy more than one table.

To register as a vendor, visit <http://bit.ly/laprintvendor>.

NATIONAL ASSOCIATION NEWS *Continued from front*

view a list of past recipients, visit www.printing.org/lewisaward.

The Naomi Berber Memorial Award is the only award honoring the outstanding contributions of women in the graphic communications industry. The award is named for Naomi Berber, the first administrative director of the Graphic Arts Technical Foundation (now a part of PIA). Nominees should show an outstanding dedication to the graphic communications industry and have a record of accomplish-

ments that demonstrate her contribution toward the development of the industry. To read more about the Naomi Berber Memorial Award, access the nomination form and view a list of past recipients, visit www.printing.org/berberaward.

Nominations must be submitted by July 31, 2018. Both winners will be recognized at Printing Industries of America's Fall Administrative Meeting to be held November 9-11, 2018 in Grapevine, Texas.

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Other Industry Events 2018

6/26/18 - 6/28/18	Nazdar Color Management Boot Camp	Irvine, CA	ray@sgia.org	www.sgia.org
9/28/18 - 10/2/18	PRINT 18	Chicago, IL	703.264.7200	www.graphexpo.com
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

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

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PIASC Events Calendar

JUNE 14

WEBINAR - Credit Card Processing Fees: Demystified
10:00 am PST – At a computer near you
FREE/member
Contact: Emily Holguin, Ext. 262, emily@piasc.org

JUNE 21

Cocktails & Conversations
5:30 p.m., Poquito Mas, Buena Park
\$25/ member
Details: piasc.org/cc
Contact: Emily Holguin, Ext. 262, emily@piasc.org

JUNE 28

Cocktails & Conversations
5:30 p.m., The Reef, Long Beach
\$25/ member
Details: piasc.org/cc
Contact: Emily Holguin, Ext. 262, emily@piasc.org

JUNE 30

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

JULY 17

WEBINAR - Top 10 Mistakes Employers Make & How to Avoid Them
11:00 am PST – At a computer near you
FREE/member
Contact: Emily Holguin, Ext. 262, emily@piasc.org

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

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