

Native.news Gets an A. And an F.

April 2nd's inaugural issue of Native.news was a big hit. It was also a dismal failure. It all depends on who you ask. Either way, it certainly got peoples' attention, and proved the old adage that "you can't please everyone."

Some members loved the new layout, appreciated the convenience of combining multiple publications into one, found the articles helpful and relevant, and liked the way the brown paper provided continuity with past PIASC publications. "I love Native.news!" one member wrote. "Cool concept and love the format. Content is great as always."

About an equal number of people hated the new layout, and felt that the issues with the layout were so bad that they outweighed any positives. They felt the size was awful, having articles run the vertical length of the sheet was horrific, the paper color was atrocious, and the publication was hard to read. "I hate to be negative," one member said, "but I have to rate this an F for both print ap-

peal and usability."

You definitely cannot please everyone.

"Many members took the time to give us feedback, and we certainly appreciate that," says Lou Caron, PIASC President. "This is a new concept, and we plan to modify it over time based on the input we receive. So we encourage members to please keep the feedback coming!"

While the jury is still out on the 11" x 25-1/4" size, starting with this issue the layout has been modified to make better use of the folds. Instead of running long articles all the way down the page from top to bottom, we'll use the folds to break the page up into sections. This will improve readability, and make it easier to make photocopies of articles that you want to share.



Regarding the paper stock, we had envisioned using the brown stock during the initial transition from our previous publications, and then going to a four-color piece with black type on a white paper stock. We plan to make that change starting with issue number 4. Other changes will depend on the ongoing feedback we receive from our membership.

"Of course," adds Kristy Villanueva, PIASC's Director of Member Services, "we invite members' feedback on all aspects of the association, not just the format of Native.news. Are there classes you would like us to offer, types of preferred partners you would like us to have, topics you want us to cover, or anything else you wish we could help you with? Please let us know!"

TECHNICAL & TECHNOLOGY

Have You Updated Your PrintAccess Listing Lately?

One of the greatest ways to promote your business is with **PrintAccess**.

Last year PrintAccess, our Association's online Buyer's Guide had **more than 100,000 visits**. This free service, with listings exclusively available to PIA Members, is the printing industry's "who does what" search engine.

Every PIASC member is entitled to a listing. If you have not created a profile or taken the time to regularly update your profile, you are missing out on an invaluable marketing opportunity. With more than 240 product categories, including 100 commonly-searched product groups, this is an incredible opportunity to ensure your company is found when a buyer goes online to find a vendor who does what you do.

Visit www.printaccess.com to update your profile. Questions? Contact Jairo Cuellar at Ext. 202, jairo@piasc.org.

BUSINESS & MANAGEMENT

10 Marketing Ideas for Printers in 2018

Be the catalyst for growth. Embrace, refine and rejuvenate your sales and marketing efforts. Following are some of our all-time favorite (and effective) marketing suggestions for printers.

1. Print newsletter

Your ability to retain customers has the greatest impact on growing your sales and an informative company newsletter is one of the best ways to make that happen. It's long been proven: Skip print, results go down. Use print, results go up. Print is taken seriously and breaks through even where e-media does not. That's why a company newsletter is critical for customer retention. It is also effective at creating demand for your services through education and, perhaps most importantly, promoting your brand as a thought leader. Content is king. Produce and distribute one at least every 90 days.

2. Email newsletter Email is a great way to add touch points to your marketing strategy. Opt for less content (375 words max) and follow best practices. Use a third-party secured sender. Add a sign up on your website and post the content to your site as well as to social media. Monthly or bi-monthly should be your target distribution frequency. Be mindful, however, that with spam filtering, not all of your emails will reach their intended targets. That's why print should be part of the mix.

3. Utilize a blog Google's Hummingbird and Panda algorithms like relevant

fresh content. If you're looking for new sources of leads, inbound web traffic represents a great opportunity. Make the content relevant to your audience and the SEO (Search Engine Optimization of your website) will happen organically. Once a week? Even a monthly update will generate results. Just as important as the SEO benefits, great website content promotes thought leadership which in turn, fosters trust and credibility. Make sure to share your blog out on social media as well (particularly LinkedIn).

4. Social media Very simple—customers now expect this. They seek to work with tech savvy progressive companies rather than "old school" ones. If you're not utilizing social media or not updating it consistently, your brand looks bad and you create a competitive disadvantage for your company. Social media allows you to connect with your audience in a more personable manner, and this helps foster trust. Please don't ignore that fact that your social activities now affect your SEO as well. In addition to the big three (Facebook, Twitter, and LinkedIn), make sure you also have a Google + page for your business, as Google plays favorites. It's easy to set up.

5. Direct mail Create a direct mail campaign and use a list source to distribute it to a targeted list that reaches out beyond just your in-house lists. Consider rolling

this out on a weekly or monthly basis. I have a client that is targeting 200 names per week for two months. The offer is a half-hour lunchtime review of the recipient's current marketing activities and challenges. The mail package includes a menu from a popular restaurant from which the recipient can select their lunch. A follow-up report is delivered a week later. The company is creating face-to-face interactions with companies and persons they have never had previous contact with. By rolling this out, they have the opportunity to gauge results and refine the offer (A/B testing).

6. Webinars This is a great way to project your company as an expert and thought leader. If you're talking about it, it is assumed you know about it! Even non-signups will be influenced by the invite and promotion. Limit these webinars to just 30 minutes. Thirty-minute webinars are easier to produce and more enticing to the recipients than longer webinars. A quarterly basis would be a great interval. Even twice per year. Subject matter is easy to come up with and develop. Stick to ways you can help them grow or manage their business.

7. Write a letter Yes, it's old school and you don't see this often, which is one reason why you should do it. The other reason is that it's an easy and personable way to help foster trust and credibility.

Talk about recent success stories (mini case studies), community and charitable involvement, and other information that is relevant to the recipient such as USPS rate increases or new regulations.

8. Website resources According to Forrester Research, today's buyers have gone through up to 90% of their buying journey before they make the first contact with the vendor. Simply put, having up to date, relevant, engaging content (such as a blog) gives you a competitive advantage over those that do not. Having the information reside on your site will also help with SEO. The content can be short, such as short case studies or mini white papers; one page is just as effective as three.

9. Host an event Host an onsite or offsite customer (and prospect) event. These can range from purely social (customer appreciation) to educational (customer education) events. My suggestion would be a hybrid mix of both. Fun and helpful is always the best combination.

10. Have a Plan Planning is critical. If you want successful results, you will need to create a plan and commit to executing it. Don't allow your company to be out-marketed.

Source: Great Reach Communications, www.greatreachinc.com

Upcoming Events

Attaining 100% Cal/OSHA Compliance in 2018

Cal/OSHA Enforcement is targeting California printers in 2018. To learn how you can avoid fines, which can be up to \$25,000 per violation, join us for this in-depth seminar on **Tuesday, May 1st from 9:00 am – 12:00 pm** at our offices in Los Angeles. Owners, general managers, plant managers, and safety managers should attend as Owner/Supervisor liability exposures, plant facility safety issues, and Cal/OSHA required employee safety training will be addressed.

During this seminar, attendees will learn:

1. Why Cal/OSHA is targeting California printers for enforcement audits.
2. Potential Owner/Supervisor liabilities.
3. The Key Things the enforcement officers will be auditing.
 - a. Written Lockout/Tagout procedures
 - b. Documented Annual Review
 - c. Machine guarding
 - d. Full implementation of new GHS Hazard Communications Program.
 - e. Motorized lift trucks
 - f. New Walking Working Surfaces rules
 - g. Electrical panel, fire extinguisher, flammable cabinet, eyewash station, and many more issues.
4. How to prepare your plant for a successful audit including the safety training documentation that's required for a good Enforcement visit.

Member fee is \$49/per person. Not a member yet? Non-member fee is \$149/per person. To register, contact Emily Holguin at Ext. 262, emily@piasc.org

Our presenter from Assured Compliance Solutions is John Holland. With 23 years of print industry experience with Cal/OSHA, John knows how to help you make your plant safer and successfully prepare for a Cal/OSHA facility audit.

NATIONAL ASSOCIATION NEWS

2018 Hiring Survey



As we interact with printing company leaders, we have found that many share common concerns about their on-going ability to recruit, hire and adequately staff their firms. Given the surge of baby-boomer retirements, the application of new technology, and possible firm growth, recruiting and hiring are vital functions possibly more important today than in years past.

To find ways to address these concerns, our current Management Study, conducted by the Printing Industries of America's Center for Print Economics and Management in cooperation with the Management Depart-

ment of the Jones College of Business at Middle Tennessee State University, explores recruiting, hiring and HR practices in PIA member companies. This study seeks to determine what is effective and efficient in the printing industry and then share that knowledge with member companies.

Given the relevance of this topic, we hope members will take a few minutes now to participate in the study. Each participant will receive a comprehensive report of the findings along with other benefits. To take the survey, visit www.printing.org/2018-hiring-survey.

HUMAN RESOURCES

State Issues Guidance for Compliance with AB 450

California's Immigrant Worker Protection Act, AB 450, went into effect on January 1, 2018. This law prohibits California employers from voluntarily allowing Immigration and Customs Enforcement (ICE) agents to access non-public areas of their worksite and/or to access, review or obtain their organization's employment records unless ICE provides a judicial warrant. It also requires employers to provide workers with notice of certain immigration

enforcement actions.

The state has now issued guidance for compliance with this law:

- **Explanation of the Law** – The California Attorney General issued an advisory explaining the requirements of the law. You can view this at <http://bit.ly/ExplainLaw>. In addition, the Labor Commissioner also issued a FAQ, which can be found at <http://bit.ly/ExplainLaw2>.
- **Form for Giving Notice to Employees** – The California Labor Commissioner's Office has released a template notice form that can be

Continued on back

GOVERNMENT & LEGISLATIVE

What You Need to Know about China's National Sword Policy

In 2016, a record-high 67.2% of U.S. paper and paperboard was recycled... and most of this was shipped overseas for processing. California alone exported 8.85 million tons of recyclable "mixed paper/cardboard and paperboard," 85% of which was exported to China.

What is the National Sword Policy?

Last year China announced that its new "National Sword Policy" would go into effect at the beginning of 2018. Under this policy China has imposed outright bans on some types of recyclables—notably including "other recovered paper or paperboard (including unsorted waste and scrap)," also known as "mixed paper"—and imposed a 0.5% contamination limit on the types of recyclables that have not been banned. National Sword is aimed at reducing the stream of garbage being shipped to its shores, and in particular limiting the import of contaminated recyclables.

How is National Sword affecting the recycling industry?

With the 0.5% contamination limit (down from 1.5% previously) proving impossible for most U.S. recyclers to meet with their current processes, National Sword's impact is going far beyond the banned items. Bales of recyclables, including mixed paper, are piling up at recycling centers, too

contaminated to meet China's new requirements. Some of the waste that had previously been going to China is now going to other countries, such as Malaysia, Vietnam and Singapore. But these countries do not have the infrastructure to process all or all types of this waste. And because the majority of recyclable papers had previously been going offshore, the U.S. paper mills have not developed the capacity to handle this volume of material either. There is no immediate solution as to where this material can go.

How might this affect the California printing industry?

Prices for many grades of waste paper have nosedived, and this is impacting printers' ability to sell their waste paper to recyclers. National Sword also limits imports of plastic waste, which affects those shops that print on plastics. However, National Sword's impact is not uniform across all types of printing waste.

"The 'ink grades,' meaning the paper waste that is made into tissue products," says Zack Kirstein, Vice President and Co-Owner of 4G Recycling, "have been slightly impacted, mostly in the lower-end grades. The biggest impact has been on 'bulk grade' waste paper. For anyone printing on ground wood, newspaper or cardboard, those grades are heavily impacted. Most impacted is 'mixed paper.' Many printers have gone from being paid \$80 to \$100 per ton for this type of waste to being charged to have the waste picked up!"

Due to the high cost of transporta-

tion, printers who produce only a small amount of waste paper are likely to face bigger problems disposing of this waste than those that produce large quantities of waste. "I can eat more logistics costs to pick up 1000 tons than I can to pick up 100 tons," explains Zack.

New government regulations imposed in response to National Sword could also hit printers hard. At this point CalRecycle is considering a number of measures in response to this crisis. The possibilities on the table that would have the greatest negative impact on the graphics industry include requiring all packaging

to be recyclable or compostable; implementing new fees; and making manufacturers responsible for managing some or all aspects of their products at end of life.

If National Sword reduces the availability of the recycled fibers used in paper production, we can also expect to see price increases and possibly even shortages. That said, any U.S. paper mills that are able to take the paper directly from the recycling centers will benefit from the ban, as the price of these recyclables has already dropped significantly.

HUMAN RESOURCES

Continued from front

used to provide employees with the required notice. This form can be downloaded at <http://bit.ly/GivingNoticeE> (English version) or <http://bit.ly/GivingNoticeS> (Spanish version).

Pay Equity Laws to be Vigorously Enforced

The Equal Employment Opportunity Commission (EEOC) has announced that pay equity will be one of its six major priorities over the next three years. To ensure pay equity, the EEOC plans to vigorously enforce both the Equal Pay Act (EPA) and Title VII of the Civil Rights Act of 1964. As explained on the EEOC's website, "The EPA provides that employers may not pay unequal wages to men and women who perform jobs that require substantially equal skill, effort and responsibility, and that are performed under similar work-

ing conditions within the same establishment."

Title VII is broader than the Equal Pay Act. Title VII prohibits pay discrimination in compensation, as well as discrimination in other terms and conditions of employment, based on sex, race, color, religion or national origin.

California's equal pay laws go even further, requiring equal pay for employees who perform "substantially similar work" (not just "equal work") as those of the opposite sex, of another race, or of another ethnicity. This is the case even if the employees work at different physical locations.

Action item: Review and update your policies and procedures to ensure compliance with pay equity laws. Going forward, be sure to document all compensation decisions and clearly justify, in writing, why an employee is not receiving equal pay for equal work.

CLASSIFIEDS

FOR LEASE Office, Production and Warehouse space in West San Fernando Valley. Printer has Office, Production and Warehouse space to rent. Below market. 3,000-4,500 square feet available. Ideal for Digital Printer, Label Printer, Broker, Graphic Designer. Attractive industrial building in good area. We'll help you build your business. No lease contract required. Call Colleen or Geoff at 818.709.1220.

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 at Ext. 209, erica@piasc.org.

CONTACT US

Address:
5800 S. Eastern Avenue, Suite 400
Los Angeles, CA 90040
P.O. Box 910936
Los Angeles, CA 90091
Phone: 323.728.9500
www.piasc.org

Key Contacts

- Lou Caron, President
Ext. 274, lou@piasc.org
- Joanne Cadenas, Commercial Insurance
Ext. 256, joanne@piasc.org
- Evie Bañaga, Employee Benefits
Ext. 224, evie@piasc.org
- Kristy Villanueva, Member Services
Ext. 215, kristy@piasc.org
- Cheryl Chong, Human Resources
Ext. 218, cheryl@piasc.org

Other Industry Events 2018-2019

| | | | | |
|---------------------|---|----------------------------|--|--|
| 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 | |

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



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.



PIASC Events Calendar

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 Off ces, 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

MAY 1

Attaining 100% Cal/OSHA Compliance in 2018
9:00 am - PIASC Off ces, Commerce
\$49/member
Contact: Emily Holguin, emily@piasc.org

MAY 15

20th Annual Paper & Substrate Show
5:30 pm - Andrei's Event Center, Irvine
\$30/member pre-register
Contact: Emily Holguin, emily@piasc.org

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

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