

PIASC Re-launches Employment Service to Provide Candidate Referrals to its Members

After an eight-year hiatus, PIASC is excited to re-introduce its printing and graphic arts industry Employment Service. Through this service, we proactively seek job candidates and match them with members' current job openings. Available only to PIASC members, the Employment Service is one of the many valuable benefits included as part of the PIASC membership dues.

"Our no-cost staffing services save our members significant time and money," states Kristy Villanueva, PIASC's Director of Member Services. "All it takes is one phone call to one of our experienced recruiters for members to avoid the time and expense of advertising job openings, the hassle of wading through resumes of unqualified candidates, and the exorbitant fees charged by traditional staffing agencies."

These employment services are industry-specific and take advantage of

the Association's extensive knowledge of the needs of printers and other graphic arts industry firms. For employers, the staffing services begin with a brief telephone interview to give the recruiter a clear understanding of what the company is looking for. If the employer does not have a written job description for the position, we can provide sample industry-specific job descriptions to be modified or used as is.

PIASC advertises the job opening on social media channels and actively works to fill the position for the member firm. Because we are actively working to get the word out that these jobs and opportunities are available, members who wish to recruit students and new graduates can also use PIASC's recruiters as their "face" at the campus events that we attend.

PIASC recruiters screen eligible candidates through an internal process to

determine if they have the knowledge and skills for a given position, are ready to start working, and are looking for compensation that is within the range of what the employer is offering. Once a match is made, we make the connection and let the employer take it from there.

"We want our members to look at us as their first option when they need staffing assistance," shares Brett Chase, Senior Associate of Recruiting. "Our Employment Service is very similar to a regular recruiting agency. The difference is that we have a clear understanding of the printing industry's typical positions and shifts...and, of course, our services are provided to PIASC members at no additional cost."

PIASC members with open positions are encouraged to contact our Employment Service at recruiting@piasc.org, or 323-728-9500 ext. 219 or 231.

TECHNICAL & TECHNOLOGY

Ask the Technical Expert

Q. A customer is insisting we use a scan of a poor quality bar code for their job. We have told the customer that the scan of the bar code would not be of sufficient quality to ensure readability. Do you have any information on quality for printing bar codes?

A. Bar codes should be created with software that generates vector files. A vector file is a mathematical formula, which is interpreted by the RIP and creates a high-quality image at the RIP's resolution. Scanning an existing bar to a bitmap file is not going to provide the same quality as a vector-generated bar code. If a bar code is scanned, it should be scanned as if it were line art, at least 1200 dpi and saved as a bitmap. Saving the file as a grayscale will result in an image with pixelated soft (not sharp) edges on the bar code bars.

BUSINESS & MANAGEMENT

4 Ways to Lower Your Rate when Processing Credit Cards

What is the Best Rate?

While there are many things that separate one credit card processor from another, pricing is a huge factor that has an immediate impact on you, the merchant. However, with over 1,200 separate interchange rates, the age-old question of "What rate do you offer?" requires a much more detailed response. Several factors affect the actual cost of accepting payment with a credit card, including industry, customer card type, processing method, settlement time, and more. Many variables impact what your customer's card actually costs you.

So, how do you lower your rate when processing credit cards?

Although there are over 1,000 different rates, and numerous factors that impact the cost of accepting any given credit card, there are also best practices that can help you reduce costs and improve your bottom line. Here are 4 ways to lower your rate when processing credit cards...

1. Swipe or Dip – If you have a customer in front of you, swiping or dipping the card will get you a lower rate than manually keying in the same card. Interchange rates are closely related to risk; the more risk a transaction holds, typically the more expensive it is. When you

key in a card manually, the card brands (Visa, MasterCard, Discover, American Express) see that as "card-not-present." Any time a card is considered to be away from the point of sale, higher risk is implied, thus a higher cost for that transaction. So if you can see the whites of their eyes, swipe or dip the card. Do everything you can to avoid manually keying in a transaction.

2. Data, Data, Data – If you operate in a card-not-present world (e-commerce or mail / telephone orders), the more customer information you can provide, the lower your rate will be. Providing the AVS information, which is the customers' street address and zip code, with every transaction will help qualify your transactions at the lowest possible rate. Even greater savings can be achieved with Level III interchange. This can significantly reduce rates and fees on Purchasing, Businesses, or Corporate credit card transactions. However, it requires you to capture and submit a substantial amount of data, usually from a specialized gateway like the one offered by BASYS Processing.

3. Settlement Times – Setting up your terminal for auto-settlement is a quick update to any piece of equipment that

can help improve your situation immediately. Many merchants have not been taught that leaving transactions unsettled in a terminal for more than 24 hours actually makes those transactions cost more! Except for very unusual circumstances, your processor should set your equipment to auto-settle at the same time every day.

The more customer information you can provide, the lower your rate will be.

4. Right Tool for the Job – While the credit card terminal is still the standard means to accept a card payment, there are numerous other solutions, frequently unique to an industry. There are systems designed specifically for e-commerce businesses to accept credit cards, and systems that are designed just for restaurants. Other systems are designed to operate in a business-to-business (B2B) environment, or for companies whose primary sales are recurring

monthly payments. Just because the terminal you've been using for the last five years technically works, that doesn't mean it's the best fit for you right now! We recommend continually working with your credit card processor to learn what options are available to you, and ensure you're using the solution that can offer you the lowest rate qualifications and other helpful functionalities.

Stay Engaged

While these are some general ways you can lower your rate and control your costs, the most important thing is to stay engaged. The fact that you've always paid certain fees doesn't mean those are fees you should still be paying.

PIASC's Preferred Partner, BASYS Processing, would be happy to provide you with a FREE SAVINGS ANALYSIS to show you how they can drive down your rates, ensure you are using a processing system that is the best fit for your business, and improve your overall credit card processing experience. Contact them at (800) 386-0711 and let them know you are a PIASC member. You can also fax the most recent statement from your current credit card processor plus your contact information to (913) 529-2329.

Upcoming Events

In Love with Paper – 20th Annual Paper & Substrate Show in Irvine

The most dramatic paper show yet is coming this May! There will be twists and turns...well, really just paper and emotions. Come to make new friends, catch up with people you haven't seen since last year and indulge in Andrei's artichoke parm rolls and beef focaccia bread. Walk away with the coolest and latest samples in the industry, including samples of the most amazing papers and substrates for those demanding projects you may be working on. You'll have over 15 exhibitors fending for your love. Present your best self and maybe you'll get some one-on-one alone time. Wear your emotions on your sleeve and share your love of paper!

Pre-register by May 10, 2018 and save

\$10.00: Members \$30; non-members, \$40; Student/Independent Designers, \$20. After May 10 you'll pay additional \$10 each.

PIASC Paper & Substrate Show
Tuesday May 15, 2018
5:30 – 9:30 pm
Andrei's Conscious Cuisine
Event Center
2607 Main Street, Irvine, CA
piasc.org/papershow

Paper exhibitors include: CTI Paper USA, International Paper, Mohawk, Neenah, Astro Converters, Case Paper, Spicers Paper, Global Paper Solutions, PVC Tech and more.
Interested in exhibiting? Visit piasc.org/papershowexhibitor for information.

2018 SGIA Expo, Las Vegas, October 18-20

What's on the Horizon?

The printing industry is changing faster than the Las Vegas Strip, and if you want to be part of what's ahead, you need to be at the 2018 SGIA (Specialty Graphic Imaging Association) Expo.

Come to the SGIA Expo to buy!

Attend the SGIA Expo to compare and buy equipment, consumables and services.

Looking for new ideas?

As the lines between market segments continue to blur, SGIA Expo attendees are the ones going in new directions, looking for ideas, applications and technologies to build their businesses. They're looking for expertise as well as products.

Continued on back

NATIONAL ASSOCIATION NEWS

New Flash Report Available:

"Downside Risks: What Can Go Wrong – Assessing Macroeconomic and Print Market Threats"

For the most part, the news on the "real" economy is good—inflation-adjusted GDP is growing at a healthy pace, accelerated by deregulation and the cut in corporate and individual tax rates. Labor force participation rates, hiring and employment are up. In general, optimism abounds. So what can go wrong?

In this Flash PIA answers this question by taking a contrarian view and a look at the "dark side" of the macroeconomy and print markets. We aren't saying all will go wrong, but printers and suppliers must always be prepared for

the worst...even in the best of times.

But before turning to the dark side let's admit that right now the economy and print markets still look good. Fourth quarter 2017 GDP grew at an annual rate of 2.5 percent, making it three quarters in a row of growth above 2 percent. Wages are increasing and business investment has improved. So, the outlook is for continued strong economic growth.

To view this report, visit <http://bit.ly/flashreportlogin> to login and access report.

HUMAN RESOURCES

New Retroactive Overtime Calculation Rules Boost Employee Pay

In a ruling that places California employers at significant potential liability for unpaid overtime, the California Supreme Court has changed the formula for calculating the regular pay rate (upon which overtime is based) when an employee has received a flat sum bonus during a single pay period.

Since until now there has been no official guidance from the state, many

employers have been using the formula associated with the federal Fair Labor Standards Act (FLSA) to calculate overtime rates. Under FLSA, you first calculate the regular pay rate by dividing the total of all weekly earnings, including non-discretionary bonuses, by the total

Continued on back

GOVERNMENT & LEGISLATIVE

Proposed Constitutional Amendment Would Slap 7% Surcharge on Many California Businesses

Democratic Assemblymen Kevin McCarty of Sacramento and Phil Ting of San Francisco have announced that they are pursuing an amendment to the California Constitution that would create a seven percent surcharge on California companies that have more than one million dollars per year in net income. This would effectively require these companies to take half of the tax savings that they are expected to get under the new



federal tax laws and give it to the state. To become law, Assembly Constitutional Amendment 22 must be approved by two-thirds of the Legislature, after which it would go before the voters for final approval. If passed, the surcharge is expected to generate \$15 to \$17 billion a year for social service programs. Of course, it is also likely to inspire more businesses to leave California altogether.

Action item: PIASC members who oppose this proposal should contact their legislators and urge them to vote against it. You can find your legislator's contact information at findyourrep.legislature.ca.gov.

HUMAN RESOURCES

Continued from front
of all hours worked in that time period, including overtime hours. The overtime pay rate is then 1.5 times this regular pay rate.

The ruling in *Alvarado v. Dart Container Corporation of California* holds that California employers must calculate the regular pay rate by dividing the total of all earnings for the given time period by just the number of *non-overtime* hours the employee worked during that time period. By excluding overtime hours, this formula results in higher overtime pay.

To make matters worse, although previously no California statute or regula-

tion explained what the formula should be, the Court has applied this ruling retroactively.

Note, however, that this ruling only applies to flat sum bonuses comparable to attendance bonuses. Other types of non-hourly compensation, such as production bonuses, piece work and commissions are not covered by this ruling—although they seem likely to be the subject of future court cases.

Action item: Review your pay practices. Adjust your overtime calculation formulas as necessary going-forward and assess your risk of liability and penalties for the overtime pay policies you have had in effect in the past.

On Our Radar

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

- **Medical marijuana** – AB 2069 would prohibit employment discrimination based on an employee's use of medical marijuana, including if a person who has a medical marijuana card tests positive for cannabis. While employers would still be permitted to discipline an employee who is impaired during work hours, there currently are no good tests for measuring "impairment."
- **Sick leave** – AB 2841 would expand mandated paid sick leave



from "up to 3 days" to "up to 5 days" of paid sick leave each calendar year and increase the annual accrual cap that employers can implement to 10 days.

• **Lactation accommodations** – AB 1976 and SB 937 are both aimed at expanding lactation accommodations in the work place. AB 1976 would require employers to make a reasonable effort to provide a room "other than a bathroom" to accommodate employees who need to express breast milk at work. SB 937 would require employers to provide a lactation room that is in proximity to the employee's work area and meets specific requirements.

Upcoming Events *(continued)*

Join the largest printing industry trade show printing industry professionals in attendance.

The SGIA Expo is North America's largest printing industry trade show — period. Our last Las Vegas event (2016) received the coveted TSNN "Fastest Growing" and TSE "Gold 100" awards — ranking us among the largest trade shows in the US. Be a part of 10s of thousands of



To be notified when registration opens, visit info.sgia.org/c18_notifyme

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

5/10/18	Automation Ready! Online Conference			bit.ly/automationready18
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 Complianace 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

CONTACT US

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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.



PIASC Events Calendar

- 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
- JUNE 19-20** **Print & Packaging Legislative Summit**
12:00 pm - Washington, DC
\$399/attendee, \$199/spouse
Details: printpackagingsummit.com
Contact: printpackagingsummit@printing.org

- JUNE 30** **Independence Day Celebration**
10:00 am, The Printing Museum, Torrance
\$15/adult
Details: printmuseum.org
Contact: 310.515.7166
- 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.