

## 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.



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

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

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**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

## 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.
- 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/>.

## 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 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](mailto:kristy@piasc.org) to opt in to a special email list.

## 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.printpaconline.org](http://www.printpaconline.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.PrintPowersAmerica.com](http://www.PrintPowersAmerica.com).

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