

It's That Time to Shine Bright as One of the Best So Cal Printers!

Want to gain recognition for the remarkable work you produce? Enter your best pieces into our local printing competition, the 15th Annual Print Excellence Awards! You'll benefit from having one of the most powerful promotional tools your business can have to show off your capabilities and the creativity and efficiency of your employees. Plus, you'll have the type of credible third party validation that can help you secure new clients.

Winning one of the following awards confirms that quality, efficiency and high standards are your company's goals:

Best of Show • People's Choice • Best Use of Paper • Best Execution of Ink • Best Design • Best Crossover • Best of Category • Award of Excellence • Certificate of Merit

Participating is easy!

- 1.Choose Your Finest Work** – Determine which of the pieces you produced during 2018 that you want to submit.
- 2.Select a Category for Your Piece** – Choose one that represents what your company produces. You are welcome to



- submit the same piece in more than one category.
- 3.Complete the Entry Form** – Download the form at www.piasc.org/print-excellence. Use one form per entry, and attach it to your entry.
 - 4.Calculate the Entry Fees** – There is no limit on the number of pieces that you can enter in the 2019 competition.
 - 5.Submit Your Entry by 4:00 pm** on



Friday February 22 – Include one form and two samples per entry. Send the forms, samples and payment to: PIASC 2019 Print Excellence Awards Attn: Maribel Campos 5800 South Eastern Avenue, Suite 400 Los Angeles, CA 90040

WHAT PARTICIPANTS HAVE TO SAY ABOUT THIS COMPETITION

“It's great to be recognized for the wonderful work we do and for the people we've got back at the shop doing a great job, day in and day out.”
– Brian Campbell, Lithographix, Inc.

“Our client brings the product to us to create that amazing package. We did, and we are extremely happy the clients loved it, and now that our peers loved it, too!”
– Stoughton Printing Co. 2017 People's Choice Winner

Remember, the Deadline to Enter is Friday, February 22nd, No Later than 4:00 pm.

Questions? Contact Maribel Campos at 323.728.9500, ext. 210, or maribel@piasc.org, or visit www.piasc.org/print-excellence for additional information and to download the entry form.

The Print Excellence Awards winners will be presented at the annual Graphics Night on Friday, May 3, 2019, at the Pacific Palms Resort in Industry Hills. Sponsorships are available. If you would like to become a sponsor of this event contact Kristy Villanueva, 323.728.9500, Ext. 215, kristy@piasc.org.

BUSINESS MANAGEMENT

What Microsoft Doesn't Tell You About Office 365

Many businesses find that there are significant benefits to moving their Office Suite products to the cloud with Microsoft's Office 365. As a Software as a Service (SaaS) solution, Office 365 doesn't require an on-premise server, doesn't require you to keep up with security patches and updates, makes it easier for team members to work remotely, and more. All good stuff.

Microsoft's backups are not as robust as you would expect

However, what you don't get with Office 365 is the level of data protection that you might assume you're getting. The reality is, data loss happens, even in the cloud...and there are serious limitations to the backups that Microsoft provides. For example:

- **With Exchange Online**, deleted items are permanently removed after 14 or 30 days.
- **With SharePoint Online**, Site Administrators can permanently delete their SharePoint data, making it immediately unrecoverable. Whether acting deliberately or by accident, one person can do a lot of damage.
- **With SharePoint Online and OneDrive**, everything in the recycling bin is unrecoverable after 186 days.
- **Malware** can travel from your laptops up to the cloud, infecting everything in its path.

In addition, you need to be aware that the built-in backup that Microsoft does provide isn't designed for quick search and restore. If you need to restore something that hasn't been permanently

deleted, it's a complex and time-consuming process.

Action item: Deploy a third-party backup system

If you're using Office 365, ask your Managed Service Provider (i.e. the company that sold you the Office 365 licenses) to deploy a robust cloud backup system that will give you an extra layer of protection for all of your data in Office 365.

The Leadership & Sales Challenge Conference, January 29th

Leadership impact is a double-edge sword. While great leadership can produce great company results, poor leadership nearly always results in a multitude of organizational problems.

How is your leadership measuring up? Are your actions having the desired impact on your sales team and revenue growth? Are your thinking, actions and interpersonal abilities strong enough to transform your business into a leading printing industry player? The reality is, the condition of your business today is a reflection of the leadership you have imprinted on it so far. However, what lies ahead may require a different leadership approach in order to improve operations, people performance and marketplace value.

To address these issues, PIASC is excited to present a half-day conference for leaders and sales professionals, to be held on January 29 in Orange, California.

During this half-day event, Steve Smith, GrowthSource Caoching; Leslie Groene, Groene Consulting and Marty Ramseck, PI Midlantic will reveal the leadership traits and approaches necessary to ensure future successful growth and sustainable revenue. Join us for this interactive leadership and sales challenge conference, where we will discuss ways to improve your teams' morale and performance. You'll learn...

- How leadership either drives growth or hampers it, especially in the sales performance arena
 - The effects of roles and responsibilities on operational efficiency and profitability
 - How the development of culture impacts employee performance and turnover
- Topics include:
- The Cost of a Bad Hire
 - Now That I Have Good People, How Do I Train Them?
 - “How to Make it Work” Panel Discussion
 - How to Manage Sales People OR Yourself without a Sales Manager
 - And more

Join us on Tuesday, January 29th from 1:00 pm – 5:30 pm. We'll end the event with networking and drinks. To register, visit www.piasc.org/events. Investment for members: 1st attendee is \$100 and additional attendees from the same company is \$75.

NATIONAL ASSOCIATION NEWS

Will Consumers Pay More for Better Customer Service?

Surveys show that the answer is yes. In fact, 86% of consumers will pay more for a better customer experience. So the question is, are you providing the superior customer service that people crave? Start winning the customer service game with PIA's Customer Service Professional (CSP) certification program.



Participants in this graphic arts industry-focused program will gain:

- The ability to confidently handle dissatisfied clients
- Exceptional communications skills
- Knowledge of workflow and production process
- A grasp of proper print and color terminology
- Professional grammar, listening and writing skills

Start improving your customer retention, satisfaction, cross-selling and upselling. Visit printing.org/csp today and get certified!

RISK MANAGEMENT

Cybersecurity: Don't Overlook the Risks Posed by Third Party Vendors

In 2013 an HVAC vendor's employee clicked on a phishing email and inadvertently gave hackers access to Target's IT systems. As a result, the credit and debit card data of up to 40 million Target customers was stolen. This was a wake-up call to businesses everywhere!

As Target learned the hard way, if you grant access to your systems and data to third party vendors such as payroll providers and cloud-based software providers, managing the cybersecurity risks that this access creates is a must. The reality is, even if you're doing everything right (<http://bit.ly/NNCyberAttack>), if they're not doing everything right, too, the results can be disastrous for you. Hackers can use weaknesses in your vendors' cyber defenses to gain access to your systems and data, including any of your data that is stored on their systems.

Not all vendors pose the same level of risk

Managing this risk starts with identifying which vendors have access to your systems, and then prioritizing them based on risk level. Those that have access to your highest-risk data, such as human resources and intellectual property data, go to the top of the list. Look at vendors with direct access to your systems as well

as those to whom you disclose sensitive information electronically.

Require vendors to have cybersecurity measures in place

The next step after identifying high-risk relationships is to review your contracts. Require these vendors to provide evidence that they have appropriate security controls in place, and evidence that these security controls are effective. Be sure they have written policies, a Business Continuity Program, regularly-scheduled Disaster Recovery tests, insurance, etc.

Check on your vendors' vendors, too

An added layer of concern is that your vendors most likely have vendors of their own that have access to their data and systems. For example, payroll processors might rely on a cloud-based Software as a Service (SaaS) provider to transmit data, or use hosted email platforms for their email systems. Unfortunately, all it takes is one weak link in the chain for your security to be compromised.

Action item: The evaluation and implementation of cybersecurity measures is best left to knowledgeable professionals. If you do not have these capabilities in-house, consider bringing in an experienced cybersecurity consultant.

SPECIAL PIASC ANNOUNCEMENTS

Esther Arriola, the "Voice of PIASC" for 22 Years, has Retired

Prior to her retirement on December 14, Esther Arriola served for over 22 years as PIASC's Director of First Impressions, greeting and serving members, vendors and others when they arrived at our office or contacted us by phone. And for all of these years Esther consistently wowed everyone with her cheerfulness, personal touch and insistence on always going above and beyond to ensure people were properly cared for.

“We received non-stop emails and compliments about Esther,” says her

Many people even said they wanted to call Esther just to make their day better!

supervisor, Socorro Garcia, Executive Assistant to the President/CEO. “Many people even said they wanted to call Esther just to make their day better!”

The following comments were typical of the feedback we received:

- “I have never spoken to a voice that is so cheerful. She makes my day!”
- “Whenever I call and she answers, a smile comes on my face. She is always

so happy and upbeat. What an asset to PIASC and a wonderful first impression when someone calls in!”

- “I have been in outside sales for more than 25 years, and I call your front desk frequently. I can't remember when I last encountered as wonderful a Corporate Ambassador as Esther Arriola.”

Needless to say, Esther's daily presence will be missed by many, and we all wish her well in her much-deserved retirement.

Frank Castro Retires after 30 Years of Service at PIASC

Thirty years ago, when PIASC first launched our insurance division, Frank Castro was hired to be the bookkeeper. He has been working tirelessly “behind the scenes” to help keep PIASC running smoothly ever since!

As the insurance division grew, Frank's responsibilities grew with it. When the Printing Industries Benefit Trust (PIBT) was formed, Frank took

Continued on back

SPECIAL PIASC ANNOUNCEMENTS

Continued from front

over management of that division’s bookkeeping, too. Now, after over three decades of service, including managing a team of four for many of these years, Frank is retiring from his position as Accounting Finance Manager.

“Although Frank has always been very quiet and humble,” says Lou Caron, President/CEO, “his hard work and dedication have made a tremendous difference for our Association. The value of accurate, timely bookkeeping and accounting cannot be underestimated! Under Frank’s leadership the insurance division bookkeeping department has been well-run, our Accounts Receivable has been kept at a minimum, our bills have been paid on time, and our management has had the information needed to make timely business decisions.”

“Frank is the type of person who never says no,” adds Kristy Villanueva, Director of Member Services. “He’s a very hard-working man who always wants to ensure that things are done right. He will certainly be missed!”

Meet Emily Holguin, the New “Voice of PIASC”



Next time you call PIASC or stop by our office, be sure to say hello to Emily Holguin, our new Member Relationship Coordinator.

Emily has been with PIASC since 2015, responsible for handling meeting registrations, labor law poster orders and various special projects. As of December 17, her duties have expanded to also include answering the phone and greeting members, vendors and other guests when they arrive at our office.

“Throughout most of 2018 Emily’s desk was across from my office,” says Lou Caron, President/CEO, “so I had the opportunity to observe how wonderful Emily is with our members. She’s just a natural people person. Regardless of the situation Emily is always friendly and pleasant, and goes ‘above and beyond’ to ensure their needs are met. I’m confident she’ll thrive in this position.”

Upcoming Events

WEBINAR: Top 10 Cal/OSHA Citations and How to Avoid Them

January 18, 2019 at a computer near you!

The recent high dollar Cal/OSHA citations (especially numbers 1, 2, and 3) are indicative of our Printing Industry having far too many amputations over the years. As a result, OSHA has established a National Emphasis Program (NEP) that identifies our industry as a “High Hazard Industry”, and we are targeted for unannounced Cal/OSHA enforcement audits. Our January 18th webinar will go over all these citation

WEBINAR

TOP 10 CAL/OSHA CITATIONS AND HOW TO AVOID THEM

Contact Emily Holguin, 323.728.9500, emily@piasc.org

WEBINAR: Labor Law Updates for 2019

January 30, 2019 at a computer near you!

In September 2018, Governor Jerry Brown signed numerous bills into law. With many changes about to take effect, we encourage you to join us for this informative webinar. Start the new year with a better understanding of California and federal employment laws for 2019. Learn about:

- Minimum wage changes for 2019
- New harassment prevention training laws for employers with 5+ employees
- Criminal history regulations
- Employee record changes

WEBINAR

Labor Law Updates for 2019

- Lactation accommodation requirements
- Clarifications to last year’s “prior salary history” ban
- New laws addressing #MeToo and #TimesUp movements
- And much more...

Contact Emily Holguin, 323.728.9500, emily@piasc.org

GOVERNMENT & LEGISLATIVE

Dialing 911

If an emergency happens and someone at your company needs to call 911, can they dial directly or does your telephone system require a number to be pressed to get an outside line?

Recognizing the importance of being able to quickly call for help, in February 2018

President Trump signed the Kari’s Law Act of 2017 into law. New multi-line telephone systems installed within two years of the law’s enactment must be configured so that users can directly initiate a 911 call without dialing any other digits.

Action item: Although the law only applies to new telephone systems, it is a good idea for all telephone systems. If your system does not currently allow direct dialing of 911 calls, ask your provider to fix this.

On Our Radar

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

- **Classifying workers as employees vs. independent contractors** – AB 5 would add to official state law the stricter “ABC Test” for defining employees that was put forth in a 2018 California Supreme Court decision. This test makes it more difficult for employers to classify workers as contractors.
- **Extending the employment discrimination complaint filing period** – AB 9 would extend the time period during which a person can file an employment discrimination claim with the Department of Fair Employment and Housing, from one year to three.

- **Democrats to push to uncap SALT deductions** – Congressional Democrats have begun working on efforts to restore the full income tax deduction for State and Local Taxes (SALT), which was capped at \$10,000 in the 2017 tax overhaul.

CONTACT US

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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.

Key Contacts

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BEN FRANKLIN'S

Electric Birthday Celebration

Saturday, January 19th, 2019 • International Printing Museum
315 W. Torrance Blvd, Carson, CA 90745

11:00 am Franklin ("Kid-Friendly" Show) & 1:00 pm • (Adult version w/Symposium Q & A on Franklin with his Revolutionary Friends! @ 2:15pm) • All day printing & tour activities in his honor 10 am-4:00 pm • \$12/Adults \$10/Students & Seniors



PIASC Events Calendar

JAN.

12-16

Color Conference 2019
Hilton San Diego
Details: www.cmc.printing.org
Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org

JAN.

17-18

32nd Annual Surplus Drive
9:00 am – 2:00 pm
Advantage Inc., Anaheim
Details: www.piasc.org/events
Contact: Emily Holguin, Ext. 262, emily@piasc.org

JAN.

18

Webinar: Top 10 Cal/OSHA Citations and How to Avoid Them
11:00 am – 12:00 pm, PDT
At a computer near you
Details: www.piasc.org/events
Contact: Emily Holguin, Ext. 262, emily@piasc.org

JAN.

19

Benjamin Franklin Birthday Celebration
10:00 am – 4:00 pm
International Printing Museum, Carson
Details: www.printmuseum.org
Contact: mail@printmuseum.org

JAN.

22

Webinar: Top 10 Don'ts When Conducting Background Checks
10:00 am – 11:00 am, PST
At a computer near you
Details: www.piasc.org/events
Contact: Emily Holguin, Ext. 262, emily@piasc.org

JAN.

30

Webinar: Labor Law Updates for 2019
10:30 am – 11:30 am, PDT
At a computer near you
Details: www.piasc.org/events
Contact: Emily Holguin, Ext. 262, emily@piasc.org