

## Native.news’ One Year Anniversary

It’s hard to believe, but this issue marks Native.news’ one year anniversary! As we celebrate this milestone, we wanted to take the opportunity to look back on why and how we created this publication, and share our going-forward vision.

Before Native.news was created, PIASC was putting out so many different newsletters that many members complained about the mail volume. Native.news was created to consolidate all of these publications into one, in order to capture and strengthen the PIASC brand. With the change in management that PIASC had undergone, it was also a very deliberate break with the past.

“Frankly,” admits Lou Caron, PIASC’s President/CEO, “creating Native.news was really risky. Most of the publications we were consolidating had been in circulation in the same form for the better part of 15 or 20 years. Change is always difficult. Although it took us a few issues to get things right, things have been going smoothly since then.”

“One of the challenges we faced in launching Native.news,” recalls Kristy Villanueva, Director of Membership Services and Native.news’ Editor, “was figuring out who would research and

write the articles. The industry veterans who had written the previous publications were no longer with PIASC. Our solution was to bring in a phenomenal and highly-experienced content writer, Linda Coss of Plumtree Marketing, and have her interview subject matter experts as needed. Linda had been instrumental in a number of past PIASC projects, including the Choose Print campaign. We were already familiar with her writing and editing abilities, and her talent for converting telephone interviews into great articles. The results speak for themselves!”

Publishing Native.news every two weeks is a team effort, and overall the newsletter has been very well-received. Going forward our plan is to continue to focus on keeping members informed about the things that matter most to their business: governmental and legislative updates, human resources, technology, risk management, business and management, local events, national news and more. As always, if you have any feedback and/or article suggestions, we’d love to hear it. Please contact Kristy at [Kristy@piasc.org](mailto:Kristy@piasc.org) or 323.728.9500 ext. 215.

### RISK MANAGEMENT

## Ransomware... or What is Your 2019 Bitcoin Budget?

### What is ransomware?

Ransomware is commonly defined as a type of malicious software that blocks access to your data, typically by encrypting it, unless a ransom is paid. If you’re thinking, “I have a backup of that data or I didn’t need that data anyway, so it doesn’t matter,” don’t be fooled. Ransomware is known to delete/corrupt backups. It can also steal your data before it is encrypted. And it can leak your data if the ransom isn’t paid, thereby turning a possible business continuity issue into a serious data breach.

Organizations handling personally identifiable information, payment information and healthcare records are especially at risk. The problem is very acute in the small- and medium-sized business space where, according to research, 60% of small companies end up closing within six months of being hacked.

“As a plan administrator for the Print-

ing Industries Benefit Trust (PIBT),” shares Lou Caron, PIASC’s President/CEO, “I lose sleep over this, because I’ve seen just how common it is. In the past two years I have heard of at least half a dozen PIASC member companies being hit by ransomware. In fact, two were hit just last month! Neither of those two companies paid the ransom, but one had their business knocked offline for three days. This is serious stuff.”

### To pay or not to pay?

This is the question most victims ask. The “official” answer is not to pay. However, as cybersecurity professional Rene Kolga, Product Manager for cybersecurity software maker Nyotron points out, the reality is much more nuanced. “What if your business simply cannot run and you do not have a working backup?” he asks. “Do you start from scratch, close your door or pay a few thousand dollars’

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### NATIONAL ASSOCIATION NEWS

## Are you ready to start on your Continuous Improvement journey?

There is always room for improvement—in our personal and professional lives, and in the operations of our companies. It is our drive to achieve that makes us want to develop new skills and find ways to improve.

### What’s in store for you at the 2019 Continuous Improvement Conference?

- Develop a roadmap to protect your company’s survival
- Discover how the concepts and tools of Lean manufacturing are implemented by printing companies and other custom manufacturers
- Hear printing companies reveal their advanced approaches to cutting costs and becoming more productive
- Get advice and inspiration from nationally-known authorities in operational excellence

### Learn what is required of execs to lead a cultural transformation.

If you’re still not sure if the Continuous Improvement Conference is right for you, consider attending one of our Pre-Conference Workshops. These are great jumping-off points for anyone who is new to the conference or the continuous improvement world, or who is looking to expand their knowledge base. These are excellent add-ons to your conference registration and we highly encourage you to take advantage of these workshops presented by some of the best in the business.

**Lean 101** Presented by John Compton, Compton & Associates Leader **Standard Work & Theory of Constraints** Presented by Russ Aikman and Brandon Phoenix, TMAC **Developing and Coaching a Team of Frontline Problem Solvers** Presented by Jamie Parker, Process + Results Leadership Coaching

### Register Today!

The 2019 Continuous Improvement Conference (April 14–17 in Dallas) is the only industry event focused on helping printing and converting companies achieve operational excellence by using the concepts of Lean manufacturing and other management and quality systems. Attendees directly link reduced costs, lowered waste and increased profit margins to ideas gained from conference presentations and networking. Whether you’re starting a structured improvement program or are looking for ways to sustain and improve your existing efforts, the conference has content specifically designed for your knowledge level. There will be 30 speakers, 25 presentations, 7 networking and social sessions, 3 pre-conference workshops, 3 plant tours and several hundred attendees. To learn more about the event, visit [ci.printing.org](http://ci.printing.org).

### GOVERNMENT & LEGISLATIVE

## Lisbeth’s National Lobbying Update: Requiring Consumers to “Opt In” to Receive Print

Numerous federal agencies have tried and failed to set rules that would flip the historical default delivery mechanism of financial documents, medication disclaimers and other important information, from print and paper to electronic delivery. Their goal is change from requiring people to “opt out” of print to instead require them to “opt in” if they wish to receive print.

### We’re fighting these efforts to destroy the demand for print

Needless to say, as the “go paperless” movement gains steam, PIA is at the forefront of the fight to stop the demand destruction of ink on paper. As a member of the Coalition for Paper Options, PIA has partnered with AARP, Consumer Action, National Grange, the National Consumers League and others. If there is a legislative initiative regarding the preservation or destruction of the paper option, our Coalition actively lobbies to support or oppose it.

We have seen that having such a broad coalition helps demonstrate to lawmakers that preserving our industry is not the only valid reason to fight these efforts. Many people think that going paperless helps the environment and makes everyone’s lives easier and less cluttered. The

reality is far more complicated than that.

Concerns about the switch to digital documents range from email privacy and database breach issues to the facts that a large swath of rural America does not have reliable high-speed internet access, while others only have access through the tiny screen of their smart phone. Plus, studies show that not only do many people simply prefer to receive important documents such as financial statements in print, comprehension of this type of material is greater with printed documents versus digital. And comprehension of financial statements and other complex material can be exceedingly difficult when viewed on a smart phone screen.

### We’re fighting the move from informed to implied consent

“Informed consent” is the standard practice that we have today with credit card companies, banks, utilities and others. Consumers are sent paper statements unless they opt out and choose to receive digital documents instead.

“Implied consent” is the opposite. Under this practice, the default option is for things to be sent electronically. Unless the consumer takes action to request paper, it is implied that they don’t mind switching to digital.

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### BUSINESS & MANAGEMENT

## An Incredible Recruitment Opportunity

If you have open positions or are simply struggling to find qualified employees, you won’t want to miss PIASC’s third annual Career Day at Cal Poly San Luis Obispo’s Graphic Communication Department on May 17. Unlike the Career Day sponsored by the school, where you’re competing against the Apples and Facebooks of the world, all recruitment spots at this event are reserved for PIASC members. It’s a low key “exposition style” morning that’s all about printers, where students have the opportunity to speak with everyone there.

Why recruit at Cal Poly San Luis Obispo? Because the school has one of the most well-regarded Graphic Communication programs in the country. With course options including Graphic Communication Management and Graphics for Packaging concentrations, this is an excellent opportunity to recruit for print management, design and pre-press positions.

Megan Simmons, Vice President of Sales at Superior Lithographics, has been actively recruiting at Cal Poly since 2011. They’ve hired six Project Managers, three of whom are still with the company (two moved out of the area and one became a stay-at-home mom).

Superior Lithographics’ experience with Cal Poly graduates has been extremely positive. “These employees are able to hit the ground running,” Megan says, “because they understand more than just their job—they know industry terminology and different print methodologies, and understand the big-



ger picture. They’re creative thinkers and problem solvers who are computer savvy, very engaged, up-to-speed on the industry, and full of new ideas.”

Megan’s advice to PIASC members: “Go to Career Day even if you don’t have an open position. You need to start waving your company flag, letting students know that you’re always actively looking for good people. Be flexible. Many students are looking for internships. And many companies realize that even if they don’t have an official job opening, for the right person they can create a job.”

To register for the May 17 Career Day contact Kristy Villanueva at [Kristy@piasc.org](mailto:Kristy@piasc.org) or 323.728.9500 ext. 215 before the April 30th registration deadline. For more information about the event, see <http://bit.ly/PIASCcareerday>.

## Upcoming Events

### 2019 PIASC Vibrant Graphics Night

Honoring the Executive of the Year: Janet Steiner and winners of the Print Excellence Awards  
Friday, May 3, 2019  
Pacific Palms Resort, City of Industry  
5:30 pm

PIASC Graphics Night is the event you don’t want to miss. With over 350 in attendance this is the evening on which we celebrate our Executive of the Year, Janet Steiner, and the winners of the local printing competition, Print Excellence Awards. Join us on Friday, May 3, 2019 at Pacific Palms Resort in City of Industry and bring with you the people that help you make your company successful: your employees, clients, friends and family.

The celebration begins at 5:30 pm with a hosted wine reception. Printing competition entries will be on display for your viewing pleasure, and during this time guests will be able to vote for their favorite piece, for the “People’s Choice Award”! Next is a delicious dinner. Then the evening’s program begins where all in attendance will hear the acceptance speech of our Executive of the Year and witness the winners for the Print Excellence Awards, including Best of Catalogs, Best of Packaging, Best of Foil Stamping, Best of Media Kits, Best of Point-of-Purchase, Best of Digital Printing, Best of Binding and much more! Make your reservation today. Contact Maribel Campos at 323.728.9500, Ext. 210, [maribel@piasc.org](mailto:maribel@piasc.org).

### Thanks to our sponsors:





RISK MANAGEMENT

Continued from front

worth of Bitcoins?”

Of course, if you do pay the ransom there is no guarantee you will get your data back. Plus, there is always a chance the attackers will come back for more.

Rene’s best recommendation: Avoid becoming a victim in the first place.

Current ransomware defense technologies

Antivirus (aka anti-malware) solutions use a variety of techniques to detect ransomware behavior. This includes monitoring decoy files known as “honeypot files” that serve as triggers to let you know that hackers have infiltrated your system, and tracking the rate of data or file name changes within a short period of time. Antivirus solutions also use traditional methods, such as signature or reputation-based detection of known malware.

But as we’ve all seen in the continuous stream of news reports, even though literally all of the companies mentioned in the ransomware horror stories had an antivirus product installed, that didn’t help them. Why is that? The old adage stands—defenders need to be right 100% of the time, while attackers just need to get lucky once.

Nyotron recently completed a study (see <http://bit.ly/2Wf9LvM>) of how well existing antivirus tools handle well-known malware (including ransomware) created years, if not decades ago. Going in they expected to see a very high performance, such as 99.9%+ detection. After all, they were not testing any custom, advanced or never-seen-before attacks. The results were eye opening:

- Even for old malware (up to 30 years old), the average detection rate was under 96%, and went as low as 88%.
- Detection efficacy dropped dramatically—to as low as 60%—when extremely easy file modification techniques were used to change the “look” of old malware ever so slightly.
- If the machine was disconnected from the Internet, the detection efficacy dropped to as low as 34%.

With the sheer volume of threats, it’s clear that thousands (if not millions!) of attacks are going undetected.

So what now? Prevention

“Protection is not easy,” Rene points out, “and there is no silver bullet. However, even the infamous WannaCry ransomware was completely preventable.” Rene recommends that every organization follow these best practices:

- **Security updates** – Ensure strict adherence to security updates (aka patches) for both your operating system and key applications (such as Microsoft Office, your browser, Adobe products, etc.).
- **Logins** – Establish strong identity hygiene, including long passwords, password managers, two-factor authentication and privileged account management.
- **Multiple layers** – Use multiple layers of defense, including end-user education,

anti-phishing tools and solutions that leverage a positive security model. There is no single tool or technology that will stop everything.

- **Operating system** – Keep your operating system version current. As the following end-of-support date table shows, if you still have Windows 7 or Windows Server 2008 R2 somewhere in your environment (or, even worse, have a Server 2003 or Windows XP hiding in the closet), you need to move to Windows 10 and Windows Server 2019 immediately.

**What PIASC is doing**

“In addition to using standard anti-virus software,” states Lou, “we have taken the extra step of also installing Nyotron’s software, which is aptly named Paranoid. Standard anti-virus software programs start with a definitions list and then look for code that matches that list. Paranoid is for things that get past that first line of defense. Paranoid uses a map of all ‘good’ behavior of the operating system to approach the problem of malware, ransomware and other attacks from a different angle. This map allows it to automatically see all things in the system that are not normal. Then when Paranoid finds something it uses a ‘block it now and ask questions later’ approach that lets you review it and make the decision to unblock it if you’re sure it’s safe.”

“This two-tier approach isn’t hugely expensive, either,” adds Lou. “And it’s a lot cheaper than the costs of losing your data, having a data breach, going offline for days or paying a pricey ransom.”

It’s not a matter of if, but a matter of when

You may think, “I’m just a printer. Who would want to hack into our system?” But as too many of your peers have learned, no business is immune. Take action now to save yourself untold headaches later.

Desktop operating system	Mainstream support ended	Extended support ends
Windows XP	April 14, 2009	April 8, 2014
Windows 7	January 13, 2015	January 14, 2020
Windows 8.1	January 9, 2018	January 10, 2023
Windows 2003 R2	July 13, 2010	July 14, 2015
Windows 2008 R2	January 13, 2015	January 14, 2020
Windows 2012 R2	October 9, 2018	October 10, 2023

GOVERNMENT & LEGISLATIVE

Lisbeth's National Lobbying Update:

Continued from front

We are actively fighting the move to implied consent, as well as the increase in the number of banks, utilities and others who have begun charging a fee to those who choose paper statements, and another fee for those who wish to pay by mailing in a paper check. We consider this a lack of choice, and believe that providers should keep things neutral between the different media options.

**We’re fighting this on many levels**

From financial institutions that are petitioning to be able to stop mailing out mandated documents to federal agencies and more, this issue crops up in many places. Your industry association, as a member of the Coalition for Paper Options, is representing your interests in all of these situations.

ramento. Th eir primary goal: To make contacts at the Capitol and drive home the point that print is alive and well, and making a signifi cant contribution to our economy.

“While we have a lobbyist, RJ Cervantes, working on our behalf,” explains Kristy, “legislators take notice when we go in as industry representatives and say, ‘we live in your districts, and these are the jobs we are creating there.”

“In one of our discussions,” recalls Lou, “I suggested that we look around the Assemblyman’s office to see how many things had been touched by a printer. I got on a roll, and even mentioned the label on the inside of his suit coat. It was clearly eye-opening!”

All of the legislators Lou and Kristy

met with were key people on educational committees or in the educational area. This was because the second point they wanted to drive home was the universal problem faced by printers across the state: the shortage of qualifi ed employees, especially in technical trade areas.

The discussions here centered on both funding for school programs and outreach to showcase the printing industry as an excellent career choice.

“This wasn’t about Republicans and Democrats,” states Lou. “Our visit was all about meeting and getting to know people who have influence over our industry. The conversations were great, and, although only time will tell, I feel that the trip was a success.”

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Building Relationships with Our State Legislators

The printing industry in California has just short of 70,000 employees, and a direct impact of \$4 billion. And yet the idea that “print is dead” just won’t die. Even, unfortunately, amongst some of our legislators. As part of our ongoing efforts to counteract this, on February 27 and 28 Lou Caron, PIASC’s President/CEO and Kristy Villanueva, Director of Membership Services, went to Sac-



Lou Caron



Kristy Villanueva

CLASSIFIEDS

**FOR SALE: Specialty Printing Company**  
The Target is a highly sophisticated digital and creative services firm which operates within the Graphic Arts industry, principally serving key customers in the Entertainment industry from its location in the San Fernando Valley. The Target believes that it is in a very strong position relative to the print production segment of the projects on which it works, and it is this position which ownership feels can offer a buyer with production capability beyond that of the Target, and a com-

mitment to meeting the needs of these very demanding customers, substantial increased print volume, in addition to the highly profitable volume of business that exists currently at the Target. This additional print volume is estimated at between \$5 and \$9 million in annual revenues. **Contact: Gerry at [gerrym@falconsult.com](mailto:gerrym@falconsult.com) or 206.310.1119.**

**FOR SALE: San Fernando Valley Business** We are a medium size company. Visit <http://bit.ly/Equip01> to view list

of equipment and services. Call Carlos Martinez cell 818.447.3625

**FOR SALE: 1999 Heidelberg GTO 52/4 Paper Cutter Polar Model 78 ES, Challenge Paper Drill, Baum Air Folder, Pallet Jack, and more.** Visit <http://bit.ly/Equip02>. Contact Maggie at 909.595.2771

*Want to place a classified ad? Contact Erica Sanchez, 323.728.9500, Ext. 209, [erica@piasc.org](mailto:erica@piasc.org)*

PIASC Events Calendar

APRIL  
14-17

**Continuous Improvement Conference**  
8:00 am – 1:00 pm  
The Fairmont Hotel, Dallas TX  
Details: [www.piasc.org/events](http://www.piasc.org/events)  
Contact: Jim Workman, 412.259.1710, [jworkman@printing.org](mailto:jworkman@printing.org)

APRIL  
24

**Certified First Aid and CPR Training with Bloodborne Pathogens**  
8:00 am – 1:00 pm  
PIASC Conference Center, Los Angeles Details: [www.piasc.org/events](http://www.piasc.org/events)  
Contact: Maribel Campos, Ext. 210, [maribel@piasc.org](mailto:maribel@piasc.org)

MAY  
3

**Graphics Night** *featuring Executive of the Year Award and Print Excellence Awards Winners*  
5:30 am – 9:00 pm  
PIASC Conference Center, Los Angeles Details: [www.piasc.org/events](http://www.piasc.org/events)  
Contact: Maribel Campos, Ext. 210, [maribel@piasc.org](mailto:maribel@piasc.org)

MAY  
17

**PIASC Career Day**  
9:00 am – 12:00 pm  
GrC Department, Cal Poly San Luis Obispo  
Details: [www.piasc.org/events](http://www.piasc.org/events)  
Contact: Kristy Villanueva, Ext. 215, [kristv@piasc.org](mailto:kristv@piasc.org)

JUNE  
18-19

**PIASC Sacramento Legislative Fly-In**  
12:00 pm – next day 12:00 pm  
Sutter Club and Halls of Capitol Building, Sacramento  
Details: [www.piasc.org/events](http://www.piasc.org/events)  
Contact: Kristy Villanueva, Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org)

For full list of workshops and virtual classes, please visit [www.piasc.org/training](http://www.piasc.org/training).