

Make Your Voice Heard! PIC Legislative Action Day

On June 18 and 19, PIASC members will be heading to Sacramento to participate in the Printing Industries of California Legislative Action Day.

The goal: To help establish a legislative presence in the state capitol by having our members visit with their elected officials and staff. Participants will help educate legislators about the graphic communications industry's economic impact in California and discuss their thoughts on the most impactful state legislation that the industry is facing this year. This includes discussing bills related to workforce development, taxation and environmental issues.

"If you follow the news," says Lou Caron, PIASC President/CEO, "including reading Native.news, you know that each year numerous bills are introduced that would directly impact your costs and ways of doing business. The PIC Legislative Action Day is your chance to help educate our elected officials about how their 'great ideas' affect actual businesses, and influence which bills do or do not get passed. I urge you to participate."

This Legislative Action Day is a vital part of our efforts to build a comprehensive government affairs program here in California. Our ultimate goal is to influence what gets introduced and implemented. When legislators are contemplating bills, we want them to stop and think, "I wonder what the printing industry would think about this policy idea, or what the impacts would be on them." Having our legislators speak with business owners and managers directly can be an extremely powerful way to ensure that our perspectives are considered.

There is no registration fee

If you would like to attend you will only need to take care of your own travel expenses.

Schedule

Tuesday, June 18

12:00 pm - 1:30 pm Hosted Lunch
2:00 pm - 4:00 pm Issues Briefing at The Sutter Club
6:00 pm - 8:00 pm PIC-PrintPac Dinner at The Sutter Club

Wednesday, June 19

8:30 am - 10:00 am Legislative Breakfast
10:00 am - 12:00 pm Attendee Meetings with Elected Government Officials
After Meetings Tour (optional): Jerry Hill, 39th State Printer

The host hotel is across the street from the Capital Building. It is located ten miles from the Sacramento International Airport (SMF) and just one mile from the Sacramento Valley Station for Amtrak service.

Hyatt Regency Sacramento
1209 L Street Sacramento, CA 95814

A limited number of rooms are available at a special rate of \$199 + tax. The deadline for the room block is May 28, 2019. Rooms are limited, so please make your reservations with us for availability confirmation.

Contact Kristy Villanueva at 323.728.9500, Ext. 215, kristy@piasc.org to make your reservations.

The Annual PIASC Membership Directory is Here!

Every year, PIASC publishes a Membership Directory listing key contact information and business descriptions for our members. The Directory also lists PIASC's Board of Directors Staff, and includes an Easy Reference Card, a list of Preferred Partner Programs, a vendor guide and a contact index by last name.

The 2019 Directory was mailed out in the beginning of the month. If you would like additional copies, please contact our Member Relationship Coordinator, Emily Holguin, 323.728.9500, Ext. 200, emily@piasc.org.

A huge thank you to our directory contributors:

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GOVERNMENT & LEGISLATIVE

It's Official. Print is Dead.

By Lou Caron, PIASC President

So, it's official. Print is dead. I know this because the Washington Post said so. The headline read, "Stop the presses: Commercial printers and other vanishing jobs the Labor Department can't track anymore." Does anyone besides me find it ironic that this headline appeared in the print edition of the Post?

According to the *Washington Post*, each week nearly half of Washington metro area adults read the print edition. Print circulation within the paper's Washington Designated Market Area (DMA) is over 1.9 million each week. I guess it's the "newspaper fairies" that produce the paper. According to washingtonpost.com, the website has 1.7 million unique visitors in the Washington DMA each month. So the print edition of the paper reaches more people every week than the online version reaches every month. Interesting.

I'm not a guy with his head in the sand. I know newspaper circulation is not what it used to be. But I also know that you can't judge an entire industry by just one segment of that industry.

What's Behind the Actions from the Bureau of Labor and Statistics?

A lot has been written about the facts and figures behind the Bureau of Labor and Statistics (BLS) decision. In my opinion, the actions of the BLS are the ultimate example of a problem that has plagued our industry for years. While we promote and advertise every product and service under the sun, we never promote

ourselves.

Question: Why can't the industry find quality employees?

Answer: The printing schools, where we've traditionally found these employees, have no students.

Question: Why are there no students in the schools?

Answer: Students, parents and school counselors don't see the industry as a viable career choice.

Question: Why don't they see the industry as a viable career choice?

Answer: Because no one knows we're here.

The irony is, all of the career options that are promoted to students use print. Slick, glossy brochures, direct mail university promotions, posters in the counselor's office and more. Yet no one realizes that all of this print collateral was designed, printed and mailed by employees of the printing industry.

What's the Impact of the BLS Decision?

The idea that print is dead now reaches beyond schools and universities. With this BLS decision, those in the halls of our state and federal governments will wonder what's happening to our industry. Imagine the task facing Lisbeth Lyons, Vice President, Government & External Affairs at Printing Industries of America (PIA). On the Saturday the headline appeared in the *Washington Post*, she was boarding a plane to the National Republican Senatorial Committee retreat. Nearly everyone on the plane was reading the *Post*.

Lyons said that once on the plane, Senators were looking at her, holding up their newspapers, and pointing to the article. That must have been an interesting conversation starter. After all, she was attending this event to represent and promote the printing industry.

According to Lyons, the BLS decision will impact three areas within the industry. The first will be the collection of economic data. This will probably have the least impact on the industry. In the last few years, economic data used by PIA has been collected from other sources, due in large part to the BLS' narrow definition of the printing industry.

The second area affected will be the overall perception of the industry. In an economy where many industries are competing for the same potential employees, recruiting, retaining and replacing individuals to work in the printing industry will become even more difficult.

The third area to be affected will be Career Technical Education (CTE) and workforce development funding. This will probably be the area most affected. Most funding for these programs relies heavily on the employment projections and data from the BLS.

The Role of Industry Convergence

The printing industry is not alone in this situation. According to the *Washington Post* article, discontinued industry categories in 2009 included Motion Picture and Video industries. In 2012, the Beverage and Tobacco-product manufactur-

ing category was discontinued.

This trend may be less about these industries and more about the changing makeup of the economy as a whole. A recent study from the IBM Institute for Business Value found that two-thirds of global CMOs saw industry convergence as their greatest business challenge. The report states, "The boundaries between industries are continuing to erode, as companies in one sector apply their expertise to others – bringing previously separate industries together and sometimes redefining the very way in which they're classified."

As industries continue to converge, it's essential that the BLS adapt to these changes. This is why PIA is in the process of reaching out to print advocates in Congress to help the BLS modernize their decision-making process. According to Lyons, PIA sees this as an opportunity to create new/updated definitions for the industry and the BLS. The question is, what will we call ourselves?

Even Bigger Problems in California

The BLS' decision in regards to our industry will impact schools throughout California that need CTE funding to continue training the printing employees of the future. In addition, local printers will soon have to contend with even bigger problems coming from our legislature

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BUSINESS & MANAGEMENT

Making the Most of LinkedIn for Networking & Social Selling

Have you looked at your LinkedIn profile lately? Did you know that your LinkedIn home page is like your own personal business journal? People are looking at your page to check on your background and credentials.

It's important for both you as an individual and everyone in sales and marketing who represents your company to have a complete profile.

Lynne Gullo, who coaches people on how to set up their LinkedIn profile, provided a few tips as a refresher on how important LinkedIn is to all business professionals.

Basic profile tips:

1. Profile Picture: Business-like, smiling, current and in focus. No pets, kids, obvious selfies, stray hands on shoulders and above all, don't use the default blank head! You don't need a professional photographer, but make sure you are presenting yourself in a positive light.

2. Your Title: LinkedIn will default to your job title, but don't make this rookie mistake. This is a searchable field and you want people to find you. Add three specialties to your title. This is especially important if you have the same title as others in your company.

For example, don't just list your title as Account Executive at Blank Company. Searchers will have no idea what you do! Try Account Executive at Blank Company specializing in whatever vertical industry or company type you're looking for.

3. Summary: This is your elevator speech. How would you enthusiastically describe what you do for a living to your friends? This is another searchable field. Make sure you include key skills and expertise even though you are repeating them in other parts of your profile. You can even list your key specialties with bullet points. Your profile represents YOU as a brand, so don't just copy your

company mission statement here.

4. Your contact information: Make sure your information is current so your connections know how to contact you, including your company website. Note: this is different than your account settings information. Make sure your default info there is always set to your personal, not your work email and phone. If you change jobs you won't be able to access your account!

Before and after a business meeting:

1. Look up the company page and find out any current news.
2. Look at the upper right corner of the company page to see "How You're Connected" to their employees.
3. Review the profiles of the people you will be meeting with to see what you have in common.
4. Ask to connect with anyone you get a business card from.
5. Follow that company.

Your Home Page:

1. Periodically provide an interesting update about YOU. Tell a success story, brag a little, but don't make this a sales pitch. Share an interesting article you've read to your LinkedIn page.

2. Read your Home page daily and like, comment or share. Just a few minutes a day will give you a wealth of information about your connections and industry.

3. Congratulate your connections on their anniversaries and job changes.

LinkedIn is the ultimate Business Directory. It offers an unequalled and FREE way to promote yourself, your brand and your company. Take a few minutes to make sure you are making the most of this valuable social business platform.

Source: Groene Consulting
www.groeneconsulting.com

HUMAN RESOURCES

You Need Two Separate Background Check Disclosure Forms

As we reported last October (see "Complying with the Rules for Background Checks," <http://bit.ly/BGcheckRule>), any time you use a consumer reporting agency to obtain a background check on an employee or applicant, you must comply with the Fair Credit Reporting Act (FCRA). Among other things, this means providing the person with a "Summary of Consumer Rights" disclosure form.

In a recent ruling, the 9th Circuit Court of Appeals ruled that because the federal disclosure form is required to be a stand-alone, you must provide two separate background check disclosures: The federal disclosure (<http://bit.ly/ConsumerRights18>) and the state disclosure (<http://bit.ly/StateDisclosure>).

GOVERNMENT & LEGISLATIVE

Print is Dead. *Continued from front*

here in Sacramento. That is why our goal as your trade association is to educate legislators about the impact of the printing industry on the California economy. Towards that end, we are working with RJ Cervantes of Fernández Cervantes Government Affairs. As our Legislative Advocate in Sacramento, he will guide us through the over 3,000 bills introduced every year in the California legislature to determine which will have an impact on our industry.

The Coming Tax Increase

Two bills of particular interest to printers in 2019 concern taxes. One bill introduced could establish a tax on services that businesses provide to individuals and to other companies; however, this bill is very preliminary and has a long way to go. The second will make changes to Prop 13 concerning commercial property taxes. This will have an enormous impact on many of our members.

Working with Politicians

Mitigating these proposed tax increases requires working with legislators. Working with politicians is a lot like developing a new client for your company. You can't just walk into a prospective print customer's facility and ask if they have any jobs to bid on. A successful sales rep nurtures their prospective client; they take time to talk with them and learn about their company. Successful sales reps make phone calls, drop by and leave donuts, send emails or birthday cards, all to determine

their client's needs. When working with a legislator, the same holds true. You can't just walk into your local representative's office and demand action on a particular piece of legislation. First, you need to get to know them, and they need to get to know you. It's all about building a relationship. Visit their office when they're in their districts or attend a community event they sponsor. Cervantes says, "This has to be more than a one-off meeting." Consistency is important.

According to Cervantes, owners of printing companies, both large and small, can have an effect on local legislators. Your local representative, whether Democrat or Republican, understands that you and your employees impact the local community. Your company, your employees and you all provide tax dollars to the cities where you live and work. Think of the influence that nearly 5,000 companies with over 71,500 employees can have on a political campaign! Print also has a special significance to legislators. According to Cervantes, one of the biggest things these representatives depend on for election and re-election is print. Political organizations spend millions of dollars on direct mail alone. Most local politicians are directly involved with their campaigns; thus they know their printer personally. While the legislator speaks with the printer about their desired outcome from the print campaign, it's rare that the printer discusses the state of the industry with the legisla-

tor. That needs to change.

Cervantes believes the industry is actually in a position of strength because politicians rely so much on printing. If the industry doesn't do well, it will have a direct impact on political campaigns. Thus, these legislators have a vested interest in keeping our industry healthy. We, as an industry, need to capitalize on that strength.

What can you do?

The power of a 13.6 billion dollar industry in California cannot be ignored. We must make our voices heard. We each need to put our industry, our business and ourselves in front of our local elected officials. Find ways to make this happen.

1. Learn who your representative is in Sacramento: <http://findyourrep.legislature.ca.gov/>
2. Check their website to discover their mission and goals.
3. Search their website for upcoming events that you can attend.
4. Join their mailing list.
5. Send letters of support or concern relating to specific pieces of upcoming legislation.
6. Join the group of members traveling to Sacramento from Tuesday, June 18, to Wednesday, June 19, to meet and lobby California legislators. See article in this issue for details.

If each of us took the time to connect in one form or another with our local elected official three times a year, think of

the impact it could have on future legislation. Remember, these are not partisan issues. Funding for CTE programs helps everyone in the printing industry. Taxes, too, have a direct impact on each and every one of us. We've seen the result of inaction. By not defining who we are, we let a government agency define us. We've seen how that turned out.

We all know print is not dead, but without a concerted, organized effort, we may wind up with one foot in the grave.

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Upcoming Events

Certified First Aid and CPR Training

Including Bloodborne Pathogens
NEW DATE!!! Wednesday, May 15, 2019
PIASC Conference Center, Los Angeles
\$65/member

PIASC, through Occupational Safety Training Systems, is offering a four-hour seminar on First Aid and CPR and a one-hour seminar on bloodborne pathogens. Individuals completing the training will receive national two-year certification in CPR/First Aid and one-year certification in bloodborne pathogens. In addition to compliance with Cal/OSHA safety requirements, this program is an opportunity to have trained persons in your workplace who can deal with basic medical situations or emergencies where well-trained response may save a life.

The full 5-hour attendance is mandatory for certification, so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.

Only 8 spots available, so register today at www.piasc.org/events

Preventing Workplace Violence Training

Including Comprehensive Active-Shooter Incident Management
Wednesday, May 22, 2019
PIASC Conference Center, Los Angeles
\$45/member

Create a safer work environment and decrease the chance of workplace violence in your organization. As more and more unfortunate events happen due to violence in the workplace or active shooters, we as employers need to make sure our employees are knowledgeable about what to do if either one of these incidents occur. PIASC has joined with O.S.T.S., Inc. to offer members 4 hours of training to help manage disruptive and aggressive behavior in the workplace.

Only 20 spots available, so register today at www.piasc.org/events.

CLASSIFIEDS

FOR SALE: Equipment

- MBO B32 S-C 16 page stream folder with gate fold attachment. Completely rebuilt in 2016.

- 2016 - 40" Kodak plate setter lightly used. Call "KG" at 818-335-1928

FOR SALE: PTSCC375 Digital Finisher Graphic Whizard PTSCC375 digital finisher, \$8,995. This machine, in excellent shape, has served us well, and we're sorry to see it go, but duplicate equipment makes it unnecessary. Machine will slit, cut, crease, and perforate. Includes six independently

programmable slitters, cross cut module, creasing module, and perforating (both directions on the sheet).

Machine will store up to 100 job templates for easy quick set up. Includes 9" color touch screen with job programmer software. This machine is the perfect complement to any digital press to quickly cut and finish short run digital jobs. Sets up in under one minute. Machine is great for short run business cards, post cards, greeting cards, and most other jobs that will fit on a 13" X 19" or 12" X 18" sheet.

Max Sheet Size 14.5" X 25.5"
Max Stock thickness 380 GSM (16Point)

Up to 32 creases or perforations per sheet
Air Feeder.

Machine is located in Burbank and can be inspected running. Contact Patrick at 818.843.8355

Want to place a classified ad? Contact Erica Sanchez, 323.728.9500, Ext. 209, erica@piasc.org

PIASC Events Calendar

MAY
3**Graphics Night** featuring Executive of the Year

Award and Print Excellence Awards Winners

5:30 pm - 9:00 pm

PIASC Conference Center, Los Angeles Details:

www.piasc.org/events

Contact: Maribel Campos, Ext. 210, maribel@piasc.org

MAY
22**Preventing Workplace Violence Training**

8:00 am - 12:00 pm

PIASC Conference Center, Los Angeles Details:

www.piasc.org/events

Contact: Maribel Campos, Ext. 210, maribel@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

Contact: Kristy Villanueva, Ext. 215, kristy@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

Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org

SEPT
17**PIASC Paper & Substrate Show**

5:00 pm - 9:00 pm

Andrei's Conscious Cuisine Event Center, Irvine

Contact: Kristy Villanueva, Ext. 215,

kristy@piasc.org