

PIASC Members Take Home Thirteen Benny Awards

Congratulations to the 22 Southern California firms that have been honored with 76 awards in the 2019 Printing Industries of America (PIA) Premier Print Awards! As the world's most prominent international print competition, submissions came from Australia, Brazil, Canada, China, Indonesia, Malaysia, Mexico, Paraguay, Taiwan, the United Kingdom, the United Arab Emirates, and the United States.

The most prestigious award is a Best of Category, also known as a "Benny". The Benny winners include the following PIASC members: Adcraft Labels (Anaheim), Colornet Press (Los Angeles), D'Andrea Visual Communications (Cypress), Dual Graphics (Brea), Orange County Printing Company (Irvine), Stoughton Printing Co. (City of Industry) and Typecraft, Inc. (Pasadena). The Benny winners will be honored during the Premier Print Awards reception on Wednesday, October 2, 2019 at 19 East Chicago Event Center in Chicago, Illinois.

Adcraft Labels (Anaheim)
1 Benny

Autajon Packaging Thoro (Corona)
1 Certificate of Merit

Automation Printing Co. (Los Angeles)
2 Certificates of Merit

Castle Press (Anaheim)
1 Award of Recognition
2 Certificates of Merit

Church of Scientology, International (Commerce)
3 Awards of Recognition
3 Certificates of Merit

Classic Litho & Design (Torrance)
1 Certificate of Merit

Color Incorporated (Glendale)
1 Award of Recognition
5 Certificates of Merit

Colorcom (Commerce)
1 Award of Recognition

Colornet Press (Los Angeles)
5 Bennys
4 Awards of Recognition
13 Certificates of Merit

Continental Colorcraft (Monterey Park)
2 Certificates of Merit

D'Andrea Visual Communications (Cypress)
3 Bennys
1 Awards of Recognition
2 Certificates of Merit

Design Printing (Los Angeles)
1 Award of Recognition
1 Certificate of Merit

Dual Graphics (Brea)
1 Benny
2 Certificates of Merit

Labeltronix LLC (Anaheim)
1 Certificate of Merit

Main Graphics (Irvine)
1 Certificate of Merit

Orange County Printing & Communication (Irvine)
1 Benny

PJ Printers (Anaheim)
2 Awards of Recognition

Presentation Folder Inc. (Orange)
1 Award of Recognition
1 Certificate of Merit

Southwest Offset Printing Co., Inc. (Gardena)
2 Awards of Recognition
4 Certificates of Merit

Stoughton Printing Co. (City of Industry)
1 Benny
1 Award of Recognition
2 Certificates of Merit

Trend Offset Printing (Los Alamitos)
1 Certificate of Merit

Typecraft, Inc. (Pasadena)
1 Benny
1 Award of Recognition



NATIONAL ASSOCIATION NEWS

See the Entire Industry Under One Roof

As it brings the printing industry together, PRINTING United will open adjacent opportunities.

Time and technology are transforming the printing industry. Printers who once identified with a single segment are now adopting technologies and product lines that pull them into adjacent markets. Those changes—summed up in the word "convergence"—are at the heart of PRINTING United, the latest iteration of the SGIA Expo. Produced by the Specialty Graphic Imaging Association (SGIA) and NAPCO Media, PRINTING United is coming to the Kay Bailey Hutchison Convention Center in Dallas on October 23 to 25.

"There's a transformation taking place in the printing industry," points out Mark Subers, President/CRO, Printing and Packaging, NAPCO Media, "a blurring of segment boundaries as print service providers seek out new products and technologies to better serve their customers. Convergence is changing how print service providers and their suppliers do business, the technologies they choose and the information they need to stay ahead of the competition."

However, it's more than just the technology that's changing. The needs of brands and marketers are continuing to evolve as well. "Our customers' needs continue to change and we need to change with them," states a print service provider interviewed for SGIA's "Critical Trends Report: Commercial Printing Winter 2019." "It is not just about how well we can print, but how well we can help them communicate their message—

in a variety of ways." PRINTING United will bring the universe of printing under one roof, serving markets including commercial printing, apparel decorating, graphics production, functional printing, packaging printing and in-plant.

"PRINTING United represents a sea change in event strategies for addressing the industry environment. Rather than focusing on a single industry segment, it's welcoming in the entire community," says Subers.

Attendees can begin making connections on the expansive show floor—the equivalent of more than 12 ½ football fields—filled with more than 600 exhibitors, including Ricoh, Heidelberg, RMGT – Graphic Systems (Ryobi), Muller Martini and Kirk-Rudy.

The show floor will be more than a comprehensive view of the latest printing technologies. It will also be home to The Experience Zone, a 4,000-square-foot exhibit with over 100 printed applications that demonstrate how printing shapes consumers' lives.

"Our industry touches everything around us," Subers relates. "The Experience Zone will put a face on it, with displays from in-home, out-of-home and retail environments. We want printing service providers visiting The Experience Zone to leave inspired to try new product lines and markets."

Education Empowers Convergence

What printers learn at PRINTING United will change the way they see their businesses.

Where the Community Meets
80% of printers believe a consolidated printing industry event would serve the industry better than separate, segment-only events.

PRINTING United is a "One-Roof" Expo that will provide you with access to all of the latest technologies, while making sure you spend less time out of the office.

Be sure to mark the dates in your calendar and pre-register to be a part of the community:
PRINTINGUNITED.COM

REGISTER NOW
OCT. 23-25, 2019 • DALLAS, TX
Kay Bailey Hutchison Convention Center
PRINTINGUNITED.COM

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"The education at PRINTING United is designed to give attendees the resources to explore new markets and opportunities, whether inside or outside their traditional segment," shares Dan Marx, Director of Content Development, SGIA. "We've structured the programming so there will be something relevant to anyone in attendance at any given time." Education begins Tuesday, October 22, with three concurrent half-day intensive workshops:

- **Convergence Power Rankings: Where (and How) to Grow** — Marco Boer of IT Strategies provides the background print service providers need to find and take advantage of new, opportunity-rich areas.
- **Wide Format 101: Strategies for Success** — SGIA's Ray Weiss assembles a cast of seasoned professionals to share knowledge for success in the wide-format segment, covering technologies, applications, color management, pricing strategies and more.
- **Digital Textile Printing: What, Why**

and How — Keypoint Intelligence/Info Trends' Ron Gilboa and digital textile experts will discuss how to maximize the possibilities of digital textile printing, its future and the importance of workflow.

Like the trade show, the PRINTING United conference is built on the foundation of its predecessor, the SGIA Expo, but, says Marx, "We've ramped up the relevant, innovative education past attendees know to expect and extended that to the commercial, package and in-plant printing communities as well."

On the show floor, PRINTING United's three amphitheatres will feature research and exhibitor-led presentations addressing the apparel, industrial, graphics, commercial and packaging printing communities in prominent locations on the show floor.

PRINTING United Connects the Community

"Print service providers who want to improve their businesses and better serve

Continued on back

Welcome New Members

PIASC's Board of Directors and staff welcome the following members, who joined between February and May:

Advance Paper Box Co.
Manufacture of folding cartons, rigid boxes and thermoform packaging
323.750.2550
www.advancepaperbox.com

Blue Prism Digital
Printing, packaging, distribution
818.535.9066

CalComp Graphic Solutions
Value added reseller, wide format, digital color solutions
714.816.2200
www.calcompgraphs.com

Event Special Effects
Special effects and trade show booth fabrication
626.200.6692
www.efxla.com

JJK Photography
Photography
818.720.4002
www.jjkphotography.com

Labelgraf Inc.
Label manufacturer
818.351.5129
www.labelgraf.com

M1 Consulting Group
Business management consulting, EOS implementation
949.346.5530
www.m1consultinggroup.com

Proven Print Services
Print broker
805.443.6383
www.provenprintservices.com

Quadriga USA Enterprises, Inc.
Commercial and security label printing
661.294.9522
www.quadrigausa.com

Quantum Design, Inc.
Supplier/manufacturer of web handling equipment
815.624.8989
www.ktiusa.com

West Coast Custom Packaging
Packaging sales
562.587.5286

Know a company that could benefit from our services and benefits the same way you do? Refer a friend and get money back towards your dues! Contact Erica Sanchez at 323.728.9500, Ext. 209, or Erica@piasc.org

GOVERNMENT & LEGISLATIVE

Updates to "On Our Radar"

Now that the May 31 "First House" deadline has passed, we took a look at all of the state bills we've been following. Here's where things stand as of press time...

Bills that are now dead (at least for this legislative session):

- **AB 628**, which would have required employers to allow victims of sexual harassment—and employees who are providing assistance to a family member who is a victim of sexual harassment—to take job-protected leaves of absence.
- **AB 1224**, which would have made the California Family Rights Act (CFRA) apply to employers with 20 (rather than 50) employees within 75 miles of the worksite.
- **SB 135** did not receive a floor vote and was made into a two-year bill. It would require employers with as few as 5 employees to provide 12 weeks of a protected leave of absence each year, in addition to existing leaves of absences already required.
- **SB 522**, which would have stated that it was the intent of the Legislature to enact a service tax.
- **SB 732**, which would have allowed the SCAQMD to impose new regional taxes.

Bills that have now moved to the other house:

- **AB 5** would add to official state law the stricter "ABC Test" that was put forth in a 2018 California Supreme Court decision for classifying workers as either

employees or independent contractors.

- **AB 9** would extend the period to file complaints of unlawful employment practices with the Department of Fair Employment and Housing (DFEH) from one year to three years.
- **AB 51** would prevent employers from requiring their employees to bring all employment-related claims in arbitration instead of state or federal court.
- **AB 135** would substantially expand family leave, requiring employers with as few as 5 employees to provide 12 weeks of a protected leave of absence each year.
- **AB 161**, the "Skip the Slip" bill, would require all businesses with over \$1 million in gross annual receipts to offer e-receipts starting in 2022, unless a customer asks for a paper receipt.
- **AB 170** would make it clear that a client employer who uses workers supplied by a labor contractor is jointly responsible (in terms of civil legal responsibility and civil liability) for any harassment of or by the workers supplied by that labor contractor.
- **AB 196** would guarantee 100% wage replacement when workers making \$100,000 per year or less access California's Paid Family Leave.
- **AB 403** would extend the period of time during which an employee can file a wrongful discharge or discrimination complaint with the Division of Labor Standards Enforcement, from six months to within two years of the alleged violation.
- **AB 673**, which was amended so that it no longer exposes employers to being

BUSINESS & MANAGEMENT

Creating an Unpaid Internship Program

When is an “intern” actually an “employee” under the Fair Labor Standards Act (FLSA)? In the past, the Department of Labor (DOL) used an onerous six-factor test to answer this question for for-profit employers. This changed in 2018, when the DOL adopted the “primary beneficiary” test instead. If you’re considering creating an unpaid internship program, here are some important things that you need to do...

Be clear about the benefits to your company

Before you create an internship program, you should have a clear understanding of how this can help your business. Given the recruitment challenges that we are facing in the graphics industry, an internship program can help provide a pipeline for future hires. Even if your interns do not turn out to be a good match for your company themselves, they’ll talk about their internship experience and your company with their peers at school.

Ensure your unpaid interns are not really “employees”

If you want your program to be an unpaid internship, you need to ensure that it passes the “primary beneficiary” test, which focuses on the economic reality of the intern-employer relationship. This flexible test looks at a variety of factors, all designed to ensure that

the intern is the “primary beneficiary” of the program. This includes:

- The training provides significant educational benefits to the intern.
- You derive no immediate advantage from the intern’s activities.
- The internship is for a short, fixed period of time.
- The intern’s work does not replace the work of paid employees, although it can involve “job shadowing” where the intern learns certain functions under the close supervision of an employee.
- The interns work under your close observation.
- There is no expectation of compensation.
- There is no guarantee or implied guarantee that a job will be offered at the end of the internship.
- Your business is not dependent on the intern in any way.
- The internship accommodates the intern’s academic commitments, and may be tied to their formal education program (such as at college).

Get everyone on board

Whether your internship program is paid or unpaid, in order to succeed you need to get the entire business on board. If you don’t, your interns will not feel welcome, and it will be a struggle to get employees to work with them.

HUMAN RESOURCES

The DOL’s Proposed Changes to the Exempt Threshold

You may have read that the Department of Labor (DOL) has proposed raising the minimum salary required for an employee to be classified as being exempt from overtime. If your business is in California, ignore it. The proposed higher threshold is still below California’s threshold, so it would not apply here. When there is a conflict between Federal and State employment law, whichever favors the employee is the one that applies.

Common Mistakes that Job Interviewers Make

Hiring? There are many costs associated with bad hiring decisions, including loss of production, training and employment costs, greater pressure for skilled employees to make up for the employee’s failings, higher unemployment costs and wrongful terminations. Here are some tips for avoiding four common interviewing mistakes:

1. Personal Bias – The interviewer must be aware of their biases and how these biases may influence how they interpret information received or evaluated during or after the interview. If the interviewer’s personal feelings interfere with their objectivity, someone else (a qualified second party) should perform an interview with the applicant.

2. Halo Effect – The interviewer must avoid being overly influenced by one area of strength or achievement in the applicant’s background, and letting this stop them from adequately exploring all areas of job-relevant background.

3. Rationalization – When receiving or evaluating information from applicants, the interviewer must avoid rationalizing their answers. The information should be recorded as stated by the applicant. If the interviewer does not have a clear meaning of an answer, they should ask further open-ended questions to gain understanding. The interviewer must not rationalize or surmise what the applicant might have meant in their response.

4. Rushing the Interview – The interviewer who rushes to complete, or does not allow adequate time to evaluate the applicant’s background, makes many poor and costly business decisions in hiring new employees.

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NATIONAL ASSOCIATION NEWS

Continued from front

their customers need access to suppliers, manufacturers and education. PRINTING United provides those connections across market segments,” explains Ford Bowers, President and CEO, SGIA.

In addition to the expansive show floor and educational options, PRINTING United will bring the community together to create and strengthen connections with peers and industry leaders. Networking events during the show will feature informative and inspiring speakers for the apparel, functional and industrial printing, sustainability and Women in Print Alliance communities. And in the evening, the Opening Night Party on October 23 at the iconic Gilley’s Dallas will channel the energy and excitement of the printing industry.

“The launch of PRINTING United is something to celebrate!” Bowers exclaims. “It encompasses and serves today’s printing industry better than any event in the printing and packaging space has before. If you’re part of the industry, you need to be there from the start.”

Registration for PRINTING United will be free through September 10, but some events have additional fees. Learn more and register today at PRINTINGUnited.com.

GOVERNMENT & LEGISLATIVE *Continued from front*

penalized twice for the same wage violation.

• **AB 1080 & SB 54**, known collectively as the California Circular Economy and Plastic Pollution Reduction Act, would establish a comprehensive plan to reduce and recycle 75% of single-use plastics by 2030. Each bill now heads to the opposite legislative body.

• **SB 171** would require California employers with 100 or more employees to submit an annual pay data report to the Department of Fair Employment and Housing, with detailed pay data by race, ethnicity, sex and job category.

• **SB 188** would specifically amend the definition of “race” under the Fair Employment and Housing Act (FEHA) to include “traits historically associated with race, such as hair texture” and hairstyles such as “braids, locks and twists.”

Upcoming Events

Print 101: An Introduction to Graphic Communications

Friday, August 2, 2019
8:00 am – 3:30 pm
Fullerton College

Have an employee who is new to the printing industry? This program is for them! Full of factual information and some hands-on activities, this class will take participants through the basics of printing.

What you will learn:

- History of the industry and its impact on society
- Terminology
- Color theory
- Common machinery used in print production
- Basic processes
- Post-press finishing operations
- Production flow of a job from order entry to delivery
- And more!

Who should attend:

- Those new to the field of graphic communications whether it be creatives, sales, administration, customer service or production.
- Those wanting a refresher course.
- Those who want to make sure they are not missing anything.

Schedule:

8:00 am – 8:30 am Registration
8:30 am – 11:00 am Presentation
11:00 am – 11:30 am Lunch (included with registration fee)
11:30 am – 3:30 pm Presentation

\$75 PIASC Members
\$150 Non-Members

To register contact Emily Holguin at 323.728.9500, Ext. 200 or emily@piasc.org, or visit www.piasc.org/events.

PIASC Events Calendar

JUNE
29**Independence Day Celebration with The Confounding Brothers**

10:00 am – 4:00 pm
The International Printing Museum, Carson

Contact Mark Barbour, 310.515.7166,
mail@printmuseum.org

JULY
11**WEBINAR: Color Accurate Soft Proofing: See what You’re Printing**

11:00 am – 12:00 pm PDT
On a Computer Near You Contact: Maribel Campos, Ext. 210, maribel@piasc.org

AUG
2**Print 101: An Introduction to Graphic Communications**

8:00 am – 3:30 pm
Fullerton College
Contact Emily Holguin, Ext. 200 or emily@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

OCT
3-5**Print 19**

McCormick Place South, Chicago, IL
Contact: Thayer Long, 703.264.7200, tlong@npes.org

OCT
23-25**PRINTING United**

Kay Bailey Hutchison Convention Center, Dallas TX
Contact: Heather Ward, 703.359.1366,
hward@printingunited.com

For full list of workshops and virtual classes,
please visit www.piasc.org/training.