

## The Wage + Benefits Survey is Ready!

Good news: PIA's annual Wage + Benefits Survey is ready – and the process has been improved to be even better than before. We're quite excited about it! Here are four reasons for you to be excited about participating, too:

**1. You've got choices** – This year you can choose how you would like to input the data. You can complete the survey online, or you can download the PDF, print it out, and then mail or fax it in when you're done.

**2. We'll save your data for next time** – Starting this year if you choose to input your data online (vs. the "print it out and send it in" option), you won't have to reenter it all again next year. The survey has been changed to allow you to simply update the data from one year to the next. This will be a huge time-saver for you in future years!



**3. You'll get a complimentary copy of the results (a \$250 value)** – The report includes regional and national data that will help you gain invaluable insights for staying competitive in your labor marketplace.

**4. You'll be part of an elite group** – Industry leaders and top performers from across the U.S. participate in this survey. Plus, the Wage + Benefits report is NOT sold to non-members.

To get started, go to <http://bit.ly/WageSurvey19> to fill out the survey online, or <http://bit.ly/WageSurveyPDF> to download the pdf version. **The deadline to complete the survey is July 31, 2019.**

For a listing of the Job Descriptions that complements the survey, see <http://bit.ly/WageSurveyJob>.

Questions? Contact Kristy Villanueva, 323.728.9500 ext. 215 or [kristy@piasc.org](mailto:kristy@piasc.org).

## BUSINESS & MANAGEMENT

### Are You Doing Good Things in the World?

"I spend a lot of time visiting with our members at their facilities," says Lou Caron, PIASC's President and CEO. "One of the things I'm always impressed by is the amount of time and energy that so many of our members devote to supporting charitable and community organizations. We'd like to celebrate these efforts, to bring additional attention to these good causes."

If you'd like to be considered for a future article highlighting the good things you and/or your company are doing in the world, please contact Kristy Villanueva, our Director of Member Services and the Editor of Native.news, at [Kristy@piasc.org](mailto:Kristy@piasc.org) or 323.728.9500 Ext. 215.

### Tips for Building Your Email List

Unlike with social media, where losing easy access to your followers can be just an algorithm change away, an email list is an asset that you control. It's a direct route to the people who have expressed an interest in your brand, newsletter, promotional emails, etc. Used well, it can be an important source of clients and/or sales for your company.

While subscriber quality is more important than quantity, the truth is that both are important. Building a sizable list is an exercise that's worth the effort. Here are some ideas for doing so...

#### Online

**Add a pop-up upon site entry** – Yes, pop-ups are annoying, but many businesses find that they do work.

**Add a sign-up form to every page** – Implementing this depends on your website's layout.

**Add a box to your e-commerce checkout form** – Give customers an easy way to opt-in to your list during the purchase process.

*Continued on back*

## NATIONAL ASSOCIATION NEWS

### Need a Mentor? Be a Mentor? Join Our Network.



Printing Industries of America and Girls Who Print have announced the launch of the Women's Print Mentoring Network, which matches women in the printing and graphic communications industry with their peers. Born from the Women's Leadership in Print Advisory Committee, the Mentoring Network will address the growing need to develop and retain women as a driving force in our industry.

This is not your average, work-mandated mentorship program. In the Women's Print Mentoring Network, mentors and mentees have both made the choice to be here—meaning everyone is engaged, excited and ready to share their knowledge. The Women's Print Mentoring Network is open to all women in the industry including students looking to pursue print-oriented careers.

#### Mentee

Whether you're a college student hoping to start a career in the print industry, a professional returning from a period away or someone who needs a little guidance navigating their chosen career

path, there is no better place for you to find a mentor. Becoming a mentee with the Women's Print Mentoring Network means that you will be paired with someone who shares your professional interests.

#### Mentor

The wealth of information and experience that you have puts you in a unique position to help guide others in the industry. What was the one piece of advice that you wish someone would have told you? Now is the time for you to share that knowledge!

The Women's Print Mentoring Network is open to any woman currently employed or interested in pursuing a career in the print or graphic communications industry. To register as a mentor or mentee, visit [www.womensprintmentoring.com](http://www.womensprintmentoring.com).

## RISK MANAGEMENT

### 8 Ways to Prevent Fraudulent Insurance Claims

Fraudulent insurance claims increase costs for everyone. To avoid this, you need to create a company culture where employees feel valued and where they make safety a top priority. When employees feel safe, valued and listened to, they are less likely to submit fraudulent claims.

Here is our advice:

#### 1. Carefully vet each employee

Conducting rigorous background checks for new hires helps create an ethical base of quality employees. Be certain to:

- Verify employment history and eligibility.
- Make copies of ID cards, certifications, etc.
- Check references.
- Update and maintain current records of all employees.

#### 2. Show employees that you care

On the first day of work educate employees about their benefits, including private health insurance, workers' compensation and state disability. It is vital that employees are informed of these protections to help them know they are valued. To continue to support your workers, you should:

- Listen to complaints about poor treatment or unsafe conditions.
- Provide guidance and explanations on the workers' compensation process.
- Follow up with injured workers to ensure their fair and proper treatment.
- If possible, provide a hotline for anonymous reporting.
- Improve employee morale by providing swift resolutions to complaints.

#### 3. Provide thorough manager training

Your managers must be equipped with the appropriate knowledge, skills and routines to handle claims. Regular training will ensure that managers and supervisors understand and can easily follow the claims process.

- Confirm that managers understand the workers' compensation process.
- Train managers in proper injury investigation techniques.
- Document ALL complaints of injury, even if the worker denies treatment.
- Report all injuries to PIASC Claims Coverage.

#### 4. Communicate "zero tolerance" for fraud

As part of the on-boarding process, new employees should be introduced to the zero-tolerance policy for fraud. Not only should this be communicated from the first day, it should also be regularly publicized and enforced. Make sure to:

- Provide new employees with a copy of the anti-fraud policy.

*Continued on back*

## HUMAN RESOURCES

### Review Your Employee Handbook TODAY

If you think your employee handbook is in great shape, think again. The average company handbook contains more than a dozen outdated, incomplete or illegal policies which could provide ammunition for a lawsuit. Keep in mind that an out-of-date handbook may be more dangerous than no handbook at all. This is especially true when manuals reinforce corporate cultural norms that are at odds with current discrimination laws.

So pull out that dusty handbook. The goal of an employee handbook is to outline clear, consistent and legal policies which serve to inform and protect. Because of the dynamic nature of labor laws, employee handbooks must be updated regularly. Fresh changes in federal and state laws for 2019 must be considered. Your handbook must change with the times.

#### Tips for updating your handbook:

- Begin with a self-review of your employee handbook to spot major issues, such as outdated or insensitive language.
- Take advantage of PIASC Insurance Services' complimentary Handbook Review by a certified Senior Professional in Human Resources (SPHR).
- Follow up with a review by an attorney.
- Distribute updated versions of the handbook to all employees.
- Obtain a signed receipt from each employee.
- Consider providing updated employee handbooks in digital format.

#### Not sure you need a review? Ask these 15 questions:

1. Does your handbook accurately reflect changes in labor laws?
2. Do your employee benefits comply with current federal, state and local laws?
3. Does your attorney review the handbook annually to ensure its cohesiveness with the newest federal, state and local laws?
4. If your handbook lists reasons for disciplinary actions, does it clarify that the examples shown are illustrative rather than exhaustive?
5. Does your handbook encourage employees to bring complaints to management?
6. Does your handbook clarify that absolutely no harassment will be tolerated?
7. Are there clear procedures for addressing harassment complaints?
8. Do all employees receive copies of the handbook? And sign receipt of doing so?
9. Do employees receive revised copies of the handbook? Do they actually read it?
10. Is your handbook up to date in all areas?
11. Is it written clearly and simply?

12. Is the language respectful to all employees?
13. Are the rules consistently enforced?
14. Is the language free from political statements, including opinions about labor organizing?
15. Does your handbook clearly state that it may be changed at any time, and does it clearly state that it is not a contract?

If you answered no to any of these questions, it would be wise to review your employee handbook right away. To save time and money, please contact PIASC Insurance Services at (323) 400-6705 for a free employee handbook review.

### Join the #RespectWorks Campaign for Harassment-Free Workplaces

Harassment in the workplace is against the law. Earlier this year CalChamber launched the #RespectWorks campaign to encourage companies to promote inclusiveness and prevent harassment in their workplaces. As CalChamber points out, workplaces that are harassment-free and that make all workers feel respected are more successful, have better retention rates and have more success with recruiting. Plus, of course, these organizations avoid the significant costs associated with fines and lawsuits.

Employers who sign up to join this free campaign get access to the #RespectWorks Harassment Prevention Bundle, which includes:

- Harassment, Discrimination and Retaliation Prevention Policy
- Harassment Prevention Policy Implementation Checklist
- #RespectWorks "Harassment Has No Place In Our Workplace" poster in English and Spanish
- #RespectWorks Tip of the Month via email

**Action item:** To register, visit <https://respectworks.calchamber.com>.

### July 1st Increases to Local Minimum Wages

As of July 1, minimum wage increases have gone into effect in unincorporated areas of the County of Los Angeles, as well as the cities of Los Angeles, Malibu, Pasadena and Santa Monica.

- For companies with 26 or more employees, the minimum wage has increased from \$13.25/hour to \$14.25/hour.
- For companies with 25 or fewer employees, the minimum wage has increased from \$12.00/hour to \$13.25/hour.

**RISK MANAGEMENT**

*Continued from front*

- Advise that this fraud policy will be fully enforced.
- Explain that every injury will be investigated. Follow through.
- Review the zero-tolerance policy annually and update as needed.

**5. Hold regular safety meetings**

Regular safety meetings bring home the importance of keeping injury rates low. To create a culture of safety in the workplace:

- Hold monthly or quarterly safety meetings.
- Provide training on the importance of reporting injuries.
- Provide a checklist of steps to take in case of injuries.
- Explain how to report injuries and make claims.
- Work with PIASC Risk Management in planning and implementing safety meetings.

**6. Include surveillance as part of your safety plan**

As part of your safety plan, consider investing in security cameras to create a safer work environment. In addition:

- Advise employees that security cameras are in place.
- Explain that cameras will help validate legitimate injury claims.
- Analyze videos of accidents and injuries to help prevent similar occurrences.
- Maintain video evidence for future analysis.

**7. Complete full injury investigations**

After accidents are properly reported,

the investigation process should proceed according to the plan presented in your manager training.

- Photograph the accident site.
- Review and analyze surveillance video.
- Report any suspicions to your carrier or PIASC Risk Management.

**8. Conduct exit interviews**

Most successful companies conduct exit interviews to improve company culture and increase retention. This interview is also an opportunity to review on-the-job safety practices. During your exit interviews, be sure to:

- Collect data that will be useful in future safety plans.
- Ensure that the worker clearly knew how to report an injury.
- Verify that there were no injuries sustained during employment.
- Ask the employee to sign a declaration of no injuries.

Questions? Contact Dennis Bernstein at 323.728.9500, Ext. 222, or [dennis@piascins.com](mailto:dennis@piascins.com).

**GOVERNMENT & LEGISLATIVE**

**New Posting Requirement for Family and Medical Leaves**

If you're thinking that it's hard to keep up with all of the posting requirements, you're right. Here's the latest one that you may have missed: As of April 1, 2019, employers with 20 or more employees must post an updated version of the California Department of Fair Employment and Housing's (DFEH) Family Care and Medical Leave and Pregnancy Disability Leave poster.

What's different versus the old version of the poster? The new poster includes the New Parent Leave Act, which expanded baby-bonding benefits to employees of companies that have 20 to 49 employees.

At a minimum, you should ensure that the new notices are included in the mate-

rials that you provide to new employees. The DFEH encourages employers to also provide a copy of the notice to every current employee.

**Action item:** Download the English version of the poster at <http://bit.ly/PregnancyEnglish> and the Spanish version of the poster at <http://bit.ly/PregnancySpanish>. If there is another language(s) spoken by at least 10% of your workforce, you must translate the notice into that language, too. Also, make a note to incorporate a description of the New Parent Leave Act in the next version of your employee handbook.

**BUSINESS & MANAGEMENT**

*Continued from front*

**Describe the value** – Let people know what's in it for them if they sign up.

**Let others describe the value** – Display testimonials from subscribers who love your content.

**Offer a helpful freebie** – “Bribe” people to opt in with helpful content that can be downloaded immediately.

**Make it easy to subscribe** – Minimize the number of clicks it takes to get to your opt-in form, and then keep the form to a bare minimum.

**Encourage sharing** – Add a “forward to a friend” link in the content you send to your list.

**Offline**

**Take sign-up sheets to business expos** – Or, better yet, ask people to drop their business card into a bowl to opt in to your list and get a chance to win a valuable prize.

**Invite business networking partners** – After meeting someone at a business networking event, drop them a quick email asking if you can add them to your list.

*Source: Plumtree Marketing, [www.plumtreemarketing.com](http://www.plumtreemarketing.com), PIASC Member*

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**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](mailto:emily@piasc.org), or visit [www.piasc.org/events](http://www.piasc.org/events).

**CLASSIFIEDS**

**PTSCC375 Digital Finisher for Sale**

Graphic Whizard PTSCC375 digital finisher, \$8,995 \$7,995. 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 comple-

ment 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.

**Equipment for Sale**

CTP Mitsubishi dpx-4, Paper Cutter Polar Model 78 ES, Challenge Paper

Drill, Baum Air Folder, Pallet Jack, and more. Visit <http://bit.ly/Equip04>. Contact Maggie at 909.595.2771

**Equipment for Sale: MAKE AN OFFER**

- 2004 Heidelberg CtP Prosetter 74 with Harlequin Rip (2015), laser has 902 hours
  - 2004 Heidelberg CtP Processor
  - Duplo 1000 collator
- Contact: Ron, Don or Jon at 949.642.3710

**PIASC Events Calendar**

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](mailto:maribel@piasc.org)

OCT  
**3-5**

**Print 19**  
McCormick Place South, Chicago, IL  
Contact: Thayer Long, 703.264.7200, [tlong@npes.org](mailto:tlong@npes.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](mailto:emily@piasc.org)

OCT  
**23-25**

**PRINTING United**  
Kay Bailey Hutchison Convention Center, Dallas TX  
Contact: Heather Ward, 703.359.1366, [hward@printingunited.com](mailto:hward@printingunited.com)

SEPT  
**17**

**PIASC Paper & Substrate Show**  
5:00 pm - 9:00 pm  
Andreï's Conscience Cuisine Event Center, Irvine  
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).*