Transform Your Training from Monotonous to Memorable

Good trainers employ a blend of psychology, creativity and thorough preparation to deliver truly effective and memorable learning experiences. They earn our engagement. Want to join their ranks? Here are some tips to make your presentations, trainings and workshops soar.

Make the content relevant. Do some research or send out a preliminary survey to identify topics attendees want to hear about, issues they want to address and information that will be useful to them. Create content and ask questions tailored to attendees' roles and responsibilities and the challenges they face in their jobs.

Create a conducive learning environment. A bright, airy, inviting space is way more conducive to learning than a bland meeting room. Also, remember that people learn in different ways, so use a variety of audio and visual presentations, interactive exercises, handouts and small-group discussions. Avoid death by PowerPoint. Kick off every session with a brief overview of what attendees will learn and how the information will help them achieve their objectives.

Use props, games, music and mini-contests. These liven up sessions and help people focus on learning goals. You can also use music to energize attendees before the session and during breaks, and to settle things down when it's time to concentrate.

Tell stories. Make your content relatable to everyday life by using examples, case studies and anecdotes. Stories, in fact, are central to how memory works.

Keep it short. Limit working sessions to two hours and provide enough breaks so attendees don't get antsy and can check email, grab coffee or return phone calls.

Source: PIASC Insurance Services, (323) 400-6705, www.piascins.com

BUSINESS & MANAGEMENT

Don't Forget to Report Independent Contractor Relationships to the EDD

If you have engaged the services of an independent contractor in California, you most likely already know that you may need to file a federal Form 1099-MISC for the services them. What you may not realize that if you need to file a federal Form 1099-MISC you also must file a form with the EDD.

Here's what you need to know:

Under what circumstances must you file a Form 1099-MISC?

In general, you must do this whenever you pay $600 or more in a year for work done in the course of your business by an unincorporated independent contractor who is either a sole proprietor or a member of a partnership or LLC.

You generally do not need to file a Form 1099-MISC if the payment is made to a corporation or if your total payments to the contractor were less than $600 over the course of the year.

Where can you find the EDD form?

The "Report of Independent Contractor(s)" form and its associated instructions are at http://bit.ly/reportcontract1.

When does the EDD form need to be filed?

The EDD form must be filed within 20 days of either making payments of $600 or more, or entering into a contract for $600 or more in any calendar year, with this qualifying contractor.

What are the penalties for non-compliance?

Potential consequences of filing a late EDD report include a penalty of:
• $24 for each failure to comply within the required time frames.
• $490 if the failure to report is the result of conspiracy between the company and the independent contractor.

NATIONAL ASSOCIATION NEWS

PIA Launches New "Print Production for Designers" Course in iLearning Center

Printing Industries of America is pleased to announce the launch of its all-new and highly anticipated Print Production for Designers course in the iLearning Center. Great print design is a combination of visual appeal and technical precision. Presented by Joe Marin, PIA's Vice President of Education & Training, Print Production for Designers reveals the lifecycle of a printed job and explores what it takes to design and build files that print, fold, trim and finish properly.

This fast-paced e-learning course delves into core production concepts, software tips and tricks, and the right questions to ask your printer. Using real-world, visual examples and hands-on exercise files, designers will take their skills to the next level by considering the most critical aspects of print production as they create their next job.

Printing companies may also take advantage of a unique opportunity being made available by Printing Industries of America with this course. PIA printer members can use Print Production for Designers to educate their clients, designers and creatives on how to properly prepare files to build a smooth working relationship from design to finished product. Individual course logins may be purchased for just $29 each.

"We wanted to give our members the opportunity to share this course with their customers, because improperly designed files are a headache for printers and waste time and money for the client," said Joe Marin. "This course can be passed on as a value-add or customer appreciation gift, but the benefits that a printer will receive in return are invaluable."

The course covers:

• Roles and responsibilities
• Types of printing processes and products
• Specifying the project
• Color spaces, communication and ink selection
• Pixels, dots and image resolution
• Dealing with fonts
• Photoshop, InDesign and Acrobat print production tools
• Creating perfect PDFs
• How to collaborate on a press check

Who will benefit most:

• Customer service representatives
• Prepress technicians
• Designers and creatives
• Printing clientele

For more information about the iLearning Center, visit www.printing.org/ilearning or contact Joe Marin, Vice President of Education & Training at jmarin@printing.org.

TECHNICAL & TECHNOLOGY

One of the benefits of membership is the technical expertise provided by Printing Industries of America. Our technical experts from the Center for Technology and Research discuss common production problems and issues. The Center for Technology and Research helps members with environmental, health, and safety concerns; consulting and on-site technical assistance; and technology training.

Q. In your opinion, has the quality and performance of inkjet presses reached offset levels?

A. The judges for our InterTech Technology Awards indirectly answered your question in 2019 when they recognized two inkjet web presses: Océ ProStream 1000 (Canon Solutions America) and the RICOH Pro VC70000. Because of innovative inks and drying technology (and special pretreatment in ProStream's case), both presses can rapidly print a 20-inch web of commodity-grade coated and uncoated paper. Both print beautiful color with high-resolution heads and variable drop sizes and can personalize each image. While offset presses are still faster and can print unbeatable color, the capabilities of this new breed of inkjet press will accelerate the transfer of commercial jobs from offset to inkjet.

HUMAN RESOURCES

Employee Handbook Hazards: Don't Trust a Template

It seems so easy to create an employee handbook. Just look it up online and download one of the many free templates. Easy? Yes. But, is it legally compliant? Is it an asset to your organization? Most likely, no.

A variety of inexpensive or free handbook template are available online, but there is no guarantee they are updated with current regulations. Even if the template was created in 2018, it could be outdated since there already changes to implement for 2019.

Boilerplate handbooks can be tricky because they aren't always appropriate for your organization. For example, templates for large organizations commonly outline the Family and Medical Leave Act (FMLA), which is required for businesses with more than 50 employees. If your small business uses a template designed for a larger organization, you might be promising more than you intend to deliver. This creates a scenario for employee dissatisfaction and possible litigation.

Do You Need an Employee Handbook?

If you have an employee, you should have an employee handbook. These guides are essential in every organization because they provide legal protections for the employer. A customized, clear and legally compliant handbook is an incredible asset to an organization and its employees because it ensures that everyone knows the rules, perks and expectations. An unclear or outdated handbook can be a landmine for lawsuits and misinformation. Decide now to make your handbook an asset and not a liability.

Where to Start

If your organization does not have an employee handbook, you might begin with a template from a trusted source. However, the template should be personalized with the direction of human resource experts and with the guidance and review of an employment attorney. It should be a unique document that reflects the goals and mission of your organization.

If you already have a handbook, it is vital to update and review it regularly because employment laws change often, reflecting our ever-changing social environment.

Make Certain Your Employee Handbook is Legal

The National Labor Relations Board has issued a new ruling requiring employers to justify that their employee handbooks are legally compliant. Experts recommend updating employee handbooks every six months because federal labor laws change frequently. State and local laws vary widely and also change frequently. Some policies to consider updating or adding this year include information on equal pay, weapons policies and the legality of marijuana.

Craft the Employee Handbook as an Asset

Legal compliance is essential, but a handbook can be so much more. It can be a creative showcase! Employee handbooks are the perfect opportunity to introduce and highlight company culture, benefits, and perks. Some companies use their handbooks as ways to reinforce their unique brand of company culture through use of comics or compelling graphics. If the handbook is inviting and positive, it is much more likely that your employees will actually read it.

Source: PIASC Insurance Services, (323) 400-6705, www.piascins.com

GOVERNMENT & LEGISLATIVE

September 2019 Update

September 12 marked the last day of the first year of the 2019-2020 legislative session. Over 3000 bills were deliberated this year in both the Assembly and the Senate, however less than a thousand made it through the entire legislative process before the September 12 deadline. Bills that didn't make it through the entire process have either been completely defeated or held as "two-year" bills for consideration in 2020. Now Governor Newsom has until October 13 to sign or veto bills that made it all the way to his desk.

The following bills are just a snapshot of the many items we have tracked for the printing industry this year:

AB 5 (Gonzalez, Signed by Governor Newsom)

No bill attracted more controversy this year than AB 5 did in the California Legislature. The bill codifies the Dynamex California Supreme Court decision, which implements the "ABC" independent contractor test when determining whether an individual should be classified as an employee or as an independent contractor. Although AB 5 codified the Dynamex decision, it also provided an avenue in which several industries were carved out of its provisions. The printing

BUSINESS & MANAGEMENT *Continued from front*

Create Customer Personas

With the power to choose what advertising and marketing they're exposed to, and when they're exposed to it, [consumers] are demanding more of what they want from brands, and less of what they don't.* (Source)

Consumers no longer accept blanket messaging. Whether it's direct mail or email, they expect the brands they deal with to target them based on their habits, preferences and needs.

What's the answer? Targeted messaging based on customer profiling.

Create personas. Personas are snapshots of customer "types." Take the example of recent college graduates. Regardless of where they live, their gender or their ethnicity, recent college graduates are all facing similar challenges. They are starting their first jobs, furnishing their first apartments and making choices about where they will shop and what brands they will buy. As a result, they share common attitudes, preferences and triggers that help marketers craft messages that resonate with them. Apply this process to your own customers and prospects.

Layer on the personalization. Once you have your target segments and customer profiles for creating basic messaging, now you can layer on personalization. Use the recipient's name. Reference their location. Cross-sell and upsell specific products based on their buying history.

Customer targeting doesn't have to be complicated. It just needs to be intentional. Need help marketing your print and mail services? Just ask!

*"The Beginner's Guide to Audience Profiling," Global Web Index.

Source: Patrick Whelan, Great Reach Communications, www.greatreachinc.com

GOVERNMENT & LEGISLATIVE *Continued from front*

industry could find several provisions as safe havens when concerns arise about liabilities the bill presents to the broader business community.

Included in the bill's provisions is language designed to exempt individuals who offer "graphic design" services. There is also an expansive exemption for individuals involved in "marketing," which could include certain individuals connected to the printing industry. However, there is also a direct exemption for individuals who offer their services on a "business to business" basis that could also incorporate protections for certain segments of the printing industry.

AB 161 (Ting, Held at Senate Appropriations)

Many businesses and suppliers connected to the printing industry were concerned about the prospects of the "receipt ban" bill, AB 161. The bill was ultimately held by the Senate Appropriations Committee and will not be considered again in 2020. If passed, it would have required a business that accepts payment through cash, credit or debit transactions, subject to certain exceptions, to provide a proof of purchase to a consumer only at the consumer's option. It would have prohibited a business from printing a paper proof of purchase if the consumer opts to not receive a proof of purchase, unless otherwise required by state or federal law. It also would have prohibited a paper proof of purchase provided to a consumer by a business from containing BPA or BPS and from including items not essential to

the transaction, including, but not limited to, coupons or advertisements.

Although the bill was held at Senate Appropriations for the session, Assemblymember Ting, the bill's author, is known for his tenacity to achieve his legislative goals. It is highly likely that the bill will be brought back in an alternative form in 2020.

AB 1080/SB 54 (Gonzalez/Allen, 2-year bill)

For member companies that print on plastic goods, and/or print materials that are used in packaging, the legislature considered two identical measures which, if passed, would have dramatically harmed the single use plastic and broader packaging industries. Had they been successful, AB 1080/SB 54 would have placed significant liability on companies that produce, distribute or are connected to the plastics and packaging supply chain if the materials in question did not meet certain recycling and source reduction targets. These bills were priorities of Governor Newsom and CalRecycle, but ultimately they failed to garner enough support to pass in 2019. Procedurally, the bills are still alive and eligible to be heard in 2020.

If members have questions regarding any of these bills and impact on the printing industry, please don't hesitate to contact RJ Cervantes, PIC's lobbyist in Sacramento at 916.262.4682.

CONTACT US

Address:
5800 S. Eastern Avenue, Suite 400
Los Angeles, CA 90040

P.O. Box 910936
Los Angeles, CA 90091

Phone: 323.728.9500
www.piasc.org

Key Contacts
Lou Caron, President
Ext. 274, lou@piasc.org

Dennis Bernstein, Commercial Insurance
Ext. 222, dennis@piascins.com

Evie Bañaga, Employee Benefits
Ext. 224, evie@piasc.org

Kristy Villanueva, Member Services
Ext. 215, kristy@piasc.org

Cheryl Chong, Human Resources
Ext. 218, cheryl@piasc.org

Upcoming Events

WEBINAR: Weed in the Workplace: Challenge for Employers
Wednesday, October 9, 2019
11:00 am – 12:00 pm PDT

While the use, sale and production of marijuana is still illegal under Federal law, California is one of many states that has legalized its recreational and medical use. Now that employees can legally get high outside of work hours, many employers are facing increased challenges related to weed in the workplace as well. Marijuana legalization impacts workplace safety, employment law, healthcare and more. Join us at this informational webinar to get your questions answered:

• Do you still have the right to maintain a drug-free workplace? What about medical marijuana users who have a prescription for use during work hours?
• Is there a legal way to test for on-the-job marijuana usage?
• Can you fire employees who fail drug tests?
• How does marijuana legalization affect compliance with a host of employment laws and regulations, from disability and medical leave to safety mandates, workers' comp and more?
• What are the key elements of a legally-acceptable policy regarding marijuana in the workplace? Which company documents should be updated to reflect this policy?

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

WEBINAR: Do you have the Proper SCQAMD Permits for your Equipment?
Wednesday, October 16, 2019
2:00 pm – 3:00 pm PDT

Got printing equipment in Southern California? Unless your facility qualifies under a special rule that primarily exempts those with very low usage of inks and solvents, you must comply with the South Coast Air Quality Management District's (SCAQMD's) permitting requirements. Permits are required for both printing equipment and corresponding air pollution control equipment. Affected facilities are those that operate in the region that is under the SCAQMD's jurisdiction: Los Angeles, Orange and Riverside Counties, as well as parts of San Bernardino County.

In this webinar, you will learn the details of the printing equipment permitting process, including:

• How do I know if my facility is exempt from the permitting requirements?
• What forms do I need to fill out, and how exactly do I do so?
• How do I calculate the fees?
• What are the penalties for getting this wrong?
• What are the applicable rules and regulations?
• And more…

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

CLASSIFIEDS

LOOKING FOR BUSINESS

Glendale printing firm is looking to acquire a small digital print company (sales of $1MM or less). We have open capacity on our Canon/Oce Color Stream roll fed inkjet press. We also can support your work with our 7 digital presses, including HP Indigo and complete in-house finishing capabilities including PUR glue perfect binding, UV coating, CASE hard cover book binding, spiral, wire-o saddle stitch, etc.
Call Keith at 818-335-1928

EQUIPMENT FOR SALE:

• **MBO B32 S-C 16 page stream folder with gate fold attachment.** Completely rebuilt by MBO in 2016. $25,000 OBO

• **2016- 40" Kodak plate setter l**ightly used. $43,000 OBO
Call Keith at 818-335-1928

Want to place a classified ad? Contact Wendy Ferrer-Ferruz, 323.728.9500, Ext. 262, wendy@piasc.org

---

PIASC Events Calendar

OCT NOV
1-29
PIASC Annual Toy Drive
Donate between October 1 and November 29
www.piasc.org/toydrive/
Contact: Maribel Campos, Ext. 210, maribel@piasc.org

OCT
16
WEBINAR: Do You Have the Proper SCAQMD Permits for Your Equipment?
2:00pm - 3:00pm
Online
Contact: Maribel Campos, Ext. 210, maribel@piasc.org

OCT
3-5
Print 19
McCormick Place North,
Chicago, IL
Contact: Thayer Long, (703) 264-7200, tlong@npes.org

OCT
19-20
The 11th Annual Los Angeles Printers Fair
10:00 am - 4:00 pm
The International Printing Museum, Torrance
Contact: fair@printmuseum.org

OCT
9
WEBINAR: Weed in the Workplace: Challenge for Employers
11:00 am - 12:00 pm
Online
Contact: Maribel Campos, Ext. 210, maribel@piasc.org

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