

CALL FOR ENTRIES: PIASC Local Print Competition



Printing Industries Association, Inc. of Southern California is excited to kick off the “Call for Entries” for our local printing competition, the 2020 Print Excellence Awards! Each year this competition rewards the best combinations of technology and craftsmanship within Southern California’s dynamic printing, imaging and finishing community. Which piece will stop the judges in their tracks? Which will fellow printers select for the People’s Choice Award? Which will be honored as Best of Show?

Over the past 15 years we have recognized thousands of printers and sup-

pliers for their award-winning projects. Past winners have found that winning a Print Excellence Award can be a significant driver for business growth. After all, receiving an award in one of the largest, most prestigious graphic communication competitions in the United States tells your customers and prospects that your company

produces some of the finest work available in our field. But to take advantage of this powerful promotional tool for your business, you first have to enter. Choose your best printed samples and submit them to the 2020 Print Excellence Awards today!

We look forward to seeing those top-notch pieces no later than **Friday, February 28, 2020.**

Sincerely,
Janet Green
President, Greens, Inc.
Chair, PIASC Public Relations Committee

Here’s how to get started:

1. Choose your finest work
2. Select a Category for your piece <http://bit.ly/PEAcategories>
3. Complete the form <http://bit.ly/PEAentryform>
4. Calculate your entry fees
5. Send your entry with your completed form, deliver by 4:00 pm on Friday, February 28, 2020

For more information visit <http://bit.ly/PEA-2020> or contact Maribel Campos at 323.728.9500, Ext. 210 or maribel@piasc.org.

Not sure if you should enter?

Here are some other benefits of winning:

- Increased company name recognition in the industry and with potential clients.
- Local and national media exposure.
- Exclusive use of 2020 Print Excellence Awards logo for your stationery and collateral material.
- Recognition of winners via the PIASC’s website, bi-weekly Native.news and weekly e-newsletter

e-Flash, with a link to your company’s website.

- Social media recognition and exposure on both Twitter and Instagram.
- Stunning awards honoring your achievement for you to display.
- Customized awards featuring your client’s or employee’s name available for purchase.

The Print Excellence Awards winners will be presented at the annual Graphics Night in Anaheim on Friday, May 1, 2020.



STATE HAPPENINGS BY RJ

Monthly Update from Our Lobbyist in Sacramento

What You Need to Know about the CCPA

The California Consumer Privacy Act of 2018 (CCPA) is here and it’s best to start now to learn what this law is, who it applies to and what you and your business can do to be prepared. Although the Act was passed in 2018 and signed into law by Gov. Jerry Brown in June of 2018, it just now went into effect on January 1, 2020. There’s a lot of confusion about what this law does, how it would apply to the printing industry and what the next steps are with legislative actions in Sacramento.

What is the CCPA?

In short, the CCPA is a law that empowers a “consumer” to determine how a business can store, retain and use their personal information. In this law’s language “consumers” can be broadly defined to mean your customers, your employees or even the general public. The CCPA gives consumers a set of rights about the personal information that businesses collect about them, and the CCPA then directs what those businesses that possess that personal information can or must do with it.

What are the consumer’s rights under CCPA?

The consumer’s rights under CCPA are broad and can be generally summarized as follows. A consumer has the right to:

- Request that a business that collects their personal information disclose to them the categories and specific pieces of personal information the business has collected.

- Request that a business delete any personal information about them which the business has collected from them.

- Request that the business that collects personal information about them discloses a variety of information, including the categories of information it has collected about them; the sources from which this personal information is collected; the business or commercial purpose for collecting or selling this personal information; the categories of third parties with whom the business shares personal information; and the specific pieces of personal information it has collected about that consumer.

- Request that a business that sells their personal information, or that discloses it for a business purpose, disclose certain categories of personal information to that consumer.

- At any time, direct a business that sells personal information about them to third parties to not do so. This is known as the right to “opt out.”

Which businesses must comply with this law?

The CCPA applies to any for-profit business that does business in the state of California and meets the following criteria:

1. Collects consumers’ personal information;

2. Has more than \$25 million in revenue, alone or in combination, and annually buys, receives for the business’s commercial purposes, sells or shares for commercial purposes, the personal information of 50,000 or more consumers, households or devices; or

3. Derives at least 50% of its annual revenues from selling a consumer’s personal information. Note that this refers to any business that “does business in the State of California,” not just businesses residing or incorporated in California.

The challenge for the entire printing industry will be to understand the rights of consumers and how to translate those rights and requirements into business operations, processes and practices to ensure compliance with the law. Penalties for non-compliance can be up to \$7,500 per incident.

Need helping sorting all of this out?

On January 16 PIASC hosted a webinar on “California Consumer Privacy Act: What Printers Need to Know.” If you missed it, access the webinar recording now by contacting Maribel Campos at 323.728.9500 ext. 210 or Maribel@piasc.org.

RISK MANAGEMENT

Why Every Business Owner Needs an Umbrella

Most business owners know their success makes them a target for claims and lawsuits. In the event of a liability claim many attorneys base their demands not on the severity of the offence, but rather on the net worth of the person or company they are going after. “Deep pockets” make for big demands. That’s why many of our members turn to PIASC Insurance Services to protect the investment and hard work that has gone into building their business. PIASC Insurance Services has the experience and expertise to address members’ needs and respond to changes as our members’ businesses evolve. Most understand that a well-designed suite of insurance protection is critical to the success of a growing business.

But what happens when your work is done for the day? Do you take that same careful approach when it comes to protecting your personal assets? Driving to and from work can be the time during the day when you are most exposed to potential liability. According to Insurance Information Institute, Personal Auto Liability claims involving injury totaled \$91,726,649 in 2018, compared to just \$17,774,673 in comparable Commercial Auto losses. Additionally, about one in 900 homeowners face a liability claim related to the cost of lawsuits for

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HUMAN RESOURCES

Pre-Order Your 2020 Labor Law Posters

If you have at least one employee, compliance with labor law posting requirements is vital. Many regulations have been updated or introduced for California in 2020. As soon as the new posters are available your 2019 posters will be considered outdated and you will no longer be in compliance.

This year PIASC is able to save our members even more money by offering the California State and Federal posters for just \$18.50 for both (versus \$24.50). All other posters have also gone down in price.

The 2020 updated posters will include the following important revisions:

- California Minimum Wage Notice
- Discrimination Notice

Depending on their operations, some companies may also be required to display additional notices, such as forklift safety, fire extinguisher use, safe lifting and blood borne pathogens.

Avoid fines and penalties by pre-ordering your posters. Posters will be printed and shipped once the state approves all updates. Contact Gloria at 323.728.9500 or Gloria@pisac.org to receive the order form.

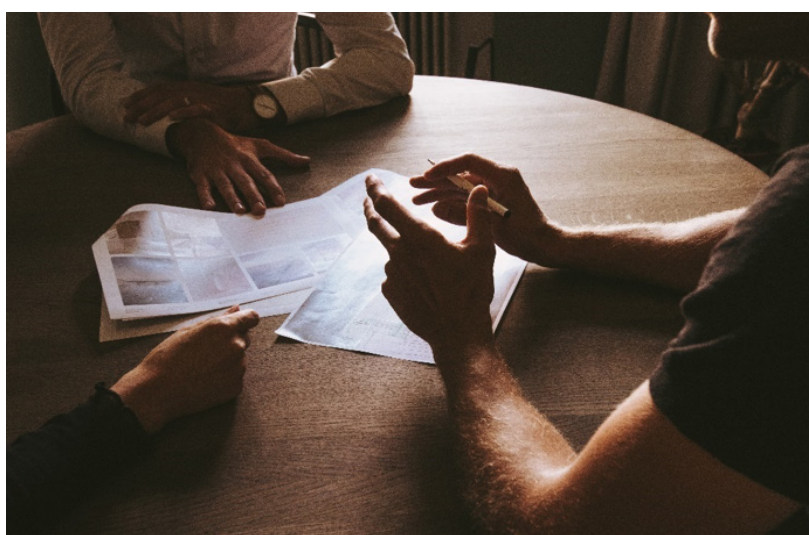
The Risks of Having Inaccurate Job Descriptions

Job descriptions are vitally important documents, both from a legal and a practical standpoint. They outline the basic duties and responsibilities of a job (including specifying what the “essential functions” of a position are), provide expected performance metrics, list the necessary qualifications for the position, explain any specific abilities required by the position (such as the ability to lift 50-pound boxes) and more.

Having accurate job descriptions is vital. For one thing, this is because inaccurate, poorly written or, even worse, non-existent job descriptions will often become “Exhibit A” in a lawsuit! The many risks of having inaccurate job descriptions include:

- **You might hire the wrong person.** If you’re not clear about what you need this person to do, you’ll have no basis upon which to evaluate job candidates.

- **Your employees might not understand what is expected of them.** An accurate job description will clearly communicate the position’s responsibilities and provide a feel for where the job fits within the company as a whole.



- **Your evaluations might be subjective.** Ideally your managers will reference the official job description when crafting an employee evaluation. This gives them criteria upon which the evaluation should be based. Is the employee performing their job duties or not?

Without an accurate job description, evaluations often get based on personal likes and dislikes rather than objective criteria. This, of course, opens your company up to claims of unfair labor practices and/or wrongful termination.

- **You might be fined by OSHA or Cal/OSHA.** When an auditor appears at your company, they’ll want to review your “functional job descriptions” (i.e.,

a description of the physical requirements of a job). If your functional job descriptions are not current and accurate you can be deemed non-compliant and subject to fines.

- **You might lose “disabilities discrimination” and/or ADA lawsuits.** In a recent court case, a Revenue Examiner had been repeatedly passed over for promotions

because she could not perform one of the “essential functions of the job” as listed on the job description: walking over rough terrain. She sued for disabilities discrimination and won her case by proving that this was not actually an essential job function. After all, two others who had been promoted to that position had not been out in the field (where they could theoretically have to walk over rough terrain) in over 11 months.

- **You might lose personal injury lawsuits.** If an employee gets injured while on the job, you might need proof that the employee was working within the scope of their job duties and that the job itself required certain physical abilities.

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BUSINESS & MANAGEMENT

3 Things Printers Must Know to Grow in 2020

Commit to being the catalyst for growth (and greatness) in 2020. Here's how:

1. **Utilize Content Marketing** to build awareness and position your brand as the trusted resource. This perceived value is the foundation for a competitive selling advantage. Provide this for the sales staff.

2. **Don't let your website put you at a competitive disadvantage.** This is the first place 67% of prospects go to form opinions about your company. Engaging, up-to-date, customer-focused content is easy and inexpensive once you commit to content marketing.

3. **Understand that digital overload is real.** Direct mail is the most effective channel to promote brand awareness and value. Drip marketing that utilizes high-value content and stand-out design will reach and influence your entire audience, not just a small fraction of it.

Many providers are already seeing the success of implementing a content marketing strategy and increasing the gap between them and their competitors. Many more are starting.

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

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HUMAN RESOURCES

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• **You might run afoul of the Fair Labor and Standards Act.** This is the federal law that defines exempt and non-exempt status, and this is based on a job's primary duties. Your job descriptions must clearly state whether the employee will be exempt or not. Furthermore, the job description must accurately present the actual job duties, which in turn must be in line with the exempt or non-exempt classification.

PIA has sample job descriptions that you can use

The good news is, as a PIASC member you don't need to start from scratch to put good job descriptions in place. PIA (national) has a long list of job descriptions that members can download and update for their businesses. For additional help, call Rodney at 323.728.9500 or rodney@piasc.org.

Action item: If you do not have well-written job descriptions in place, use the sample documents from PIA as a starting point. Otherwise, review your existing job descriptions to be sure they are current and accurate, and then have a system in place to ensure they are updated as job functions evolve.

RISK MANAGEMENT

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bodily injury or for property damage that the policyholder or family members cause to others.¹ Unlike property claims, which are limited by the costs to repair or replace the damaged property, liability claims for injury have no upper limit and can be very costly to defend in court. Many factors, such as owning a dog, having a swimming pool or having a teenage driver in your home, can increase the likelihood of serious Personal Liability claims.

As a rule of thumb, every business owner should carry a Personal Umbrella policy with limits that adequately protect them and their family from financial disaster. A Personal Umbrella policy extends the amount of coverage available for legal defense or damages in the event of a claim or lawsuit, no matter if the claim is the result of an auto accident, a slip and fall at your home or injury to another person not connected to the operation of your business. Fortunately, Personal Umbrella protection can provide additional peace of mind at a surprisingly affordable price.

As an independent insurance agency, PIASC Insurance Services can provide Personal Umbrella coverage with the same professional approach they bring to protecting our members'

businesses. Because they understand the vital aspects of your business, the agents at PIASC can better evaluate your level of exposure and formulate a Personal Umbrella policy that transfers the risk where it belongs, to the "deep pockets" of the insurance company.

Reach out to PIASC Insurance Services today, at (323) 400-6705 or www.piascins.com, to speak to an experienced insurance professional who can take an all-in approach to your potential risks, both personal and professional. A Personal Umbrella policy is a sensible way to protect your loved ones and all you have worked hard to build.

Source: PIASC Insurance Services, www.piascins.com

¹<https://www.iii.org/fact-statistic/facts-statistics-homeowners-and-renters-insurance>

GOVERNMENT & LEGISLATIVE

On Our Radar

Recently added to the list of proposed regulations and other issues that we're following:

• **Legal challenges to California's new Board of Directors gender diversity law (SB 826)** – A conservative legal organization has filed a federal complaint on behalf of a shareholder of a publicly traded company that is incorporated in Delaware and headquartered in California. The case claims that the statute is unconstitutional under the equal protection provisions of the 14th Amendment. This appears to be the second challenge to the new law. The first, which was filed

by a conservative activist group in California State Court, is framed as a "taxpayer suit." That case alleges that the law violates the California constitution because its mandate is an unconstitutional gender-based quota.

• **Legal challenges to California's new anti-arbitration law (AB 51)** – A coalition of national and state business organizations and trade associations has filed a complaint in federal court alleging that AB 51, which prohibits employers from requiring job applicants or employees to waive their right to a judicial forum as a condition of employment or continued employment, conflicts with federal law.

Updates to items we've been following:

• **Split roll property tax initiative** – Backers of a California ballot measure that would roll back Proposition 13 tax protections for commercial property are now gathering voter signatures to qualify the measure for the November 2020 ballot. Opponents are furious over what they see as blatant bias in the official title and summary for the measure issued by Attorney General Xavier Becerra's office: "Increases Funding for Public Schools, Community Colleges, and Local Government Services by Changing Tax Assessment of Commercial and Industrial Property."

Upcoming Events

WEBINAR: Legislative Update: What's Good and What Could Hurt

January 29, 2020

Your industry lobbyist has been keeping an eye on a variety of bills as they make their way through the California legislature. Now that 2019's legislative session has come to an end, here's an update from our lobbyist, RJ Cervantes of Fernández | Cervantes Government Affairs on what was signed into law...and what was not.

RJ will cover the following:

- Bills signed into law
- Bills not signed into law that are eligible for reintroduction in 2020
- Bills not signed into law that we can consider "dead"

WEBINAR: Making Your Prices Stick... Without Getting Stuck

February 11, 2020

Are you pricing your goods and services to capture your fair share of the market while still achieving profitability? Your Personal Business Trainer's Vince DiCecco explores this question and reveals ways to set and defend the prices you must charge to grow and succeed. If you've lost sales to competitors who undercut your price and are tired of customers beating you up over a few lousy bucks, this lively and idea-filled webinar will dissect and explore what you can do to sell at prices higher than your competition, and uphold

your professional image at the same time.

Main learning points include:

- Dissecting why each one of the four most commonly used price-setting strategies alone don't work
 - Exploring revenue, overhead, price-setting and profitability issues, including the break-even formula as a "what if?" tool
 - Learning what to do when customers say that they can get the same product down the block cheaper and effectively get your asking price consistently
 - Strategies for avoiding and handling various price pressure tactics
- This webinar is a must for all business owners and sales professionals and managers.

PIASC Events Calendar

JAN
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DTC WEBINAR: It's All About the Apps

11:00 am - 12:00 pm

Contact: Maribel Campos, Ext. 210, maribel@piasc.orgFEB
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WEBINAR: Performance Management: Linking Strategy with Results

11:00 am - 12:00 pm

Contact: Maribel Campos, Ext. 210, maribel@piasc.orgJAN
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WEBINAR: How In-Plants Can Thrive in 2020

11:00 am - 12:00 pm

Online

Contact: Maribel Campos, Ext. 210, maribel@piasc.orgFEB
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WEBINAR: Making Your Prices Stick... Without Getting Stuck

2:00 pm - 3:00 pm

Online

Contact: Maribel Campos, Ext. 210, maribel@piasc.orgJAN
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WEBINAR: Legislative Update: What's Good and What Could Hurt

2:00 pm - 3:00 pm

Online

Contact: Maribel Campos, Ext. 210, maribel@piasc.orgFEB
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WEBINAR: Can Credit Card Processing Fees be Reduced?

11:00 am - 12:00 pm

Online

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