

Got Family Members on the Payroll?

If yours is a family-owned and -operated business, chances are you have family members on the payroll. An important thing to keep in mind is that in the eyes of the law your family members must be treated just like any other employee. *Especially now, when we're in the midst of a worldwide crisis*, it can be tempting to ask family members to put in extra hours, wear extra hats or do something that violates California's wage and hour laws.

Our advice: Don't do it! Never treat an employee who happens to be a family member any different than you would treat any other employee. This means, for example:

- **Hiring** – No one wants to be stuck working with someone who is unqualified for the job. When this unqualified person is related to the boss, the situation is even more demoralizing. Family members' qualifications should be evaluated on the same criteria that any other applicant would be expected to meet. If your

hiring policies call for background checks or drug screens, these policies need to be applied to family members as well. Then, once hired, family members should go through the same onboarding and training processes (including signing that they agree to abide by the rules in your Company Employee Handbook) as any other employee.

- **Performance** – Family members should be given job descriptions with clearly-defined roles and responsibilities. They should have regular written performance evaluations, preferably with input from non-family members, too, to avoid bias. And their level of authority (i.e. are they in a managerial role?) should be communicated to other employees as well.
- **Wage and hour law compliance** – Be sure to put all compensation agreements, including wages, bonuses, etc., in writing. Be aware that, aside from some narrow ex-

ceptions for family members who are also owners of the company, it is unlawful for you to allow family members to "volunteer" their time or work "off the clock" if they are non-exempt.

- **All other company policies** – Avoid special treatment! Do not excuse behavior such as absenteeism, insubordination, harassment, etc. that you would not tolerate in an employee who is not a family member.



BUSINESS & MANAGEMENT

Marketing Your Business During the Pandemic

A person who suffered big losses in the '08 meltdown once said, "When things are good, they're not as good as they appear to be. And when things are bad, they're not as bad as they appear to be." It was true then and true now. This too shall pass, and it will pass rather quickly compared to other economic downturns. Maintain a steady hand and strong leadership.

At a time when we are being asked to isolate and insulate ourselves and our businesses, it's important to realize that the benefits of meaningful communication have never been greater.

People, businesses and communities continue to value hearing from the people and companies they have interacted with.

Continued on back

HUMAN RESOURCES

COVID-19 E-Blast Roundup

Links to some of the information which we have recently distributed via e-blast (in case you missed one). Please note that much of the information we are sharing via email is not available on our website. If you are not getting our e-blasts, please contact Kristy Villanueva at Kristy@piasc.org to get added to the distribution list.

Template for document stating employees work for an essential business:

<https://bit.ly/credential-template>

Information regarding California's list of Essential Critical Infrastructure Workers:

<https://bit.ly/critical-workers-20>

California state shelter-in-place orders:

<https://covid19.ca.gov/>

Los Angeles County shelter-in-place orders:

- **The Orders:** <https://bit.ly/shelter-orders>
- **Enforcement of the Orders:** <https://bit.ly/shelter-enforced>

Prior Salary History Does Not Supersede the Equal Pay Act

Under the U.S. Equal Pay Act, men and women must be given equal pay for sub-

stantially equal work in the same establishment. Regardless of the job titles, this applies to jobs that require "substantially equal skill, effort and responsibility, and that are performed under similar working conditions within the same establishment." Pay differentials are only permitted when they are based on seniority, merit, quantity or quality of production, or a factor other than sex.

In a recent court case, *Rizo v. Yovino*, the U.S. Court of Appeals for the Ninth Circuit held that an employee's prior salary history cannot be used to justify a wage disparity between a male employee and a female employee, because the "factor other than sex" defense is limited to job-related factors only.

Action item: Always set employee compensation based on actual job-related factors, and regularly review your employee compensation by gender to ensure that you are not running afoul of the law.

Qualified Health Plan Tax Credit through the FFCRA

Did you know the FFCRA not only provides tax credit for wages, but also for Qualified Health Plan costs during an employee's FFCRA leave?

If an employee is on FFCRA paid sick leave or FFCRA expanded paid FMLA, you can qualify for a payroll tax credit for the cost of the health plan during this time.

Continued on back

NATIONAL ASSOCIATION NEWS

Print Added As Essential Workplace



Printers Added to Essential Critical Infrastructure Workers by Cyber Security and Infrastructure Agency

Printers and packagers have been specifically included as essential workers in the updated Guidance on the Essential Critical Infrastructure Workforce (see <https://bit.ly/CISA-list>) which was released on April 17 by the United States Department of Homeland Security's Cyber Security and Infrastructure Agency (CISA). Printing Industries of America (PIA) petitioned the agency to recognize printing and packaging's essential nature along with the myriad of printed materials necessary to support the nation's other critical infrastructure sectors during the COVID-19 pandemic.

While CISA's guidance is not law nor a binding government regulation, it serves as an important benchmark by providing a standard definition of essential workers and encourages adoption by governors, county officials and mayors. CISA estimates that approximately 75 percent of states have adopted its guidelines in order to create a more harmonious approach to determining which types of businesses remain open.

Although earlier versions of the CISA guidance implied that printing and packaging companies were essential as part of critical manufacturing supply chains, this was not explicitly stated. Now it is.

PIASC continues to work to get printing and packaging companies explicitly listed as essential businesses in California's guidelines as well.

MESSAGE FROM THE PRESIDENT

Paycheck Protection Program as of Today COVID-19 Update (04/22/20)

As you know, PIASC and its fellow California affiliates retain RJ Cervantes to represent our interests in Sacramento. We also benefit from Lisbeth Lyons who is the Printing Industries of America lobbyist in Washington, DC. Lisbeth has been incredibly active in lobbying Congress and was instrumental in getting the Department of Homeland Security's Cybersecurity & Agency (CISA) to amend their Critical Infrastructure Workers list to include "printing." This afternoon, Lisbeth sent the following update:

"You've likely seen the news by now that Congress reached a deal to recapitalize the Paycheck Protection Program (SBA loans). Details of that deal and timing is below. Please note, this is basically a straight recapitalization of funds (plus funding for hospitals, which was what the Democrats were given in the compromise; GOP had wanted to simply increase the PPP fund). Consider what passed today in the Senate and what the House will pass on Thursday to be an interim stimulus (hence 3.5) to simply replenish the funding coffers. And, yes, this will run out, too, and yes, Congress will increase the funding again (likely in 4.0."

Five days after the Paycheck Protection Program ran out of money and after a high-profile partisan standoff, Congressional leaders have reached a deal. Known as "Stimulus 3.5," this legislation is an interim pandemic relief bill that extends the SBA loan program originated in the CARES Act (or "Stimulus 3"). Here is the broad outline of the deal:

- In addition to increasing the Paycheck Protection Program from \$349 billion to \$659 billion, the deal also increases funding for SBA's Emergency Economic Injury Disaster (EIDL) Grants from \$10 billion to \$20 billion.
- It also sets aside the specified funding for Insured Depository Institutions, credit unions, and community financial institutions.
- A \$100 billion set aside for hospitals (a key demand by Democrats eventually agreed to by Republicans) was also included in this bipartisan deal.

The Senate is set to pass the legislative deal late this afternoon (4/22) by unanimous consent; the House of Representatives is requiring Members to return to Washington, DC on Thursday, 4/24, to vote on the legislation in person. Technical corrections to the Paycheck Pro-

tection Program and additional funding requests are expected to be addressed in a follow-on piece of legislation referred to on Capitol Hill as "Stimulus 4." (<https://bit.ly/stimulus4-update>)

While this might not be of great importance to some of our members, for those members who were caught in the "fiasco" of applying for Paycheck Protection Program loans and were told that they SBA ran out of funding, the passage of this legislation will provide another window to obtain financial assistance. However, as Lisbeth notes, this round is expected to run out quickly. If you are in this situation, I recommend that you contact your banker immediately to check on the status of our application. If you have not applied and are still interested, I have been told that PayPal, Square and Intuit have been approved to process PPP loan applications.

Lou Caron
PIASC President/CEO
323.728.9500, Ext. 274

HUMAN RESOURCES

Continued from front

The following employer sponsored plans can qualify for payroll tax credit under the FFCRA:

- Medical/prescription drugs
- Dental
- Vision
- Medical Flexible Spending Account (FSA)
- Health Reimbursement Arrangement (HRA), except for qualified small employer HRAs
- Employee Assistance Plans (other than referral-only EAPs)
- On-Site Medical Clinics

Only the employer portion of these expenses, which are not included in the employee's gross income, can be included in the payroll tax credit.

To calculate the portion of the Qualified Health Plan that receives payroll tax credit, take the following steps:

- Determine the employer portion of the specific employee's annual plan cost
- Divide this amount by 260 work days per year
- Multiple this amount by the number of FFCRA leave days taken by the employee
- For example, if the employer pays \$13,000 per year for the employee's plan, and the employee took 10 days of FFCRA leave, they will do the following calculation:
 - o \$13,000 annual/260 work days per year = \$50 per day
 - o \$50 x 10 days of FFCRA leave = \$500 in qualified payroll tax credit

For information on FFCRA tax credits, visit:

<https://bit.ly/irs-leave-credits>

Source: HR/BIZZ, www.HRBIZZ.com, PIASC member

BUSINESS & MANAGEMENT

Continued from front

After every shakeup, nothing ever resets exactly as before. There will be customer reallocation. While efforts to help defeat the virus are paramount, there are still things that companies can and should do to protect their current sales relationships and, in some cases, help promote future ones.

There is a common phrase in marketing circles over the last few years: "Marketing today is about giving, not asking." Keep this in mind.

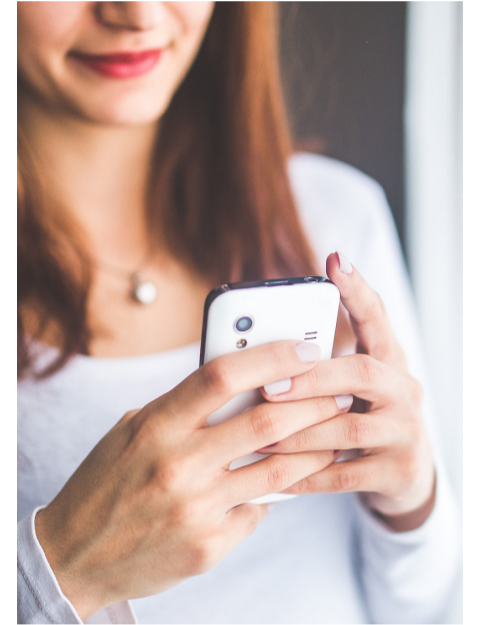
What can you be doing right now?

- **Communicate often.** It has a ton of value. Although we've hit digital overload with the "COVID-19/wash your hands" messages, share something with a different message and tone.
- **Update your website and social media.** This is where most are turning to for information. Keep your sites informative and up-to-date.
- **Be the leader!** A steady hand and guidance will go a long way and be remembered. Offer your audience, customers and your community advice, help and compassion, in any way possible. Have faith in your community but also be that faith in your community.
- **Be helpful.** Some ways to help can obviously help you win business down the road. Some cannot, but it doesn't matter. Helping others is always the right thing to do and is

always noticed, one way or another. Some examples:

- o Offer a free sign to all local restaurants that are open for take-out and delivery.
- o Offer free signage to local businesses, municipalities and health care providers with basic reminders to wash hands, practice social distancing, etc. These would be easy to produce and supply for no charge.
- o Help businesses communicate with their customers. Direct mail, signage, social media, and/or online efforts are areas where most print service providers can help.

Source: Great Reach Communications, Inc., <https://greatreachinc.com>



CLASSIFIEDS

SELLING YOUR PRINTING/DIRECT MAIL COMPANY? A well-established Orange County marketing service provider is looking for a bolt-on acquisition to expand mailing capability. If your annual sales are over \$1 million, contact Lou Caron, 323.728.9500, Ext. 274

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

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
- Rodney Bolton, Human Resources
Ext 218, rodney@piasc.org
- Susan Levi, Human Resources
Ext 218, susan@piasc.org

Upcoming Events

\$ALES Ready!
MAY 4-8, 2020
2:00-3:00 PM EDT DAILY

Virtual Conference: Sales Ready! 2020

Virtual Conference Event | May 4-8, 2020 | 11:00 a.m. to noon Pacific Time, Daily

Get Sales Ready!

When it comes to sales, companies can't survive by just "getting by." Developing effective sales strategies is absolutely essential for increasing sales volume, boosting revenue and making more commission! Sales professionals are tasked with finding profitable business, keeping sales cycles in motion, providing exceptional customer service and constantly refreshing their sales approach. Then, of course, there are the buyers—they are savvy, demanding and have more options than ever before.

Printing Industries of America's Sales Ready! 2020 event provides sales professionals with a convenient, powerful and practical learning experience. Sales Ready! 2020 delivers ideas and techniques to boost sales momentum and effectiveness with actionable tips to gain a more competitive advantage.

Get your sales team prepared to face the demands of today's complex and competitive business environment—get them Sales Ready! and register today! <https://bit.ly/saleslady-20>

Members: \$99
Non-Members: \$149

ATTEND
CONTINUOUS IMPROVEMENT Ready!
JUNE 15-19, 2020

WEBINARS: CI Ready!

Virtual Conference Event | June 15-19, 2020 | 11:00 a.m. to noon Pacific Time, Daily

Get Continuous Improvement Ready!

Every company should be looking for practical ways to reduce operational costs, speed throughput and boost customer experience and satisfaction. Printing Industries of America's CI Ready! virtual conference event features five sessions presented over five days that will focus on helping printing and converting companies achieve operational excellence by using the concepts of Lean thinking and other management systems.

CI Ready! is ideal for executives and managers who play a vital role in seeking operational excellence and want to make a difference in their organizations. Get ideas and real-life examples that you can use to cut costs, reduce waste, improve performance and inspire change—get CI Ready! and register today! <https://bit.ly/ci-ready-20>

Members: \$99
Non-Members: \$149

PIASC Events Calendar

MAY 4-8
Virtual Conference: Sales Ready! 2020
May 4-8, 2020
11:00 am - 12:00 pm daily
Contact: Sam Shea, 412. 259.1747, shea@printing.org

SEPT 15
SAVE THE DATE! 22nd Annual Orange County Paper & Substrate Show
Andreï's Conscious Cuisine
Irvine, CA
Contact: Maribel Campos, Ext. 210, maribel@piasc.org

JUN 15-19
WEBINARS: CI Ready!
June 15-19, 2020
11:00 am - 12:00 pm daily
Contact: Sam Shea, 412. 259.1747, shea@printing.org

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