

The 4 Phases of the Federal Government's Response to COVID-19

On April 30th, Lisbeth Lyons, PRINTING United Alliance's VP of Government Affairs, presented a webinar on the federal government's response, actions and plans regarding the COVID-19 pandemic.

The recording of this webinar, which includes quite a bit more information than we can include here, is available at <https://bit.ly/webinar-govt>. One of the biggest points that Lisbeth made was that if you want to understand the processes and politics that drive policy, it's helpful to look at things in terms of what she calls the four phases of legislative response to the crisis...

Phase 1: Rapid Response

Phase 1 took place from mid- to late-February and included two stimulus bills. Stimulus #1, an emergency supplemental appropriations bill focused primarily on medical response, happened so quickly that it was not even given an acronym.

Stimulus #2 was the Families First Coronavirus Response Act (FFCRA),

which was the first response that affected employers. The FFCRA created two new types of COVID-19-related leave for companies that have fewer than 500 employees: Emergency paid sick leave and expanded emergency leave under the Family and Medical Leave Act (FMLA). Both of these have associated refundable tax credits for employers.

Phase 2: Mitigation

Phase 2 took place in mid- to late-March and also included two stimulus bills.

Stimulus #3 was the CARES (Coronavirus Aid, Relief and Economic Security) Act. Weighing in at over 800 pages, the CARES Act included more medical response, targeted help for certain industry sectors and three lending programs. Lisbeth recommended that employers take a close look at all three lending programs. These are the Paycheck Protection Program (which features forgivable loans) and Economic Injury Disaster Loans (EIDL) for small businesses, and the Main Street Lending Program for small- to mid-sized businesses.

Because Congress was in triage mode, the CARES Act was passed in lightning speed, without the type of partisan debate or negotiation that you would expect with a major, \$2 trillion piece of legislation.

What's being seen as stimulus #3.5 was primarily the recapitalization of the Paycheck Protection Program funding. The first \$342.3 billion in funding only lasted about 14 days! This bill made another \$310 billion available, and also included funding for hospitals and a few other things.

Phase 2 is also where we started to see the official guidance on how to implement all of these new programs. The way things work is that Congress passes legislation, then the appropriate agencies (IRS, OSHA, SBA, etc.) provide all of the administration and guidance on how to comply. Because these bills were all passed so rapidly, and the new programs touch so many areas of government, we now have multiple agencies implementing these Acts, each pumping out the guidance that your business will

have to follow.

During the webinar Lisbeth also provided overviews of the FFCRA and CARES Acts, as well as the lending programs associated with the CARES Act. If your business is participating in the Paycheck Protection Program, she strongly recommends that you document everything. Assume that you'll be asked for anything and everything, and document it all!

Phase 3: Recovery

At this point Lisbeth feels we're in between the legislative phases of mitigation and recovery. The next stimulus package, which she referred to as "CARES 2.0," is currently being drafted. Expect things to move away from free-wheeling spending and back to partisan, ideological fights over what

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HUMAN RESOURCES

New Model COBRA Notices Now Available

The Department of Labor (DOL) made new model COBRA notices available on May 1, 2020. While use of the new model general notice and model election notice is not mandatory, it is recommended, as the DOL considers this evidence of your good faith compliance efforts.

The model notices are available in modifiable electronic form. To download them and the corresponding FAQs, visit <https://bit.ly/COBRA-faq>.

NATIONAL ASSOCIATION NEWS

Why You Should Participate in the Annual Wage & Benefits Survey



Each year regional affiliates, including PIASC, conduct a detailed survey of the wages, benefits and human resources policies of the printing, packaging and related industries. This is the most comprehensive industry survey of its kind! Data is collected nationwide, and then reported at a very granular level.

The top 3 reasons to participate

PIASC urges all members to participate in the survey. Here are the top three reasons why you should do so:

- You'll get access to a treasure trove of data.** Want to see the results of the survey? The Survey Report is only given to participants. And you'll definitely want a copy of this report, because it's filled with invaluable data that can help make your business more successful.
- You'll be helping the industry.** As with all industry surveys, a high level of participation is required to create statistically significant results. Your participation helps everyone.
- Your participation will be easier than it looks.** Yes, the questionnaire itself is 40 pages long. But unless your operation is so big that it includes nearly every type of equipment out there, you will not actually be filling out 40 pages' worth of data!

Watch for the survey to be opened up online this month.

Disposing of Used PPE



When you are providing masks and gloves as part of your efforts to reduce the likelihood that COVID-19 will spread at your facility, you might be wondering: How do you dispose of these things after use? Many printers are concerned that the used masks and gloves must be treated as "medical waste"—thereby greatly increasing the costs (and risks) of providing personal protective equipment (PPE).

Good news! At this time, guidance from Cal/OSHA and public health authorities is that masks and gloves worn by the public in most nonmedical workplaces is considered to be normal business waste. Thus, it can be disposed of in your regular trash receptacles.

That said, employers are encouraged to have their employees follow the guidance of the World Health Organization (WHO) and ensure that they follow proper procedures for removing and disposing of PPE. When removing the PPE the employee should place it directly into a smaller bag (which you should supply), tie or otherwise tightly seal the bag and then place it into a trash receptacle. You should also consider adding additional trash receptacles at entry and exit points to discourage littering and encourage proper disposal.

In all cases, after disposal, employees should be encouraged to immediately clean their hands with soap and water, or with an alcohol-based hand sanitizer, before touching anything else (especially their face).

BUSINESS & MANAGEMENT

How to Show Clients That Print Can Be Exciting

Emma Louise, a Cornell University graduate student, accompanied her father to a trade show. To call this a "print" trade show would be both unfair and inaccurate. Sure, print was present, but it was displayed in many ways and on various substrates. The entire show floor reeked of an industry in flux. As far as the eye could see, there was convergence.

At first, she was probably thinking, "How long is this going to take?" Then, slowly, Emma started taking a look at the contents of each booth. She was impressed. She saw print used in creative and extraordinary ways. At one booth, the image literally leapt off the page in the form of augmented reality. She had long since stopped looking at her watch and now anxiously awaited arrival at the next booth. On the way, she looked up at her father and said, "Wait ... This is print?"

If you're not excited about what's going on in the printing industry right now, there is a very good chance your pulse has stopped. Perhaps you should lie down and ask someone to cover you with dirt. Ink and toner have found their way to so many different surfaces, it's hard to keep up.

And if you aren't excited about print, your customers and prospects probably aren't either. Quick test: Are you having a difficult time getting appointments with people? Are your voicemails going unanswered? If so, you are probably not into

print the way Emma is, for when she got back to Cornell she shot an email back to her father asking, "How can we get in touch with that augmented reality company? I thought about that technology all of the way home and have an idea for how we can implement it here in the lab."

Show Clients What Print Can Be

See, that's how it happens. By understanding what's possible, we light a fire under someone's creative thinking abilities. By showing clients everything "print" can be, we get them thinking about how to apply it in their world just as Emma did.

We plant seeds; seeds that grow into solutions. Those solutions are not rewarded to vendors based on price. Those vendors, in turn, become valued partners with their customers and are invited in to present their ideas. They are seen as a resource to call for the discussion of a business need. And all because we redefined "print."

Every voicemail you leave that goes unanswered should tell you something: You're not saying anything of value. If that prospect did call you back and ask, "Why should I give you some of my valuable time?" what would you say? Would it be, "I can save you money on your print spend" or perhaps "We are a full-service printer, capable of handling all of your printing needs" or maybe the yawn-inducing, "Do you have anything I can quote on?" Why not deliver a mes-

sage that matches the excitement of this industry?

Try a Different Approach

Try this on for size: "I understand you're busy and that your time is valuable. Still, I am hoping to convince you that an investment of time with me has a high rate of return. You see, what I sell can unlock creativity.

"My equipment doesn't just produce printed matter but rather print that matters. While I can describe the specifications and capabilities of this machinery on my shop floor, it's you who must take it from there. Print is visual. You need to see the output for yourself so that when someone comes to you with a business challenge (a new product release, a request for a new marketing message, or the need to completely differentiate yourself from your competition), you will recall that sales rep you met with and his promise of limitless possibilities."

Wordy? Absolutely. Flowery? Guilty. Interest-inspiring? Perhaps. Hey, anything's better than whatever non-responsive statements are leaving your lips at the moment, right?

People are busy these days. Very busy. Like the rest of us, clients and prospects have two kinds of tasks on their to-do list: Have-to's and want-to's. You, the salesperson, are fighting to make your way onto that list, and it is anything but easy. Best case scenario: You get someone

to come to the plant. Similar to walking down the aisles of a trade show, seeing what a new, modern print facility looks like can yield the coveted, "This is print?" response. If that's not possible, the standard sales appointment will do. In both cases, it's important to make a visual, anecdotal sales presentation by showing samples and telling stories. In doing so, you are achieving an important goal: Planting seeds. Secondly, you're taking a page from history...

When scientists discovered Vitamin E, they called it a "cure looking for a disease." They knew it existed. What they didn't know is what it could do; what value did it bring, and to whom? Today, given all of the incredible capabilities we have at our fingertips in this converging industry, our job as salespeople is to make clients and prospects aware of what is possible. This, in turn, will spark creativity, allowing for solutions and solutions to business needs and challenges heretofore undiscovered. Getting to that place requires eyes to be opened.

Influence with Enthusiasm

Everyone has a friend who would be considered an influencer. This is someone who describes a movie or a book or an Amazon Prime series with such enthusiasm that you mentally commit to watching, reading or viewing.

In other words, you take their sug-

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FEATURE ARTICLE

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the next steps should be as we (hopefully) head into recovery from the COVID-19 crisis.

Plus, CARES 2.0 will be debated under the cloud of the backlash from the first set of stimulus deals, which were all hashed out very quickly. Congress will be looking at the big mistakes and unintended consequences of those acts that need to be fixed now, as well as the practical problems that businesses are facing in trying to comply with the new laws.

Of course, the biggest ideological question that will overshadow any future pandemic legislation is this: When do we stop the urgent spending and focus on the national debt impact instead?

Phase 4: Reform

The reform phase is likely to take place from 2021 to 2024. The next Presidential administration and the next two congresses will have to deal with the shadow effect of COVID-19 on multiple policy decisions that will be made. The spending aspect will be a big part of that.

What does the future hold?

Some of the business-related issues that are likely to be addressed one way or another include:

- **Business interruption insurance** – A Pandemic Risk Insurance Act (PRIA) has been proposed to create a reinsurance program for pandemics that would cap the total insurance losses that insurance companies would face.
- **Legal reform** – Businesses are going to want a litigation shield against potential COVID-19 exposures that happen in their facilities.
- **Human resources issues** – Various regulations may need to be modified regarding hours and shifts, discrimination issues associated with temperature checks and antibody test results, and more.

Luckily, Lisbeth sees brighter days ahead, as print can be part of the solution. She recommends that business leaders start engaging lawmakers now, and be prepared to tell the story, “How Our Company Helped in the Great Pandemic of 2020.”

BUSINESS & MANAGEMENT

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gestion and find a way to add it to your to-do list. How did they do that? You are just as busy as anyone else. Your time is limited, and you have far more tasks to accomplish than hours in the day, and yet here you are binge-watching “The Marvelous Mrs. Maisel.”

Get excited about your capabilities and the industry in general. Learn to talk about print in terms of solutions. Find success stories to tell and then relay them with the enthusiasm of an influencer.

Voicemail is an audition. It is an opportunity far more than it's a problem. Voicemail gives you the chance to paint a picture in someone's mind. You can stimulate enthusiasm in others by leaving a message delivered with the same tone you would use to tell someone you just won the lottery!

One of the more frustrating parts of sales occurs when it feels like you are shouting into the abyss with your selling

efforts. Call after call goes unanswered, and the frustration continues day after day, week after week. And then, one day, your phone rings, and it's that prospect you were trying to connect with several months ago.

She introduces herself and then says something like, “I never forgot the messages you left. I admired your enthusiasm and thought to myself, ‘This is someone I would like to work with someday.’ Well, I was in a meeting this morning and my boss asked if anyone had a new or innovative idea for the new product launch. That's when your enthusiastic voicemail message came back to me. Luckily, I saved your phone number and wanted to find out what your company can do for us.”

Yes, Emma. This is print!

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CLASSIFIEDS

Bobis 118” Illuminated Multi-Application Table, Model 160/300LH w/Automatic Height Adjustment Demo Unit, slightly used, ready for demonstration. Call for more information & pricing Contact: Gordon Campbell at 714-425-4446.

Royal Sovereign RCS-165 ILS 65” Cold/Laminator Demo Unit, barely used, ready for pick up or delivery. Call for pricing. Contact: Gordon Campbell at 714-425-4446.

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

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COVID-19 UPDATE

COVID-19 Model Screening Questionnaire

As you recall furloughed employees and/or bring team members back to your facility after having them work from home, it is a good idea to have them answer some questions as part of a basic COVID-19 screening. The following form, which can also be downloaded when logging into the Member Login of www.piasc.org under COVID-19 Updates section, can be used for this purpose.



Upcoming Events

**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**

GOVERNMENT & LEGISLATIVE

Deadline for Filing 2019 EEO-1 Pushed to 2021

The Equal Employment Opportunity Commission (EEOC) has announced that, in light of the COVID-19 pandemic, it will not be collecting EEO-1 Component 1 data in 2020. Instead, they will begin collecting data for both 2019 and 2020 in March 2021. Most private-sector employers with 100 or more employees are required to file an annual EEO-1 form.

The “Component 1” form collects data on employees broken down by job location, gender, race, ethnicity and job categories.

The EEOC is still awaiting a ruling on its request to completely stop collecting the controversial “Component 2” data, which included detailed pay and hour information.

Action item: If you had already gathered the information needed for your 2019 EEO-1 filing, hold onto it! You'll need it next year.

PIASC Events Calendar

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

SEPT

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SAVE THE DATE! 22nd Annual**Orange County Paper & Substrate Show**

Andre's Conscious Cuisine

Irvine, CA

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

OCT

21-23

PRINTING United Expo

October 21-23, 2020

Atlanta, GA

Information: www.PRINTINGUnited.com

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