

# Be Careful What You Put in Business Emails



With most business now being conducted remotely, it’s time to remind everyone on your team that you must be careful what you write in your emails. As more than one attorney has said about this issue, “Dance like no one is watching; email like it’s being read aloud at your deposition.”

Quite often we purposely put things in writing via email because we want that “official record” of exactly what was promised or agreed to. Which is great if what is written is crystal clear and an accurate representation of the message you want to send. Sometimes, though, things that are put in writing can cause problems.

Here is some basic business email advice:

- **Use a clear, direct subject line.** If you are hitting the “respond” button to a previous email stream, but writing about a completely different subject, change the subject line accordingly.
- **Double-check that you’ve chosen the correct recipient.** Auto-fill programs make it especially easy to accidentally send an email to the wrong person.

- **Remember that once you hit “send” your email cannot be “unsent.”** Whatever you put out into cyberspace can live on forever, and it can be shared with anyone the recipient chooses to share it with.
- **Do not send an email when a call is warranted.** If the message is something that might be misunderstood or taken out of context, pick up the phone and discuss the issue instead of trying to put it in writing.
- **Do not write emails when you are angry.** Get your thoughts down if you have to, save your note as a draft, then take a fresh look (and consider softening your words) once you calm down.
- **Never send anything inappropriate.** This includes everything from divulging trade secrets or details related to product liabilities to saying anything sexual, harassing, derogatory, disrespectful, etc. This is business email. Be business-like.
- **Do not share gossip or rumors.** These types of messages can become slanderous.
- **Be wary of humor.** Quite often what one person thinks is funny another person finds offensive.
- **Be factual.** If you are giving an opinion, say so, but never provide an opinion (such as legal or medical advice) that you are not qualified to give.
- **Proofread before you send.** Ideally you will re-read your message at least once before sending it out. At a minimum, use your email program’s spell check. Typos, spelling errors and grammatical mistakes reflect poorly on your business—and, sometimes, can change the meaning of your message altogether.

## HUMAN RESOURCES

# Making the Workplace a Safe Place to Speak Up

Right now, organizations across the country are asking themselves what they can do to make their workplaces more inclusive, diverse and equitable. They’re hosting conversations, acknowledging areas where they’ve fallen short and identifying opportunities for improvement.

For these efforts to be successful, employees need to be able to speak freely, offering critical and candid feedback about individual behaviors, workplace practices and organizational policies. None of this can happen, however, if people believe it isn’t safe for them to speak up.

Employees who report harassment and discrimination, speak candidly to their supervisors or challenge the status quo often find themselves excluded from projects, denied a promotion or out of a job. According to a study by the Equal Employment Opportunity Commission (EEOC), 75% of employees who spoke out against workplace mistreatment faced some form of retaliation. Given this reality, it falls on employers to show their employees that they can report incidents of discrimination, identify institutional failures and recommend solutions all without fear of retaliation. Preventing retaliation is part of that.

Here are a few other ways to establish a firm foundation of trust, openness and respect:



### Admit mistakes and make amends

Employees will be reluctant to hold their leaders accountable if their leaders never admit fault or acknowledge areas for growth. If, however, leaders show a willingness to be vulnerable and a desire to learn and be better, they can help put their employees’ minds at ease and more effectively solicit their feedback. For example, an employer might acknowledge that they hadn’t previously made diversity a priority for the company, but that going forward, they will strategically place job ads where underrepresented job applicants are more likely to see them, and they’ll identify ways to make the workplace welcoming and inclusive. Statements like this, when followed by action, open

the door to honest communication between employees and their employer. They build trust.

### Reward instead of retaliating

Creating a real sense of safety takes more than preventing retaliation. Employees need to see that providing candid and critical feedback is met with appreciation, gratitude and action from leadership. In other words, it has to be rewarded. Employees who identify problems in the workplace or propose solutions shouldn’t fear being ostracized or having their career derailed by a vengeful peer or supervisor. On the contrary, they should be recognized as leaders in the organization (informal or otherwise), given opportunities to

make a further impact and empowered to help make decisions that elevate the workplace, its culture and its practices. Consider shout-outs from the CEO, company awards, strategic bonuses, promotions and career development opportunities. These show sincerity.

### Tolerate no retaliation

For some employers, the hardest part of building trust will be appropriately disciplining anyone who violates it, especially if the one being disciplined is a star performer or high up in the chain of command. One instance of retaliation, if not immediately addressed, can undermine months or years of work and ruin even a stellar reputation for diversity, inclusion and equity. Any retaliation, for any reason, no matter who does it, must not be tolerated. Fortunately, swift action to discipline the offender and prevent future instances can help repair the damage and restore trust. It shows you’re serious.

Psychological safety takes time to establish, even in companies without a history of overt retaliation. Implementing the three strategies above, however, will lay the groundwork for a culture in which employees feel safe speaking up for diversity, inclusion and equity.

Source: HR/BIZZ, [www.HRBIZZ.com](http://www.HRBIZZ.com)

## BUSINESS MANAGEMENT

# What is Interchange and Why Does it Matter?

### Understanding Interchange Fees

The term “interchange” has always been somewhat of a mystery for many merchants and business owners. You may recall seeing this type of charge on your merchant services bill. Here’s what you need to know about interchange...

### The definition

Let’s say you use a credit card to buy a \$120 pair of shoes at a shoe store. When the purchase goes through, the bank that issued your credit card funds \$120 to the shoe store. At the same time, the shoe store pays the issuing bank an interchange fee for this service.

The interchange fee covers the costs of converting a charge on your credit card to a cash deposit at the shoe store. The fee includes billing services, fraud risk, credit risk and float.

### Why interchange matters

The main reason interchange matters is that it helps drive the development of the payment system. Thanks to interchange fees, issuing banks have a financial motivation to issue more cards to cardholders. The more cardholders there are in the system, the more merchants benefit from accepting debit and credit cards.

Interchange also expands the market by increasing the number of merchants. Thanks to being able to tailor their interchange programs, merchants can find the best fit for their business.

### Interchange costs

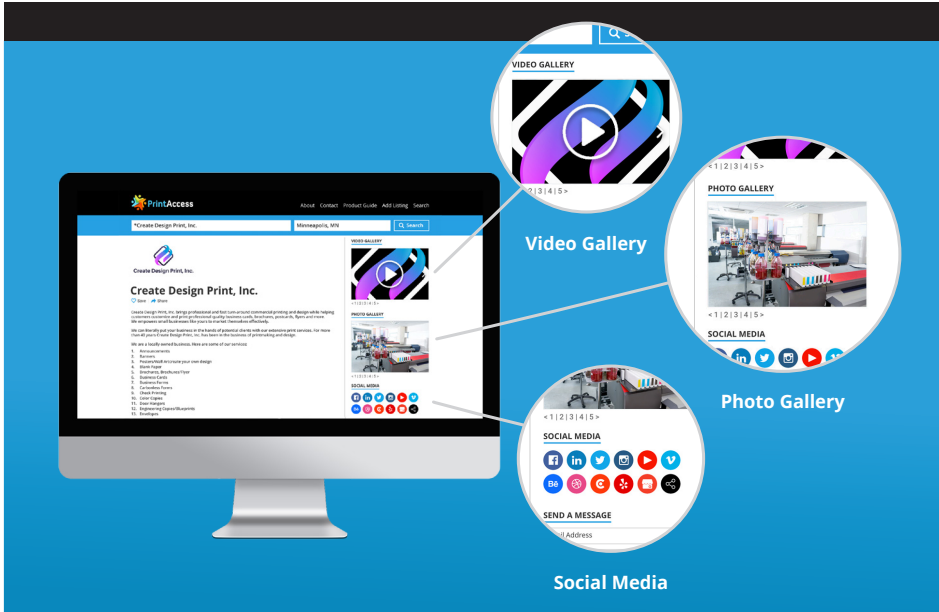
Interchange costs for each transaction depend on the type of card, the transaction size, the merchant’s industry and other factors. Here are some examples of factors that affect interchange costs:

- Rewards cards have higher interchange, to fund the reward programs.
- Merchants with smaller ticket sizes can reduce their costs by qualifying for interchange rates with lower transaction fees.
- E-commerce and manually entered transactions have higher interchange due to greater risks of fraud.
- Debit cards have lower interchange than credit cards since they come with lower credit risk.
- Commercial cards have higher

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## NATIONAL NEWS

# Exciting Changes to PrintAccess



One of the many benefits of membership in PIASC is a free listing in PrintAccess, the largest directory of print and media resources on the web. With thousands of companies from across the country listed—and no fee to access the listings—[www.printaccess.com](http://www.printaccess.com) is many buyers’ “go to” site.

PrintAccess has recently been updated with a new backend framework and new capabilities. The new features include:

- Better mobile experience
- Improved map-based search
- Search results with logos and contact information displayed
- Ability for members to self-upload images and videos to photo and

- video galleries
- Addition of new social media links section
- Addition of certification and award badges

If you have not updated your PrintAccess listing recently, now is an ideal time to do so! Simply go to [www.PrintAccess.com](http://www.PrintAccess.com), scroll down to the bottom of the page to click on the “Printer” login and log in. Be aware that the login information is case sensitive. Then follow the instructions to update your listing. When you are done, be sure to click “Save Changes” on the left side of the page (not “Sign Out” at the top of the page near where the “Next Step” button appears on steps 1 through 4).



STATE HAPPENINGS BY RJ

Monthly Update from Our Lobbyist in Sacramento

# Pending Legislation to Watch

During my recent Legislative Update webinar I spoke about some of the pending legislation that is of greatest concern to the members of the graphic arts industry. While you can view the recording of the full webinar (which included other topics as well) at <https://bit.ly/legislative-3>, I wanted to recap these legislative issues for you now.

**SB 1383: 12-week unpaid job-protected leave of absence**

From the employer standpoint, this is the most Draconian bill that is still on the docket. It was authored by the influential Chair of the Senate Judiciary Committee, Senator Hannah Beth Jackson, and has been publicly endorsed by Governor Newsom.

If passed, this bill would expand the existing California Family Rights Act (CFRA) leave to all California employers with just five or more employees and expand the definition of a “family member” for whom an employee can take leave. This also removes the requirement that a “child” must be a minor or a dependent adult.

This expanded definition of family members would create a giant loophole between state and Federal (FMLA) law. Because a domestic partner, grandparent, grandchild or sibling are not “family members” covered

under FMLA, these leaves would not coincide.

This means that technically an employee could take three months of leave under SB 1383 to care for a domestic partner, grandparent or grandchild, then return to work and take another three months off under FMLA for their own medical condition or the medical condition of a spouse, child or parent, or for the birth, adoption or foster care placement of a child. Thus SB 1383 creates six months of job-protected leave for employers covered by FMLA!

This, of course, is in addition to all of the other California-specific leaves that employers must juggle.

**AB 3216: More job-protected COVID-19 leave**

This bill provides for unlimited job-protected leave for all employers of any size for family and medical leave due to COVID-19. As you guessed, this would be in addition to all of the other recently-enacted COVID-19-related leave requirements.

**AB 2999: 10 days of bereavement leave**

If this bill passes, you will be required to give all employees up to 10 days of bereavement leave upon the death

of a spouse, child, parent, sibling, grandparent, grandchild or domestic partner. In addition, the bill includes a built-in private right of action that opens up new avenues for litigation against you.

**SB 1159: COVID-19 and Workers Comp**

There are a few bills still in play that were written in response to Governor Newsom’s recent Executive Order establishing a rebuttable presumption for Workers Compensation that an employee who contracts COVID-19 got the disease at work. SB1159 is the “lesser evil” of these bills.

If passed, SB 1159 would put this rebuttable presumption in place until July 1, 2024 for employers that have five or more employees. The presumption (which excludes specific classifications of police, fire and healthcare workers), however, is conditional. It only “triggers on” when a particular place of employment has a cluster of five infections or infections affecting 5% of the workforce at that location.

**AB 398: Headcount tax**

To discourage large employers from locating here (well, that’s not the purpose of the bill but it would certainly be the result), AB 398 would impose

a headcount tax of \$275 per employee for any employer that has over 500 employees who perform any part of their duties within the state.

I have high hopes that this bill will die soon.

**Conclusion: The August 31 deadline is looming**

Due to state constitutional limits, barring any “special sessions,” the legislature has until August 31 to pass bills and send them on to the Governor. Stay tuned!



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GOVERNMENT & LEGISLATIVE

On Our Radar

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

- **Expansion of Leave** – SB 1383 expands the scope of the California Family Rights Act (CFRA) to employers with just five or more employees. Even small employers would be required to grant employees up to 12 workweeks of unpaid, job-protected leave for specified family care and medical leave reasons. Also establishes or changes other leave rights as well.
- **Telecommuting Act** – Among other things, AB 1492 would authorize most employees who are working from home to choose when to take their meal or rest periods; and require the employer to pay for all physical equipment that the employee needs to perform their work duties from home, as well as a reasonable percentage of the employee’s monthly internet, telephone and energy costs as necessary to perform their work duties from home.
- **Retaliation Complaints** – AB 1947 would extend the statute of limitations for filing workplace retaliation complaints with the Division of Labor Standards Enforcement (DLSE) from six months to one year. Also authorizes the payment of attorney’s fees by employers to employees who successfully sue for retaliation based on whistleblowing, but not by employees to employers who successfully defend against such cases.

BUSINESS MANAGEMENT

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interchange, to fund purchasing and corporate card programs.

**Lowering your costs**

Thanks to card acceptance practices, merchants can help their businesses by obtaining the lowest possible interchange rates. Here are some tips:

- Obtain a valid authorization for every transaction.
- Whenever a card is present, swipe it.
- Enter the tax amount and invoice number whenever prompted.
- Batch out your point-of-sale software every day to avoid higher interchange rates.
- If you need to enter a transaction manually, use the Address Verification Service to verify the cardholder’s address.

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](mailto:wendy@piasc.org)*

FSC Certification

Certification cost is \$1,695/year (Wood product sales under 5M)

PIASC

For more information, call us at 323.728.9500

# PIASC Events Calendar

<div>AUG</div> <div>10</div>	<div><b>WEBINAR: Importance of Respiratory Protection - provided by O.S.T.S., Inc.</b></div> <div>11:00 am - 12:00 pm</div> <div>Contact: Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></div>	<div>OCT</div> <div>1-31</div>	<div><b>PRINTING United</b></div> <div>Online Experience</div> <div>Details regarding the event are forthcoming</div> <div>For more information: <a href="https://www.printingunited.com">https://www.printingunited.com</a></div>
<div>SEPT</div> <div>16</div>	<div><b>WEBINAR: Get Informed on Informed Delivery - provided by PIM</b></div> <div>9:30 am - 10:30 am</div> <div>Contact: Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></div>	<div>JUN</div> <div>5-8</div>	<div><b>Color Conference 2021</b></div> <div>June 5-8, 2021</div> <div>La Jolla, CA</div> <div>Registration: <a href="https://color.printing.org">https://color.printing.org</a></div>
<div>SEPT</div> <div>21-25</div>	<div><b>PRINTING United Alliance Color Ready! (Online)</b></div> <div>11:00 am - 12:00 pm, Daily</div> <div>Registration: <a href="https://bit.ly/colorready-20">https://bit.ly/colorready-20</a></div>	For full list of workshops and virtual classes, please visit <a href="http://www.piasc.org/events">www.piasc.org/events</a>	