

## Who is Wearing Your Company's IT Hat?

Your business depends on your IT systems and network. If your system crashes...or your internet or phone connection dies...or, even worse, you get hit by a ransomware attack...you're in deep trouble.

You know this. But if you're like the majority of PIASC members, your business isn't big enough to support having a full-time IT person on staff. So someone else, often the prepress manager, is asked to "wear an extra hat" and also handle IT—in spite of their lack of expertise in cybersecurity, connectivity, IT networks, etc.

### How is that working out for you?

You might think your system is in great shape. But is it, really?

If you'd like to find out, PIASC Partner company Shield IT Networks, a complete technology service solution provider with a sub-specialty in the graphics industry, is here for you. They're offering PIASC members a Complimentary Network Performance Analysis and Cybersecurity Audit. You'll get a clear picture of how your cybersecurity, phone system, connectivity, web hosting, email, network monitoring



and other key aspects of your technology are actually working.

"Once you have all the facts," explains Scott Hagizadegan, Shield IT Networks' CEO, "the decisions jump out at you."

### Have you considered outsourcing your IT?

For many graphic communication firms, the decision that jumps out is the advantages of turning their IT over to IT ex-

perts. For over 21 years the IT experts that many PIASC members have turned to are the team at Shield IT Networks.

"We know the printing business," Scott says. "Our model is to become an integral part of our client's business, acting as part (or all!) of their IT staff—without being on the payroll. And for PIASC members we do it all at a 10% discount from our standard fees."

### What exactly can you outsource?

Everything. Shield IT Networks' available services include:

- **VoIP phone systems and internet connectivity** – Shield IT works with over 100 different voice and data carriers, so they can truly take an "anything is possible" approach.
- **Web hosting, email and file transfer systems** – "One of the biggest complaints we get from prepress managers," Scott shares, "is that customers will ignore their FTP system and attempt to email in artwork files instead. Which, of course, doesn't work, because most email systems reject these large files. This is why we build systems that accommodate 100MB files. It's all about making it easy for our clients...and making it easy for their clients to do business with them."
- **Tech support** – The typical printing company has about 50% Mac

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## RISK MANAGEMENT

### Watch Out for Vishing Scams

The FBI and the U.S. Cybersecurity Infrastructure Security Agency (CISA) recently issued a joint Cybersecurity Advisory Alert (at <http://bit.ly/vishing-warning>). The topic: Voice phishing, also known as "vishing." Don't let your company fall victim to this scam!

#### What is vishing?

As you most likely already know, "phishing" is when criminals use deception to get their victims to reveal personal, sensitive or confidential information. They often do this through the use of emails and fake websites that mimic legitimate websites.

"Vishing" is similar but based on telephone calls. Criminals call and impersonate someone in a position of authority in order to trick victims into providing valuable information and/or access to the company's systems. For example, the scammer may pretend to be from the company's IT or Human Resources department or impersonate a business executive.

Vishing attacks can be very sophisticated. They may use personal information about the intended victim that the scammers glean from publicly-available sources, such as LinkedIn and the company website, in order to seem genuine. The scammers might also create fake Caller ID profiles to make their phone number look legitimate.

#### How do vishing scams work?

The caller tricks the victim into believing the call is legitimate and then creates a sense of urgency or emergency



to get the victim to reveal information. For example, they may say that they're from the company's IT department, and that there's a problem with the person's login credentials. Or they're from the company's bank and they need to verify information about the company's bank account.

#### How can your company avoid being victimized by vishing scams?

As with all scam avoidance strategies, education is key. Educate your employees about the existence of vishing scams. Warn them to be on the lookout for suspicious calls. For example:

- **Think before you speak.** If you get an unexpected call from someone who is requesting sensitive information, do not provide it. Be especially suspicious if a caller asks you to provide ANY information in order to "confirm who you are" before continuing with the call. Remember, they called you. Since you answered the phone while at work, you most likely already stated

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## GOVERNMENT & LEGISLATIVE

### Time Off to Vote

Under California Election Code §14000, a voter who "does not have sufficient time outside of working hours to vote at a statewide election" is entitled to two hours of paid time off to vote.

This year, however, Governor Newsom has issued executive orders that (a) automatically allow all registered voters to vote by mail and (b) require all counties to provide early polling locations for at least three days prior to election day. While you may think that these circumstances supersede the requirement to provide paid time off to vote, they do not. California Election Code does not provide any exceptions due to the availability of early voting or mail-in voting options.

To inform employees of their rights, you must post a notice of voting requirements at least 10 days before an election. You can download a "Time Off to Vote" poster in multiple languages at <http://bit.ly/Vote-Notices>.



### FFCRA Leave Requirements Revised

Because portions of the prior rules were struck down in court, the Department of Labor (DOL) has issued an updated "temporary rule" refining the guidelines for paid sick time and expanded family medical leave under the Families First Coronavirus Response Act (FFCRA). The updated rule is effective September 16 through December 31, 2020.

Here are highlights of the revised rule:

- The "work available" requirement was further defined. The DOL reaffirmed that FFCRA leave "may be taken only if the employee has work from which to take leave." This applies to all six categories of FFCRA leave.
- Intermittent leave rules were further defined. Where intermittent FFCRA leave is permitted by the DOL's regulations, an employee must obtain the employer's approval to take leave intermittently. However, time off for alternate-day school schedules does not count as "intermittent" leave and can be taken without the employer's permission.
- Documentation that supports the need for the leave must be submitted by the employee to the employer as soon as practicable, but not necessarily prior to the leave.

If you would like to read the full updated notice, go to <http://bit.ly/FFCRA-revised>.

## HUMAN RESOURCES

### Disassociating Your Company from Your Employees' Personal Blogs

In today's highly-polarized political atmosphere, it is a good idea to take steps to avoid having your company's reputation affected by the private opinions of your employees. One way to do this is to prohibit employees from linking to your company's websites from their personal blogs.

The National Labor Relations Board recently held that a policy of this type is permissible under the National Labor Relations Act. The Board stated, "Linking a blog to the [company's] website could create the impression that [the company] is associated with the blog in some way, possibly that it endorses or at least does not dispute the contents of the blog."

If you do not already have this type of policy in place, add it to the next revision of your Employee Handbook.

## BUSINESS MANAGEMENT

### Annual Membership Survey

All PIASC members are asked to review and complete the "PIASC Membership Directory Update/Annual Survey" that was recently mailed.

Please review the data listed on the survey and make sure to add, change and/or delete any information which may no longer be current. Even if there are no changes to report, please review and then FAX it to (323) 724-2327 or mail it to PIASC.

Need help? Need a copy of the survey? Contact Kristy Villanueva at 323.728.9500, Ext. 215.



## Upcoming Events

### Webinar: What you Need to Know about California's New HR-related Laws

Thursday, October 15 at 10:00 am PT

Each year the California legislature passes a long list of laws that impact your business. This year is no different, as Governor Newsom recently signed off on a variety of legislation that creates new responsibilities for you and new rights for your employees. Join us as Susan Levi from HR | BIZZ (PIASC's "in-house HR team") reviews the highlights of the new HR-related laws that are likely to have the greatest impact on your business.

- New laws to be covered include:
- SB 1159 – Retroactive rebuttable presumption that COVID-19 is contracted at work, for Workers' Comp purposes
  - AB 685 – Updated COVID-19 exposure employee and health department notice requirements.
  - SB 1383 – Expanded job-protected leave under the California Family Rights Act (CFRA)
  - AB 2992 – Expanded protections for employees who are victims of a crime or abuse
  - AB 1731 – Changes to the California Work Sharing Program
  - And more!

Only for PIASC members. Register online at [https://bit.ly/HRupdate\\_CA](https://bit.ly/HRupdate_CA)

### Webinar: PPP Loan Forgiveness Guidance Part 3

Thursday, October 22 at 11:00 am PT

If you received funding under the Paycheck Protection Program (PPP), chances are you're counting on receiving loan forgiveness. But the guidelines for loan forgiveness, which were complex in the first place, have had so many updates and changes that your head is spinning. What do you need to know to maximize your loan forgiveness amount?

Join us when Chris Falco, Founding Partner of CPA firm Falco Sult, provides an update on where things currently stand.

Get the answers to your burning questions, including:

- What happens if I conclude before 24 weeks?
- What documentation is required to conform with best practices?
- How do I take advantage of the "safe harbor" provisions for FTE wage restoration?
- Have there been any updates to the complicated formulas and forms associated with the loan forgiveness program?

Only for PIASC members. Register online at <http://bit.ly/PPP3-webinar>.

FEATURE ARTICLE

Continued from front

computers, with the back-office staff working on PCs. This can pose a problem, as most outsourced tech support providers do not know Macs. "We've been supporting printers since 1999," Scott states. "We are experts on this equipment, including RIP servers, FTP servers and other things unique to the industry."

- **Resilient networks** – Shield IT guarantees 100% uptime for your phone and internet systems. How? By ensuring you're not dependent on just one carrier. With everything load balanced over multiple circuits from multiple carriers, if one experiences an outage the traffic will automatically failover to the circuit from another.
- **Cybersecurity** – "Cybersecurity is the #1 threat to business today," observes Scott. "A ransomware attack

happens every 12 seconds. Over 40% of online attacks are aimed at small businesses, 60% of which go out of business within six months of being victimized. We take a full-service approach to mitigating this threat."

Shield IT Networks is known for their "end result mentality." They do what it takes to provide the assistance needed, even down to encouraging their staff members to always take as much time as necessary to do things right. "Our core team has been together for over 16 years, and our average client has been with us for 17," Scott says, "This is six times the industry average! We take care of our team, and our team really takes care of our clients."

To learn more and/or schedule a Complimentary Network Performance Analysis and Cybersecurity Audit, visit <http://bit.ly/ShieldIT-PIASC>.

RISK MANAGEMENT

Continued from front

your name. That should be enough.

- **Never share company account data or login information** over the phone, even if the call sounds legitimate.
- **Be suspicious of telephone requests to change logins, passwords or network settings.** Hang up and use the company directory to call IT to verify the request.
- **Be suspicious of threatening calls,** especially if the caller claims to be from the government.
- **Hang up if you think it's a scam,** and do not hit the "redial" button to call the person back.

There are also steps that your IT department can take to limit access to your company's systems. Recommendations from the FBI and CISO include:

- **Restrict VPN connections** to managed devices only.
- **Restrict VPN access hours,** if possible.
- **Use domain tracking to track any changes** made to your corporate websites.
- **Actively scan and monitor web-based applications** for unauthorized access, modification and unusual activities.

GOVERNMENT & LEGISLATIVE

Your Obligations During Wildfires

With California's wildfire season off to a record-breaking start, now's a good time to review your wildfire-triggered obligations to employees. These obligations fall into two categories: worker safety and leaves.

Cal/OSHA's emergency regulation to protect workers from wildfire smoke went into effect on July 29, 2019. This regulation applies to most outdoor workplaces, which assumedly includes outdoor loading docks. When the current Air Quality Index (AQI) for airborne

particulate matter 2.5 micrometers or smaller (PM2.5) is 151 or greater, affected employers must take specific steps to protect their employees from exposure to wildfire smoke.

Details of the regulation can be found at <http://bit.ly/fire-standard>.

In addition, the wildfires may trigger some employees' eligibility for medical, school activities or volunteer emergency responder leave. For details, see our previous article on the topic at [http://bit.ly/previous-fire\\_article](http://bit.ly/previous-fire_article).

BUSINESS MANAGEMENT

PPE Has Been Added to the Product List at PrintAccess

Are you taking advantage of PrintAccess? One of the many benefits of membership in PIASC is the ability to attract new customers with a free listing at [www.PrintAccess.com](http://www.PrintAccess.com), the largest directory of print and media resources on the web.

If you have not checked your listing and updated your info lately, now is an ideal time to do so. This is especially the case if you are now offering Personal Protective Equipment (PPE), which has recently been added to PrintAccess' searchable list of products.

For assistance with login access, contact Wendy Ferruz at [wendy@piasc.org](mailto:wendy@piasc.org) or 323-728-9500 ext. 262.

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CLASSIFIEDS

**NICE SPACE FOR RENT AT STEEP DISCOUNT** San Fernando Valley commercial printer has 3,080 square feet to rent: 630 square feet of office space + 2,450 square feet of production/warehouse space, with two ground-level loading doors. Includes free use of beautiful conference room and lunch area. \$3,200 per month. Call Geoff, Clear Print (818) 709-1220 or email [Geoff@Clearprint.com](mailto:Geoff@Clearprint.com).

**FOR SALE: TEC LIGHTING UV COATER** A TruCoat 21" UV Coater with options. This Tec Lighting TruCoat 21" Auto Feed UV Coater is an offline high-speed production coater that offers a high production auto feeder with a 22" (56cm) deep pile sheet capacity. Fit for even the most demanding printers, this UV Coater is equipped with the ability to easily apply gloss, satin or matte coatings on any printed sheet at a rate of 4800 sheets per hour. In Chino. Contact Reine Dabuet [reine@rabbitlitho.com](mailto:reine@rabbitlitho.com).

TruCoat 21" UV Coater with options  
UV / IR CONVEYOR SYSTEM



**EQUIPMENT FOR SALE: ACCEPTING ALL OFFERS** Company currently relocating and downsizing. All items must be picked up, Lake Forest, CA. Contact Steve B. at 949.215.9060.

Quantity	Mfr	Type	Model #	Serial #	Purchase Date
1	ITEK	PLATEMAKER	615S	201700A001	2000
1	NUARC	26-1K MERURY EX-POSURE SYSTEM	26-1K8LC	8LC D93-017	1998
1	RYOBI		3200MCD	5970	1999
1	RYOBI		3200CD	11493	2004
1	STAN-DARD	SUCTION ROTARY NUMBERER	SRM9X	061978XHAM	2000
1	O&M	PRO-FOLD	1117-FM	2337633	2013

To review images of this equipment, visit <http://bit.ly/Classifieds-1>

Want to place a classified ad? Contact Wendy Ferruz, 323.728.9500, Ext. 262, [wendy@piasc.org](mailto:wendy@piasc.org)

MEMBER NEWS

**Plumtree Marketing** announces the launch of the company's new non-fiction book ghostwriting service. <http://bit.ly/BookGhostwriter>.

**Quantum Design** announces a new partnership with Hunkeler for a game-changing solution to non-stop production in digital printing. <http://bit.ly/QuantumDesign-news>

**GMG Americas** is excited to receive the coveted Label Industry Global Innovations Award and InterTech Technology Award for our new GMG ColorCard software. [www.colorcard.gmgcolor.com](http://www.colorcard.gmgcolor.com)

To participate, please email your one-sentence announcement to Wendy Ferruz at [Wendy@piasc.org](mailto:Wendy@piasc.org).

PIASC Events Calendar

OCT 15	<p><b>WEBINAR: What you Need to Know about California's New HR-related Laws</b></p> <p>Thursday, October 15 at 10:00 am PT Online <a href="http://bit.ly/HRupdate_CA">http://bit.ly/HRupdate_CA</a></p>	OCT NOV 26-12	<p><b>PRINTING United</b></p> <p>October 26 - November 12, 2020 Online (Details Forthcoming) <a href="https://www.printingunited.com">https://www.printingunited.com</a></p>
OCT 22	<p><b>WEBINAR: PPP Loan Forgiveness Guidance Part 3</b></p> <p>Thursday, October 22 at 11:00 am PT Online <a href="http://bit.ly/PPP3-webinar">http://bit.ly/PPP3-webinar</a></p>	NOV 1-30	<p><b>Los Angeles Printers Fair</b></p> <p>Online <a href="https://www.printmuseum.org">https://www.printmuseum.org</a></p>