

Announcing The New PIBT Freedom Plans

We are excited to announce a new health plan option offering benefits that are very similar to a PPO—but better: The PIBT Freedom Plans.

The PIBT Freedom Plans are all about providing the best possible experience for you. You have an option of going to any provider. You can see a specialist without any preapprovals. You get relief from the big rate increases that some other plans implemented this year. And, best of all, you get access to a concierge service called Nurse Navigators.

Nurse Navigators are NOT gatekeepers whose task is to pre-approve treatment. Instead, their mission is to reduce the anxiety and make it easier for you to get the care you want and deserve. If you choose to call the Nurse Navigators, you'll have the assistance of a nurse to help you find a provider, schedule appointments, understand your diagnosis and much more. All at no extra cost!

Here are a few FAQs regarding this plan:



- **How do the Freedom Plans control rising health insurance costs?** GPA and ELAP—the companies that administer the PIBT Freedom Plans—audit all hospital and outpatient claims for excessive and incorrect charges to ensure that you're paying a fair price for the services received and that the provider is getting a fair reimbursement. The result is lower cost, lower payroll deductions and lower out-of-pocket costs for members.
- **What doctors and other health-care providers can I use?** Virtually all practitioners accept this plan. Although these plans use a national network that includes physicians,

labs, urgent care and similar types of providers, you are not restricted to this network. Your benefits are the same whether you seek care from an in-network or out-of-network practitioner.

• **Are these HMOs, PPOs or POS plans?** These plans provide PPO-level benefits, but you can seek care at virtually any provider—there is no “out-of-network”! The plans' PHCS Practitioner and Ancillary network gives you an excellent starting point. You can check to see if your current doctor is there, or you can find a new doctor, but ultimately you are free to seek care at any provider that you choose.

For more information, view an informational recorded webinar about these plans at <http://bit.ly/PIBT-freedom-1>.

Interested in obtaining a quote? Contact Jeff Miller at 323.728.9500, Ext. 244, jeff@piasc.org.

GOVERNMENT & LEGISLATIVE

On Our Radar

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

- **Infectious disease protections** – Cal/OSHA has proposed two new regulations. The first is an emergency standard that would provide specific protections to California workers who may have been exposed to COVID-19. The second would be a permanent rule to protect workers from all infectious diseases.
- **Commercial bankruptcy laws** – H.R. 7370 would modify Chapter 11 bankruptcy provisions to expand available claims and priorities for employees and retirees, as well as to place additional restrictions on executive compensation.

HUMAN RESOURCES

Reminder: Deadline to Implement Sexual Harassment Prevention Training is January 1, 2021

California employers with five or more employees must provide two hours of sexual harassment prevention training to supervisory employees, and one hour of this training for nonsupervisory employees, every two years, all within a specified period of time of their hire or promotion date.

The deadline to implement this training, which also applies to temporary and seasonal employees, is January 1, 2021.

PIASC members have options for how to provide this training. You can:

- **Use the state's free training:** The California Department of Fair Employment and Housing (DFEH) has released free online training that meets the law's requirements. This includes the supervisors' training that was still in development last time we wrote about this issue. You can access all of the training at <http://bit.ly/free-anti-harass>.
However, there are a few issues to be aware of regarding the free training. The first is that the student must complete the entire training in one sitting. Because learner progress is not saved, you cannot stop the program and come back to it later.
The second issue is that it's the student's responsibility to print out their certificate to create a record of training completion. If they cannot print it out, or if they forget to do so, the system will not track this for them (and you).
- **Use PIASC partner Traliant Trainings' courses:** Although this option is not free, it overcomes the two issues detailed above, enabling your employees to complete the training over multiple sittings, and ensuring that you have the records you need to prove that training was provided.
In addition, Traliant's courses are higher quality and more engaging than the state's offering. Training is presented in a customizable, interactive, episode-based video series that is completely revamped each year (to avoid “I've already seen this” boredom). Plus, it offers “teachable moments” for those who provide wrong answers to the quiz questions.
For more information, visit <http://bit.ly/PIASC-traliant>.
- **Host a customized training program for your company:** PIASC members can schedule a time for HR|BIZZ, PIASC's in-house HR department, to provide training via Zoom. The cost is \$150 per session for support staff training (up to 40 employees per session) and \$300 per session for supervisor training. Contact Susan Levi at Susan@HRBizz.com or 323.728.9500 for details.

Pre-order The New 2021 Labor Law Posters



Many regulations will be updated or introduced for California in 2021. Your 2020 posters will be considered outdated and you will not be in compliance.

Important things to know:

- The updated California State & Federal 2021 posters include important revisions to the California Minimum Wage Notice and the Discrimination Notice.
- The mandatory IWC #1 and IWC #4 posters have both been updated. The new 2021 version will replace the 2020 version.
- Depending on your operations, your company may also be required to display updated city specific minimum wage posters like Pasadena and Santa Monica.
- Also available are posters on sexual harassment prevention, code of safe practices, fire aid/choking/CPR, California fair housing, California human trafficking, HIPAA, Workers Compensation fraud, and more.

PIASC is able to save our members even more money by offering the California State and Federal posters for just \$18.50/english or spanish (compared to CalChamber cost of \$40.49). These prices are for PIASC members only.

Avoid fines and penalties by pre-ordering your posters! Download order form here: <http://bit.ly/poster-order-2021> or contact Emily Holguin, 323.728.9500, Ext. 200, emily@piasc.org.

BUSINESS MANAGEMENT

10 Things My Father Taught Me About Sales

I grew up in a family owned distribution business. My parents usually talked about business over dinner. I learned a lot about business during those meals. We had 60 salespeople from Virginia to Florida selling fireproof and burglary-resistant safes and filing equipment. My father was the best salesman I ever met. I had the pleasure to work with my father for seven years after graduating from Lynchburg College.

For many years, when training salespeople I found myself saying, “My father would say...” This prompted me to create a list of the things my father taught me about sales. It is my pleasure to share this with the readers of The Book of Wisdom.

1. **Plan your work and work your plan.** This applies to almost everything we do in our business and personal lives. My father would spend most of the day and Sunday planning the coming week. He traveled every week to be with his sales team. He knew where he would be every day of the week.
2. **Always prospect, but never prospect from the curb.** Today we have many tools to help us prospect. My father would always check the Yellow Pages and newspaper to find prospects. Don't stand at the curb to make a decision about the suitability of the business inside to buy your product. You never know what is behind the front door, so open the door and walk in. You may find an excellent prospect for your product.
3. **Never hide your success.** My father was always well dressed and drove a very nice car. He would park his car in front of the prospect's office. There were many times when this paid off. He felt people like to deal with people who are successful.
4. **You got to have a pitch.** You need to have a story about your product and how it will help your prospect's business. If you can take your story from the headlines, that's all the better. People need to relate to your product.
5. **You must have a reason to discount your price.** Discounting without a reason will only cheapen your product and reduce your price. A contest or factory specials, or new product promotions, are all good reasons to discount.
6. **Listen to what your prospect is saying.** They may be telling you why they will purchase your product. If you do not understand what your prospects are saying, ask them to explain. There is no crime in saying “I don't understand.” If the prospect wants your product, they will tell you what it will take to get the order.



7. **Close early...close often.** It never hurts to ask for the order. When you are meeting with the prospect to get an order, the prospect knows why you are there. So, ask for the order. The prospect should not mind you asking for the order often, but don't get carried away.
8. **The first one who speaks loses.** This is the most important thing you will learn. It is also the hardest. For example, when you ask your prospect a question you must wait until the prospect answers. It will feel like an eternity, but hold odd from saying anything. This will pay off 100 fold. The idea is, if you wait for the prospect to speak, you will know what the prospect is thinking and how to respond. If you speak first you lose the advantage.
9. **Overcoming an objection gives you the opportunity to ask for the order.** If the prospect raises an objection and you overcome the objection, you should ask the prospect for the order. If they say no, keep probing for the next objections.
10. **Question: What is the most important thing I learned from my father?** Answer: You can't make money in sales by sitting on your backside. Selling is a numbers game. The more prospects you see the more sales you will make. “Good Luck and Good Selling.”

I hope you have found at least one thing I learned from my father about sales that will help you. Everyone is in sales in one way or the other. The most important thing about selling is getting the order.

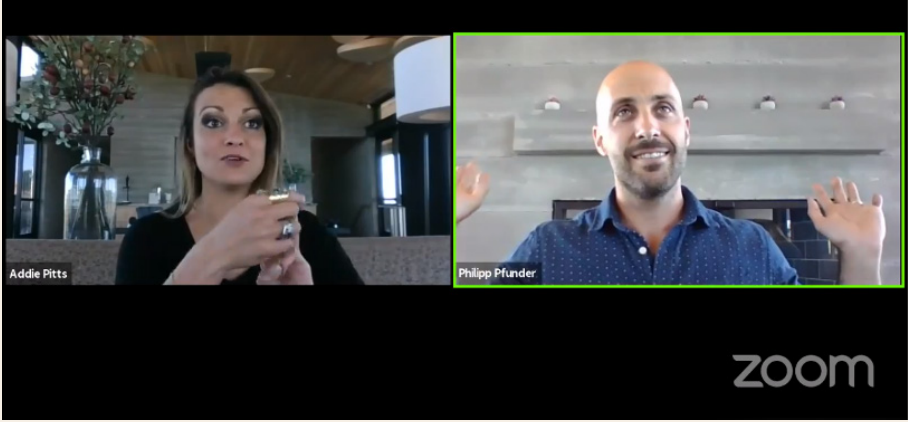
Source: This article was reprinted with permission from The Ben Franklin Honor Society's Book of Wisdom.

Upcoming Events

Wine-ing from Home Blind Tasting Event

Friday, December 11, 2020, at 5:00pm PT via Zoom

Cost: \$275 (includes 3 bottles, shipping and Zoom login)



Wine brings us all together, even while we’re social distancing! Join PIASC and Law Estates Wine on Friday, December 11 for a fun wine tasting experience as they bring wine country to your living room or backyard. After you register Law Estates Wine will ship three bottles of wine to you. As this will be a blind tasting, each bottle will be wrapped and numbered but not labeled. You will also receive a “Sample Shopping List” of recommended items to pair with the mystery wines.

A wine expert from Law Estate Wines will be at the event to educate you about each bottle. This will be an interactive virtual tasting so be sure to have your computer, microphone and camera ready to ask your questions and share your thoughts.

Want to “make it a party”? We recommend you invite no more than four others to join you at your home for this event.

If you miss attending wine tasting events and would like to enjoy a fun and safe social event with good wine, good conversation and great opportunity to catch up with some of your industry peers, Wine-ing from Home is for you!


Registration must be completed by November 19th. To register, contact Kristy Villanueva at kristy@piasc.org or visit www.piasc.org.

The Printers Fair is Going Virtual!

As much as everyone loves the annual in-person Printers Fair, the Printing Museum must prioritize the health and safety of its visitors, vendors and volunteers. So for this year, the Los Angeles Printers Fair at the Printing Museum will be held virtually. **The good news:** Instead of just being a two-day event, the **2020 VIRTUAL LOS ANGELES PRINTERS FAIR is taking place during the entire month of November!**

Here’s how to participate:

- Download the show Guide at <http://bit.ly/fair2020-showguide>
- Visit the online marketplace at the dedicated website, <http://bit.ly/fair2020-marketplace>
- Check out the daily social media features and posts at <http://bit.ly/fair2020-social>
- Take advantage of the special sales promotions, such as “Black Ink Friday” after Thanksgiving
- Purchase your choice of various levels of Keepsake Packages
- Do at-home activities and tutorials, such as how to make paper or bind a book
- View video museum demonstrations and tours
- Participate in weekly raffles
- Come to the on-site Surplus Type & Press Sales in the Printing Museum’s parking lot on November 15
- Enjoy a drive-in printing-themed movie night in the Museum parking lot on November 14
- And much more!



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MEMBER NEWS

Crown Connect introduces the new Xerox Iridesse Production Press, the world’s most advanced digital press. Visit www.crownconnect.com.

To participate, please email your *one-sentence announcement* to Wendy Ferruz at Wendy@piasc.org.



Savings on reports for new or existing customers!

PIASC members save an average of 30% or more on credit reports

Learn more at piasc.org/members

PIASC Events Calendar

OCT NOV
26-12

PRINTING United
October 26 - November 12, 2020
Online (Details Forthcoming)
<https://www.printingunited.com>

DEC
11

Wine-ing from Home Blind Tasting Event
Online
<https://www.piasc.org/events/>

NOV
1-30

Los Angeles Printers Fair
Online
<https://www.printmuseum.org>

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