

Call for Entries: PIASC LOCAL PRINT COMPETITION

Printing Industries Association, Inc. of Southern California is excited to kick off the “Call for Entries” for our local printing competition, the 2020-2021 Print Excellence Awards! Each year this competition rewards the best combinations of technology and craftsmanship within Southern California’s dynamic printing, imaging and finishing community. Which piece will stop the judges in their tracks? Which will fellow printers select for the People’s Choice Award? Which will be honored as Best of Show?

Over the past 16 years we have recognized thousands of printers and suppliers for their award-winning projects. Past winners have found that winning a Print Excellence Award can be a significant driver for business growth. After all, receiving an award in one of the largest, most prestigious graphic communication competitions in the United States tells your customers and prospects that your company produces some of the finest work available in our field. But to take advantage of this powerful promotional tool for your business, you first have to

This Year, We Shine!

enter. Choose your best printed samples and submit them to the 2020-2021 Print Excellence Awards today!

We look forward to seeing those top-notch pieces no later than Friday, March 5th, 2021.

Here’s how to get started:

1. Choose your finest work
2. Select a Category for your piece at <http://bit.ly/PEAcategories>
3. Complete the form at <https://bit.ly/PEA-21-EntryForm>
4. Calculate your entry fees
5. Send your entry with your completed

form for delivery by 4:00 pm on Friday, March 5, 2021

For more information see www.piasc.org/printexcellence or contact Kristy Villanueva at 323.728.9500, Ext. 215 or Kristy@piasc.org.

Not sure if you should enter? Here are some other benefits of winning:

- Increased company name recognition in the industry and with potential clients.
- Local and national media exposure.
- Exclusive use of 2020-2021 Print Excellence Awards logo for your stationery and collateral material.

Recognition of winners via the PIASC’s website, bi-weekly Native.news and weekly e-newsletter e-Flash, with a link to your company’s website.

- Social media recognition and exposure on both Twitter and Instagram.
- Stunning awards honoring your achievement for you to display.
- Customized awards featuring your client’s or employee’s name available for purchase.

Type of Awards

BEST OF SHOW

The Best of Show is awarded to the most outstanding piece from the entire competition. Judges select from the Best of Division winning pieces. The winner will receive a personalized 13.5-inch glass award.

SPECIALTY AWARDS

These will be awarded to the most out-

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GOVERNMENT & LEGISLATIVE

CDC’s Scientific Brief Explains Why We’re All Wearing Masks



The Centers for Disease Control and Prevention (CDC) recently released a scientific brief (available at <https://bit.ly/new-CDC-1>) explaining the science behind using cloth masks to help control the spread of COVID-19. The following provides a summary of this explanation:

- This disease is transmitted primarily through respiratory droplets that are generated when people cough, sneeze, sing, talk or breathe.
- Non-valved multi-layer cloth masks act as a “source control” measure by reducing the amount of these droplets that a person emits into the air around them. Cloth masks effectively block most large droplets and can also block up to 50 to 70% of fine droplets and particles. For those droplets that are not contained by the mask, the mask

slows and therefore limits their forward spread.

- Source control is especially important for those who are asymptomatic or pre-symptomatic and do not know that they risk spreading the COVID-19 disease to others.
- Masks also help the wearer avoid breathing in droplets created by those around them.

The CDC also revised their definition of “close contact”

Although masks reduce the risk, they do not completely eliminate it. This may explain why in October the CDC revised their definition of what constitutes “close contact” for contact tracing purposes (see <https://bit.ly/new-CDC-2>).

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HUMAN RESOURCES

Cal/OSHA’s New Emergency Workplace COVID-19 Regulation

On November 19 Cal/OSHA adopted strict workplace safety rules designed to limit the spread of COVID-19. The emergency regulation (see <https://bit.ly/Nov2020-Regulation>) went into effect on November 30 and will be in effect until October 2, 2021, unless extended for a longer time period.

Who does this regulation apply to?

This applies to all employees at all places of employment except those facilities with just one employee who does not have any contact with other persons, employees working from home, and certain workplaces that are already covered by CAL/OSHA’s aerosol transmission standard (such as certain healthcare facilities).

What does this regulation require?

Highlights of the new emergency standard include the following mandates for employers:

- **Create, implement and maintain a written COVID-19 Prevention Program.** You can find a sample Program in the members-only section of the PIASC website, under COVID-19 Updates. You can either integrate your COVID-19 Prevention Program into your existing Illness Prevention Program or keep it as a separate document.
- **Provide notice to employees of potential exposure.** To a large degree this mirrors the notice and

reporting requirements of the recently-passed AB 685. Notice must be provided within one business day to employees, independent contractors and other employers who were present during the high-risk exposure period.

- **Provide notice to the authorities.** The new regulation adds to AB 685’s list of what must be reported to your local health department within 48 hours of a COVID-19 outbreak at your worksite. It also requires you to report any COVID-19-related serious illnesses or deaths that occur in or in connection with employment to Cal/OSHA.
- **Require and enforce physical distancing.** With some exceptions, employees must be separated from each other by at least six feet.
- **Implement cleaning and disinfecting procedures** and inform employees of these protocols.
- **Provide free face coverings** (and other PPE as necessary) for employees and ensure that the face coverings are properly worn. It is not clear if you can permit employees to bring their own face masks if they prefer these to the ones that you provide.
- **Provide free COVID-19 tests** during their working hours to all employees who may have been exposed to COVID-19 in the

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NATIONAL NEWS

PRINTING United Digital Experience Live has come to a close, but the excitement continues through January!

Sometimes life can get in the way of watching an online broadcast in real time. That’s why PRINTING United is offering the opportunity to watch the entire Digital Experience on-demand, in your own time, when you want, until January 31, 2021.

The PRINTING United Digital Experience includes more than 100 educational sessions and over 40 product launches and demonstrations. The program is packed with discussions about market trends, advice and knowledge to help you navigate the pandemic, and first looks at new products from manufacturers and suppliers across industry segments.

You can access the Digital Experience at no cost online at digital.printingunited.com. All you have to do is register!

BUSINESS MANAGEMENT

Make the Most of Obscure Holidays

Looking for an excuse to reach out to your customers, or something fun to use as the basis for a special offer or marketing campaign? Obscure holidays are the answer!

Every month has multiple options

If you scroll through one of the many websites devoted to listing official days/weeks/months (such as <https://bit.ly/holidayscalendar>, <https://bit.ly/daysofyear>, <https://bit.ly/timeanddate-holidays> or <https://bit.ly/checkiday>) you’ll see endless possibilities.

In October, for example, while everyone else is focused on Halloween, you could be calling attention to International Coffee Day (October 1), It’s My Party Day (October 11) or Wear Something Gaudy Day (October 17).

How can you use special days in your marketing?

Here are some ideas:

- **Create a special offer** – Be kind and offer customers a World Kindness Day discount on November 13.
- **Send a promotional product** – Celebrate Happiness Happens Day on August 8 by surprising your clients with a happy face mug (imprinted with your company logo, of course).

- **Spur engagement on social media** – Post a picture of your team wearing their ugliest holiday sweaters for Ugly Sweater Day (December 18), and invite followers to post pictures of their ugly sweaters, too.
- **Write a blog** – Commemorate National Poetry Month (April) by writing a blog in verse. If it doesn’t come out well, save it for August 18, which is Bad Poetry Day!
- **Send an email** – June 1 is Say Something Nice Day. Use this as a reason to send hand-written notes of appreciation to your clients.
- **Deliver a gift** – If you usually send your clients holiday gifts in December, stand out by sending something earlier instead. How about a nice gift set of flavored vinegars to celebrate National Vinegar Day on November 1?

Take a few minutes to brainstorm some ideas now and add these to your marketing plans.

Source: Plumtree Marketing Inc., www.PlumtreeMarketingInc.com

USPS Announces New Proposed Prices for 2021



As is usually announced at this time of year, the U.S. Postal Service is seeking a rate increase for 2021. The proposed prices must still be approved by the Postal Regulatory Commission.

Postage for first class letters up to one ounce would remain unchanged at 55 cents. However, the cost for additional ounces would increase from the current 15 cents to 20 cents. Postcards and metered letters would each go up a penny to 36 cents for postcards and 51 cents for metered letters up to one ounce.

Shipping Services price increases will vary by product. Prices will increase by approximately 3.5% for Priority Mail service, and 1.2% for Priority Mail Express service. For example, regular flat-rate Priority Mail envelopes would go up to \$7.95, while small flat-rate boxes would go up to \$8.45.

To download a spreadsheet listing all the proposed new prices, visit <https://bit.ly/USPS-newprice>.

FEATURE ARTICLE

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standing piece that exhibits the following individual qualities:

- Best Use of Paper
- Best Execution of Ink
- Best Design
- Best Crossover

Winners will receive a 7-inch personalized glass award.

BEST OF CATEGORY

The Best of Category is awarded to the most outstanding piece in each category. To win a Best of Category, the entry must be flawless. The judges do not always award a Best of Category in every category. More than one Best of Category may be awarded should the judges find multiple entries worthy. Winners will receive a 5-inch personalized glass award.

AWARD OF EXCELLENCE

An Award of Excellence is awarded to those entries which are runners-up for Best of Category. Some categories do not always have a Best of Category winner; however, judges can still designate an Award of Excellence. Winners will receive a personalized framed certificate.

CERTIFICATE OF MERIT

A Certificate of Merit is awarded to a piece deserving recognition for its high level of quality in printing and design. Winners will receive a personalized certificate.

YOUR MARKETING TOOL FOR CLIENT RECOGNITION

Say “Thank you for your business!” by personalizing the exact award won, to give to your client who made this winning project possible. This is also a great opportunity for you to show your client that they picked an award-winning company for their project and should continue doing business with you!

GOVT. & LEGISLATIVE

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Whereas in the past “close contact” was defined as being within six feet of an infected person for 15 minutes or more over a 24-hour period (which was understood to mean 15 continuous minutes), it is now defined as being within six feet of an infected person for 15 cumulative minutes or more over a 24-hour period.

The time period to look at begins two days before the infected person’s illness onset, or two days prior to test specimen collection for asymptomatic patients, and continues until the infected person is isolated.

Upcoming Events

WEBINAR: Ransomware: Don't Be a Victim



DATE: December 16, 2020

TIME: 11:00 am - 11:30 pm Pacific Time

During this 30-minute webinar you will learn:

- How to prevent today’s fastest growing and most feared cyber attack—ransomware—so you’re not blackmailed for hundreds of thousands of dollars.
- Why it’s no longer a matter of if small businesses like yours will suffer a cyber attack, it’s a matter of when.
- Why a layered cybersecurity approach is critical for every printing industry business.
- How next-gen firewall sandboxing eliminates “zero-day threats” and accommodates your remote work force in the COVID world...without putting your business security at risk.
- How to ensure your own employees don’t accidentally invite cyber criminals onto your network.

PIASC members registered for this webinar will receive a complimentary cybersecurity audit and network performance analysis (a \$1,000 value!).

You won’t want to miss this very informative webinar, which will be presented by Shield IT Networks.

Register at <https://bit.ly/ransom-webinar>.

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HUMAN RESOURCES

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- workplace, in situations where there has been at least one COVID-19 case there.
- **Continue to pay employees** who have been excluded from work because they have or have been exposed to COVID-19. The regulation also provides specific return-to-work criteria.
- **Keep a record of and track all COVID-19 cases** with the employee’s name, contact information, occupation, location where the employee worked, date of the last day at the workplace and date of a positive COVID-19 test. This medical information must be kept confidential, although it must be made available in various situations with personal identifying information removed.

What happens next?

This is an “emergency” regulation. While it is in effect, Cal/OSHA will be most likely working on a more permanent regulation that would be applicable to any future pandemic situations, too.

California’s Minimum Wage Increases on January 1

Reminder: On January 1, 2021, California’s statewide minimum wage increases to \$14.00 for employers with 26 employees or more and \$13.00 for those with 25 employees or less.

This increase in the statewide minimum wage also impacts the minimum salary threshold for employees to be considered exempt under the administrative, professional and executive exemptions. For employers with 26 employees or more, this minimum base salary increases to \$58,240; for those with 25 employees or less it increases to \$54,080.

Be aware that in California many counties and cities impose their own, higher minimum wage. For example, the minimum wage in both the City and County of Los Angeles, and the cities of Malibu, Pasadena and Santa Monica, is currently \$15.00 for employers with 26 or more employees and \$14.25 for those with 25 or less employees.

IRS’ 2021 Annual Limits on Qualified Retirement Plans

The IRS has announced the annual cost-of-living adjustments affecting dollar limitations for various compensation, benefit and contribution levels under qualified retirement plans. The following chart compares some of the numbers from 2020 to those of 2021. As you can see, many of the limitations were not changed:

Item	2020 Limit	New Limit for 2021
401(k): Maximum employee elective deferrals to a defined contribution plan, including 401(k), 403(b) and 457(b) plans	\$19,500	\$19,500
• Additional Catch-Up Limit (for age 50+)	\$6,500	\$6,500
SIMPLE: Maximum elective deferrals to a SIMPLE IRA or 401(k)	\$13,500	\$13,500
• Additional Catch-Up Limit (for age 50+)	\$3,000	\$3,000
401(k) & Profit Sharing: Maximum annual contributions to a defined contribution plan, such as a 401(k) or profit-sharing plan	\$57,000	\$58,000
Compensation: Maximum compensation taken into account under qualified plans for benefit calculations and nondiscrimination testing	\$285,000	\$290,000

PIASC Events Calendar

DEC 11
Wine-ing From Home: Blind Tasting Event
 Online
<https://www.piasc.org/events/>

DEC 16
WEBINAR: Ransomware: Don't Be a Victim
 Online
<https://www.piasc.org/events/>

DEC 15
WEBINAR: Wage & Bene its Webinar
 Online
<https://www.piasc.org/events/>

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