

Call for Entries: PIASC's Print Competition



2020 was a year of turmoil, from COVID-19 to politics. However, we as the printing industry (an essential business in the state of California) continued to survive. Now 2021 is the year we need to shine!

This is why Printing Industries Association, Inc. of Southern California is excited to kick off the "Call for Entries" to our local printing competition, the Print Excellence Awards! Each year this competition recognizes the best combinations of technology and craftsmanship within Southern California's dynamic printing, imaging and finishing community.

For the last 17 years PIASC has recognized thousands of printers and suppliers for their award-winning projects. Past

winners have found that winning a Print Excellence Award can be a powerful marketing tool in helping grow their business and boost their employee morale. Which piece will stop the judges in their tracks? Who will be honored as Best of Show? Who will win the "They Said It Couldn't Be Done" award?

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. To qualify for this powerful promotional tool for your business, you first have to enter! Choose your top-quality printed samples and start submitting them to the 2020-2021 Print Excellence Awards.

We look forward to seeing those award-winning pieces no later than Friday, March 5, 2021.

Sincerely,
Janet Green
President, Greens, Inc.
Chair, PIASC Public Relations Committee

Here's how to get started:

1. Choose your finest work.
2. Select a category for your piece at <http://bit.ly/Categories-21>.
3. Complete the entry form at <http://bit.ly/21-EntryForm>.
4. Calculate your entry fees.
5. Send in your entry with your completed form, to be delivered by 4:00 pm on Friday, March 5, 2021. For more information visit <http://bit.ly/printexcellence21> or contact Kristy Villanueva at 323.728.9500, Ext. 215 or kristy@piasc.org.

The benefits of winning include:

- Increased name recognition in the industry as well as with current and potential clients
- Strengthened relationships with clients
- Local media exposure
- Exclusive use of the 2020-2021 Print Excellence Awards logo for your stationery and collateral material
- Recognition via PIASC's website, bi-weekly Native.news and bi-weekly

- e-Flash e-newsletter, with a link to your company's website
- Stunning awards to display honoring your achievement
- Customized awards featuring your client's or employee's name also available for purchase
- Improved employee morale and increased job satisfaction
- Expanded PR opportunities
- Increased sales performance



GOVERNMENT & LEGISLATIVE

8 Things to Know about the Consolidated Appropriations Act, 2021

On December 27, 2020, HR 133, the *Consolidated Appropriations Act, 2021*, was signed into law. Those of you who have not yet had a chance to review all 5,593 pages of this combination COVID-19 stimulus/relief and omnibus government funding bill may be wondering: How will this affect my business?

The following provides a summary of eight of the many issues addressed by this Act:

1. **Forgivable PPP loans** – The Act extends the Paycheck Protection Program through March 31, 2021. Both second draws and new initial loans are available for eligible companies, and a wider range of expenses are now allowed. More good news: Congress has clarified that forgiven loan amounts are not taxable income, and that expenses that were paid with the proceeds of a forgiven PPP loan are tax-deductible expenses.
2. **EIDL Program** – The Act appropriates \$20 billion in additional funds to the Emergency Economic Injury Disaster Loans (EIDL) program and extends the grant period through December 31, 2021. These grants are not taxable, and grant amounts are not deducted from a borrower's PPP loan forgiveness amount.
3. **Employee Retention Tax Credits** – The CARES Act provided for a credit against the Social Security tax of up to \$5,000 for each retained employee who would have otherwise been laid off based on economic circumstances. An enhanced version of these Employee Retention Tax Credits is now in effect from January 1, 2021 through June 30, 2021.
During this time the credit is increased from 50% to 70% of qualified wages. The per-employee creditable wage limit is increased from \$10,000 per year to \$10,000 per quarter for the first two quarters of 2021. Eligibility is expanded to companies experiencing a 20% year-over-year decline in gross receipts (versus 50% required in the previous version of this credit).
4. **Flexible Spending Accounts** – Plan sponsors have the option to allow unused funds in 2020 health care and dependent care Flexible Spending Accounts (FSAs) to roll over and be used in 2021, and to roll over unused funds from 2021 to 2022. Dependent care FSA funds from 2020 can be used for expenses incurred for a child who aged out (i.e. turned 13) but has not yet turned 14.
In addition, FSA plan sponsors can also choose to permit prospective mid-year election changes for any reason during the plan year that ends in 2021, even if the participant did not experience a life event.
5. **Business Meals** – From January 1, 2021 to December 31, 2022, 100% of the cost of qualified business meals can be deducted as business expenses.
6. **Retirement Plans** – If you have reduced your workforce through furloughs or layoffs, you may be concerned that these

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BUSINESS MANAGEMENT

How to Deal With Getting Too Many Chargebacks



Getting a chargeback may not seem like a major issue—and most of the time, it's not. Excessive chargeback levels, however, are a different story. The more chargebacks you have to deal with, the more your company's ability to process credit cards will be at risk. Here's what happens if you get too many chargebacks, and how to deal with this issue.

Why chargebacks happen

Nobody likes getting hit with chargebacks, but they're a part of doing business. If someone makes a purchase from your store using a stolen credit card, you'll be glad that the chargeback process exists. That said, some people take advantage of this process by claiming fraudulent charges where no fraud exists.

For example, a customer may file a chargeback if he or she doesn't like the quality of your products but doesn't want to go through the returns protocol. Another potential cause for a chargeback is the merchandise not arriving at the correct destination. There are plenty of chargeback reason codes, and some are less benign than others.

Chargeback ratios

The more chargebacks you're hit with, the higher your chargeback ratio will go. This ratio is calculated by dividing the number of chargebacks you get by the number of your transactions. MasterCard and Visa both have methods of tracking merchants' activity. If your chargeback ratio gets close to the industry maximum ratio of 1%, you might be deemed a high-risk merchant.

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[Download & print individual articles at bit.ly/NN-02-22-21](http://bit.ly/NN-02-22-21)

RISK MANAGEMENT

Ransomware: Don't be a Victim

It's many business owner's nightmare. You come in to work, turn on your computer and—boom!—discover you've been hit by a ransomware attack. Your files are encrypted, and the hackers are demanding thousands or even hundreds of thousands of dollars to give you the encryption key.

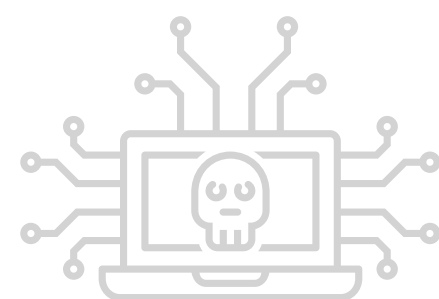
Think it can't happen to you? As Scott Hagizadegan, CEO of PIASC partner Shield IT Networks, explained in our recent webinar, "Ransomware: Don't be a Victim," think again. Studies show that 43% of targets are small businesses. This is because they represent the "lower hanging fruit." Bigger companies generally have more robust defenses and are therefore harder to attack.

The following provides the highlights of this webinar presented by Scott and representatives of some of the companies that Shield IT partners with. You can also find a recording of the webinar itself at <http://bit.ly/ransomware-victim-21>.

Cybersecurity is a moving target

In the cybersecurity world, what you're doing today may not apply tomorrow. That's why it's so important to provide layers of protection while also obtaining cybersecurity insurance to mitigate the loss from anything that penetrates these layers.

What do these layers of protection need to address? Many things, including mission critical assets, data security, application security, endpoint security, network security, perimeter security and the human layer, which tends to be the biggest problem of all.



Two threats account for 80% of attacks

Scott shared that in the past two years ransomware and phishing attacks have accounted for 80% of cybersecurity attacks. Phishing refers to any attempt by a bad actor to deceive you into giving them information, such as passwords and login credentials. If they don't gain access to your system through phishing attacks, the criminals often find a way in through misconfigurations on your own network.

Phishing attacks have gotten worse

As Will Bishop of the dark web monitoring platform ID Agent reported, phishing attacks have become both more frequent and more sophisticated. In addition, these attacks are now coming in via both email and text.

Will shared a few real examples to show how easy it is to be fooled by the phishing email itself. Then, if the email fools you and you click through, often the only way to tell that the website you land on is fake is to look at the site's URL (i.e. web address). It is now extremely

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★ PIASC Silver, Gold & Platinum Awards ★

Every year PIASC honors businesses which have been members for 25 years with a Silver Award, those that have been members for 50 years with a Gold Award, and those that have been members for 75 years with a Platinum Award. Unfortunately, for the second year in a row we have had to put on hold the awards ceremony due to the need to keep everyone safe during the COVID-19 pandemic.

2020

SILVER AWARD

Anchor Printing
Brilliant Image Group
G2 Graphics Service, Inc.
Graphic Marketing
Haddad Printing
Hearken Creative Services
HOG inc.
Jade Imaging, Inc.
J.E. Halliday Sales, Inc.
LeBrun Graphics
Mile 9
Tam Printing, Inc.
The Balancing Act
Trade Express
Vision Envelope & Printing Co., Inc

PLATINUM AWARD

R. Dunn & Assoc., LLC

2021

SILVER AWARD

Alpha Printing & Graphics Inc.
American Bindery Service & Supply, Inc.
Becker's Fabrication, Inc.
Bizink.Com
Chadpak Co., Inc.
Coatings & Adhesives Corp.
Color OnDemand
Colornet Press
Dot Graphics
Flexo-Technologies, Inc.
Gam Enterprises
Gray Printing and Engraving Company
K & D Graphics, Printing, and Packaging
Mars Printing
Monarch Litho
Pacific Document Solutions LLC
Quality Label Crafters, Inc.
Ryan Press
Shirley Hollis Designs
Sir Speedy Printing
Susan Winship & Associates
The Source Printing Made Easy
Xerox Corporation

GOLD AWARD

Accu-Graphics
Arrow Label Co., Inc.
B.J. Bindery Inc.
BPC Print Services
Cretec USA, Inc.
Graphic Dies, Inc.

RISK MANAGEMENT

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simple for criminals to set up fake websites that look virtually identical to the sites they are pretending to be.

Take steps to avoid phishing scams

Will advises that you take the following steps to avoid phishing scams:

- **Spend at least 20 seconds reviewing each email** before clicking on anything.
- **Watch for overly generic content and greetings**, such as “dear valued customer.”
- **Examine the entire “from” email address.** The first part may be legitimate, but the last part may be slightly off.
- **Look for urgency or demanding actions.** The criminals want you to click through before you have a chance to notice that something is “off” in the email.
- **Carefully check all links.** Hover your mouse over the link to see if the destination matches what it should be.
- **Notice misspellings, incorrect grammar or odd phrasing.**
- **Don’t click on attachments right away.** Do your due diligence first!
- **Check for secure websites.** Any website that asks you to enter personal information should start with https://. The “s” stands for secure.

Understand that criminals want to sell your data

As Scott explained, “It used to be, even a year ago, that just backing up your data

would in large part save you. Now it’s not enough because the criminals leverage the stolen data to demand payment.”

What do they do with your information? They sell it on the dark web, i.e. the deepest parts of the web, accessible only by specialized browsers. The dark web is not indexed and therefore won’t show up in your Google search. Instead, layers of anonymity are the dark web’s core components, making it the ideal place for criminals to put your stolen data and login credentials up for sale.

Will pointed out that a common misconception about hackers is that you’re dealing with super smart people who are acting on their own. This may have been true in the past, but it isn’t now. As Will emphasized, “Today you’re dealing with sophisticated, well-run businesses. They have performance reviews and human resources departments. They display their 5-star consumer ratings on their sites on the dark web. And they reinvest their profits into research and development to come up with new, innovative attack methods.”

ID Agent has a tool to see what information about you is on the dark web. Prior to the webinar Will did a scan for everyone who had registered to attend and found an aggregate total of 1,776 compromises for this group!

Traditional anti-virus programs are insufficient

The third speaker was Frank Burton from internet security company SonicWall. Frank explained that from the

virus standpoint (and viruses can be associated with ransomware attacks), the primary threat is what’s called “zero day” viruses, meaning those that are unknown.

These are a significant threat because traditional anti-virus solutions only work against known viruses. After the virus is found, the anti-virus solution maker creates a signature for that virus and distributes it to their customers. Only after all that happens can the software recognize that particular virus. Similar to last year’s flu shot and this year’s pandemic, these solutions only defend against known threats, not “novel” viruses.

Frank spoke about the technology and approach used by Capture ATP to identify and stop malware threats. Once a particular virus is blocked it is automatically blocked through all of their solutions.

Find out where your systems stand

PIASC members are eligible to receive a Complimentary Network Performance Analysis and Cybersecurity Audit. To schedule this, visit <http://bit.ly/PIASC-shield>.

CLASSIFIEDS

A PRINTING COMPANY IS BEING SOLD. Located in Canoga Park, the business is in “move in” condition. For more information contact Kristy Villanueva, 323.728.9500, Ext. 215.

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.

LOOKING TO EXPAND? Lease approximately 3,200 square feet (650 sq. ft office and 2,450 sq. ft production, all air-conditioned) in a secure 11,600 sq. ft building in prime west San Fernando Valley, for \$3,200 per month. Ample parking and two ground-level loading doors in rear. Great opportunity for a growing printing/graphic arts company to expand, with a profitable million-dollar plus specialty offset printer in the same building. Call Lou Caron (323) 728-9500 Ext. 274, lou@piasc.org.

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

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GOVERNMENT & LEGISLATIVE

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workforce reductions could be “triggering events” that cause a “partial termination” to occur in your qualified retirement plan. Normally this can happen if more than 20% of your workforce is involuntarily terminated during a plan year.

Under a new temporary rule, a retirement plan will not be treated as having a “partial termination” during any plan year that includes the period beginning on March 13, 2020, and ending on March 31, 2021, if the number of active participants on March 31, 2021 is at least 80% of the number of active participants that were in the plan on March 13, 2020.

7. **Student Loans** – You can now provide employees with non-taxable student loan repayment assistance of up to \$5,250 per year for the years 2021 through 2025. That’s a total of \$26,250 that is not subject to federal payroll taxes for you or federal income tax for your employee. Of course, this assistance must be provided under a qualified educational assistance program.
8. **Proposed COVID-19 Liability Shield** – Unfortunately, the Act does not include any liability protection from COVID-19-related lawsuits for businesses.

BUSINESS MANAGEMENT

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What happens if you’re deemed a high-risk merchant

If you’re deemed high-risk, your acquiring bank may decide to protect itself with rolling reserves. They’ll set aside 5 to 15% of your transaction volumes to lower the risk of potential chargeback losses. The funds that aren’t needed to pay for chargebacks eventually make it back to you, but this does hurt your cash flow.

However, if your acquirer considers your business too risky, they may simply close your account. This will, of course, prevent you from processing credit card payments at all. This would be a huge hit to any business, since credit cards are used for most payments these days.

On top of closing your account, your acquirer will put you on the Member Alert to Control High-Risk Merchants (MATCH) list. This basically serves as a warning to all other acquiring banks that they shouldn’t do business with you either. If it comes to that, you’re unlikely to get another traditional merchant account for five years.

The best solution for avoiding being put on the MATCH list if your chargeback ratio is getting close to 1% is opening a high-risk merchant account. Compared to a traditional account, a high-risk account comes with higher fees. Keep in mind that plenty of industries—such as auto, travel and tobacco—are at a higher chargeback risk than others. If you’re in one of these industries, higher fees are almost a given.

Source: MONA Payment Solutions, www.MonaSolutions.com

PIASC Events Calendar

MAR
2**DTC WEBINAR: Grow Mailing ROI with Postal Discount, AR Services**

Tuesday, March 2 at 9:30 am PT

Online

www.piasc.org/events

MAR
24**WEBINAR: How to Gain Client’s Trust in Managing Their Data (Presented by PIM)**

Wednesday, March 24 at 9:30 am PT

Online

www.piasc.org/events

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