

Colorado Golf Winners!



The Colorado Par-Tee on the Green Golf Tournament was a hole in one! Participants enjoyed perfect weather and a well-groomed course at the Arrowhead Golf Club in Littleton, followed by lunch and some networking. Of course, the highlight of the tournament was playing golf—and raising \$1,300 for the Colorado Educational Scholarship fund through the sales of the Mulligan and raffle tickets.

Winners of the Tournament were:

1st Place

George Seymour (Spicers Paper)
Rick Salek (Winding Hills Design)
Kirk Trowbridge
Kyle Gilbert (Frederic Printing)

Hole Contests

Closest to the Pin

Joe Nelson

Longest Putt

Rick Hillbrand (Cottrell Printing)

Men's Longest Drive

Brooks Steputis (Vision Graphics)

Women's Longest Drive

Diane Drew



2nd Place

Dave Sanchez (Publication Printers Inc)
Shane Manning (Publication Printers Inc)
Nate Saunders (Publication Printers Inc)
Mike Beers (Publication Printers Inc)



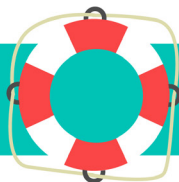
3rd Place

David Stoll
Jason Bramwell (Vision Graphics)
Brooks Steputis (Vision Graphics)
Jordan Hansen (Vision Graphics)

NEW MEMBER BENEFIT

PIASC

REFERRAL RESCUE



PIASC has grown into the largest printing industry association in the nation, and our strong web presence attracts numerous prospects who are searching for custom printing services. In fact, in addition to those prospects who use PrintAccess.com to connect directly with our members, we receive 10 to 15 referral requests each month—sometimes as many as four per day.

Typically our Member Services department handles these requests by reaching out to members directly with the job details. Once members respond to the referral request, PIASC sends these members' information out to the prospective customer.

However, sometimes requests come in for such unique services that we are unsure who to route them to. After all, the Association does not know the special capabilities of every member in every one of the 11 states that we now serve. That's where the new Referral Rescue Program will come in. We want to be sure that every prospect gets connected with at least one PIASC member that can provide the needed services. We want to "rescue" every referral!

The Referral Rescue Program is a new benefit that is now included in

PIASC membership. This program gives printers the opportunity to serve prospects who are looking for specialized custom printing services, such as shrink wrap printing for bottles, braille printing, trade UV coating and much more.

Here's how the Referral Rescue Program will work:

1. PIASC receives a referral request for something unique.
2. If we do not know which members can meet this need, we will send an email blast with the job information to all of our printer/broker members.
3. Members who can meet this need reply, and we then share these members' contact information with the requestee.
4. PIASC then updates these members' profile information on their PrintAccess.com listing, to make it easier for prospects who have similar needs to connect with these companies in the future.

To be sure that you get the opportunity to connect with these "hot leads," please be sure to keep your contact information with the Association up to date, and be on the lookout for Referral Rescue Program emails.

BUSINESS MANAGEMENT

Are We There Yet?



As the old saying goes, if you don't know where you're going, any road will get you there. What some business owners forget, though, is that even if you know exactly where you want to go, you still need a way to determine when you've arrived. That's where metrics come in.

Metrics let you know if you're "there yet" in terms of meeting your goals. Where are you versus where you hoped to be? However, tracking your metrics means you must capture your data—something that many small (and some not-so-small) businesses fail to do.

What type of data should you capture?

The answer here depends on your goals. That said, it is generally best to track fairly granular data. You never know when it might be useful!

For example, when entering print jobs into your accounting system, it can be tempting to assign everything to one or two "printing services" item codes. It might be useful, however, to assign jobs to more granular categories. One color versus color...forms versus sales

pieces...or whatever makes sense. in your business. You want to be able to see the patterns over time.

Or perhaps you're a freelance graphic designer, and your goal is to have 35 billable hours of work each week. Instead of just tracking your billable hours, it can be enlightening to also track all the time you spend on different categories of non-billable activities, such as marketing efforts and administrative tasks. This gives you a bigger view of where your time is going, and can be useful information if you ever decide to hire an assistant.

Of course, whenever you enter a new customer into your system, you should be sure to enter a "lead source" code. This enables you to run reports tracking sales by source, so you can see which of your marketing efforts are working and which are not.

What data are you capturing?

If the answer is "not much," what can you do to change this?

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

HUMAN RESOURCES

Recruitment: Now's the Time to Take Action

If you thought that recruitment was difficult in the past, we've got bad news for you. According to Rodney Bolton, CEO at HR | Bizz (PIASC's "in house" human resources team), things are likely to get even more difficult.

"We know that COVID-19 brought many changes," Rodney says. "One of them is that many employees are expected to leave their jobs. A lot of people are now looking for jobs that are either closer to home or that allow for telecommuting. Employers need to be prepared for this."

What can you do about this? Here's what Rodney suggests...

Focus on retention

Give employees a reason to stay!

- **Consider offering a hybrid schedule** – While this obviously won't work for your press operators,

employees who can work from home may prefer to split their work time between their home and your facility.

- **Provide cross-training** – Cross-training can be a win/win. Your employees get the opportunity to expand their skill sets, while you get a more flexible workforce.
- **Pay attention to company culture** – Make sure that your company is a great place to work.

Create an employee referral program

Reward your employees for referring qualified job candidates to your company.

Expand your recruitment efforts

Start the recruitment process early. Don't wait until you're desperate! And

be sure that you're covering all bases, such as posting your job opening at...

- **Your state's Employment Development Department.** In California you should also contact the Workforce Development Center, which is the division of the EDD that works with those whose unemployment benefits have expired.
- **Career Centers at local community colleges.**
- **Job boards at community organizations** such as the YMCA and YWCA.

Offer hiring incentives

For example, let applicants know that if they stay with your company for six months and meet performance expectations during this time, they will get a bonus or raise at that point.

Take advantage of PIASC's No-Cost Employment Services

PIASC members can save significant time and money by letting our experienced recruiters help you find and prescreen the employees you need. "This is an invaluable benefit of PIASC membership," Rodney points out, "and I highly recommend that PIASC members take advantage of this." To get started, contact Brett Chase at (323) 728-9500 ext. 219 or Brett@piasc.org.

Conclusion

"In short," Rodney concludes, "the best defense is a good offense, because we know that the tidal wave is coming!"

Why You Shouldn't Ask Applicants about Pandemic Passion Projects

In the coming months (and years!) you are bound to have job applicants who were laid off or otherwise unemployed for a stretch of time during the pandemic. Since social media is full of stories of people who used that time to plant a garden, learn a language or better themselves in some way, it can be tempting to ask job applicants about their pandemic passion projects.

Our advice: Don't do it!

Why? Because while some people were taking up a fun new hobby, others were

struggling just to survive. They lost their job. They lost their childcare. They may have literally lost loved ones. The question is deeply personal and, frankly, completely irrelevant to the issue of whether they are a good fit for your company.

If the applicant volunteers this information as part of their answer to some other question, that's fine. Otherwise, stick to your standard interview questions, and leave "did you use the pandemic lockdown to pursue any passion projects or personal development" out of the conversation.

GOVERNMENT & LEGISLATIVE

Are Your COBRA Notices Sufficient to Avert a Costly Challenge?

While the Consolidated Omnibus Budget Reconciliation Act ("COBRA") continuation coverage subsidy requirements imposed by the American Rescue Plan Act of 2021 are at the forefront of employers' minds, recent litigation trends should motivate plan sponsors to review their standard COBRA election notices to ensure they comply with the general requirements in the regulations promulgated by the Department of Labor ("DOL").

The regulations require COBRA notices be written in a manner calculated to be understood by the average plan participant. Required information includes:

- The name and plan under which continuation coverage is available;
- The name, address and phone number of the plan administrator;
- Identification of the qualifying event;
- Identification of the qualified beneficiaries (by status or name) who are recognized by the plan as being entitled to elect continuation coverage due to the qualifying event;
- An explanation of the procedures for electing coverage, and the consequences of failing to elect coverage;
- A description of the coverage available;
- The time period for which the coverage is available; and
- The cost of coverage and due dates for payments.

A spate of recent litigation reminds us that failure to include required information in COBRA election notices may expose the plan sponsor and the plan administrator to claims from participants and beneficiaries. Further, if the information included in COBRA election notices is likely to confuse participants and beneficiaries, there may be potential liability for failure to provide a notice written in a manner calculated to be understood by the average plan participant.

Plan sponsors should take steps to ensure their COBRA notices meet all of the requirements found in the DOL regulations. The DOL has provided model COBRA notices (see <https://bit.ly/DOL-laws-COBRA>) that may be used, and use of such notices, when properly completed, will be considered good faith compliance with COBRA notice requirements.

Source: Randy Scherer and Lisa Van Fleet, Bryan Cave Leighton Paisner LLP, www.BCLPLaw.com.

Welcome New Members!

PIASC's Board of Directors and staff welcome the following members, who joined between March 2021 and July 2021:

Astro Paper

Paper Distribution
(800) 752-5003
<http://www.astropaper.com>

Excel Packaging

Flexible Packaging Manufacture
(949) 831-3900
<https://excelpackaging.com>

Epihab Phoenix, Inc.

Fulfillment, Assembly & Printing
(602) 254-7027
<https://epihab.org>

Hills Consulting

Business Consultant
(530) 488-6951
<https://hillsconsulting.net>

Multi-Color Corporation

Flexo Printing
(714) 253-0472
<https://www.mcclabel.com>

Response Marketing and Mailing

Print Fulfillment & Direct mail
Advertisement
(818) 772-6245
<https://responsem.com>

Western Pacific Recycling

Full Service Recycling
(562) 803-4401
<https://www.wppp.com>

Know a company that could benefit from our services and benefits the same way you do? Refer a friend and get money back towards your dues! Contact Kristy Villanueva at kristy@piasc.org or 323.728.9500, Ext. 215

CONTACT US

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Los Angeles, CA 90091
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Key Contacts

Lou Caron, President
Ext. 274, lou@piasc.org

Dennis Bernstein, Commercial Insurance
Ext. 222, dennis@piascins.com

Evie Bañaga, Employee Benefits
Ext. 224, evie@pibt.org

Kristy Villanueva, Member Services
Ext. 215, kristy@piasc.org

Rodney Bolton, Human Resources
Ext 218, piasc@hrbizz.com

Proudly serving California, Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington & Wyoming.

RISK MANAGEMENT

IT Security Tip: Physical Security Matters

In a recent incident reported in US news, an office secretary unknowingly gave some of her law firm's most confidential data to a gentleman who had bought a Comcast Cable polo shirt off eBay. He dressed in khakis with a tool belt and told the secretary he was there to audit their cable modem specifications and take pictures of the install for quality assurance.

She had no reason to suspect he was part of a now-extinct hacker ring who would gain access to a business's private network by going inside the office and noting the configuration details and passwords for their firewalls and cable modems. In some cases, they built a secure VPN private backdoor they later used to steal data.

If someone dressed up in a utility-provider uniform, would you let them in? Before you do, ask for identification and who they have spoken with about the service they are performing. Be "gracefully suspicious," as they say in the South. Keep company policies about how visitors are allowed in the building, if such policies exist. If those kinds of policies don't exist, work to define them.

Source: Michael Leonard, Compunet Technologies, www.CompunetTechnologies.com.

Upcoming Events

Arizona Par-Tee on the Green



Date: Saturday, October 2, 2021

Location: Arizona Grand Golf Resort, 8000 S. Arizona Grand Pkwy,

Phoenix, AZ 85044

Cost: \$129 per member,

\$149 per non-member

(Includes: cart, lunch & 5 raffle tickets)

6:30 am - Registration/Practice Facility Opens

7:30 am - Shotgun Start

\$1500 worth of raffle items! Lunch, drinks and raffle on the 19th hole

Register today at

<http://bit.ly/piasc-azgolf>.

For information, contact Cathy Skoglund at 602.999.1304 or

cathy@piasc.org.

Interested in sponsorship opportunities? Visit

<http://bit.ly/golfsponsor-az>

THANK YOU, COLORADO GOLF SPONSORS!



PIASC Events Calendar

OCT
2

Arizona Par-Tee on the Green

Saturday, October 2

Arizona Grand Golf Resort, Phoenix, AZ

www.piasc.org/events

NOV
6-7

International Printing Museum: Los Angeles Printers Fair

Saturday, November 6 to Sunday, November 7

International Printing Museum, Carson, CA

www.printmuseum.org

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

PIASC

Members save 2-7% on select Apple products!

For more information on discounts, log in to piasc.org to access our Members-only Resources page.