

Winners of the Arizona Par-Tee on the Green



Thanks to all our sponsors and everyone who joined us, we raised a total of \$2,956 for the Graphic Communications Education Foundation. These funds will be used to provide scholarships to Arizona students who are seeking a future career in Graphic Communications.

1ST Place Team, winning \$150 gift certificates to Durant's Restaurant:

Blanca DiPoce (Spicers Paper)
 Jerod Wilks (Best Approach)
 Katie Mozurkewich (Best Approach)
 Paul Mozurkewich (Best Approach)

Second Place Team, winning Range Finders:

Chris Scirone (Konica Minolta)
 Kevin Mann (Creative Support Solutions)
 Kyle Kolsrud (Culver's Restaurants)
 Rick Jackson (Techniprint)

Third Place Team, winning a Golf Pitching & Chipper Wedge:

Eddie Audelo (Chairman of the PIASC Board of Directors)
 Manny Ramirez (Guest of Eddie Audelo)
 Kevin Runbeck (Runbeck Election Services)
 Sandi Neuman (Runbeck Election Services)



Hole Contests and Raffle

The GCEF 50/50 Raffle, winning \$415:

Rick Jackson (Techniprint)
 Rick graciously gave back his winnings to support the Graphic Communications Education Foundation. Thank you, Rick!

The Longest Putt:

Tom Veesaert (AlphaGraphics on University)

The Longest Men's Drive:

Chris Evans (United Printing)

The Longest Woman's Drive:

Sandi Neuman (Runbeck Election Services)

Closest to the Pin:

Derrick Moore (Guest of Kelly Paper)

The EPI-HAB Happy Gilmore Long Drive, winning \$50 cash:

Riley Brown (Guest of FujiFilm)

BUSINESS MANAGEMENT

Add Value to Your Business Cards

Business cards are an often-overlooked marketing tool. They're simple, inexpensive and easy to carry. And even in today's age of digital rolodexes, they often get saved.

One way you can get even more mileage from your business card is to add something of value to it, such as by printing something on the back of the card. Just don't get too crazy with text – you'll need to edit things down to keep it all easily readable!

Here are some ways that you can make your business card even more useful:

- **Put your photo on your card** – This will help jog the memory of those you meet at networking events, conventions and other situations where you often meet many people in rapid succession.
- **Make it a magnet** – Encourage people to hang it on their fridge.
- **Provide an incentive to contact you** – Include a special discount code or coupon on the back of your card.
- **Add a QR code** – Make it easy for recipients to use their smart phone to quickly access your website or landing page.
- **Include something people will want to refer to later** – This can be a restaurant tipping chart, metric conversion chart, event or holiday calendar, or anything else that would be relevant to your target audience.
- **Promote your referral program** – Use the back of the card to offer an incentive to recipients for referring new customers to you.
- **Explain the benefits** – Create a folded card, and use the extra space to explain the many ways that your product or service can improve your customers' lives.
- **Surprise people with a fun fact** – Spur conversation with a fun fact or bit of trivia that pertains to your business.
- **Add credibility with testimonials** – Pick one that addresses your most common buyer objection head-on, and print it on the back of your card.

Source: Plumtree Marketing, www.PlumtreeMarketingInc.com

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, FAX 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.

RISK MANAGEMENT

Are You Prepared for a Medical Emergency at Your Business?

Do you know what to do in the event an employee experiences a medical emergency on the job? If your emergency protocol involves calling 911 and hoping for the best, you've got some work to do. Here are three steps you can take to help you handle the unexpected.



Make a plan

Before a medical emergency arises, you should have a clear plan in place on how to respond. If someone needs assistance, who will be responsible for calling 911 or administering first aid? Do you have updated emergency contact information on hand for all of your employees? Have you trained employees on what to do in a medical emergency and posted the information in a conspicuous place for easy reference? Take a minute to reflect on how you would answer these questions, and start planning accordingly.

Have medical supplies on hand

The Occupational Safety and Health Administration (OSHA) does not mandate that employers provide training to employees on CPR (although that is a fantastic idea). OSHA does require, however, that employers "ensure prompt first-aid treatment for injured employees, either by providing for the availability of a trained first-aid provider at the worksite, or by ensuring that emergency medical personnel are within a reasonable proximity of the

worksite." OSHA encourages employers to consult with their local fire or rescue departments or healthcare professionals to identify the specific needs of a worksite so they can reasonably anticipate what first-aid supplies should be kept on hand in the event of an emergency.

Though not mandated, employers should also consider having an automated external defibrillator (AED) available on-site. Approximately 13% of workplace fatalities are due to cardiac arrests, and the chance of surviving a cardiac arrest decreases by nearly 10% with each minute that passes without electrical defibrillation. As a result, having an AED available at work could save someone's life. According to OSHA, employers that provide AEDs at their workplaces should designate who will use them, train those employees on how to correctly use the AEDs, ensure that the AEDs are easily accessible so they can be used quickly, and maintain the AEDs in accordance with the manufacturer's specifications.

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INDUSTRY NEWS

International Printing Museum Continues to Influence

Where can you find one of the world's largest and most comprehensive collections of antique printing machinery and graphic arts equipment? At the International Printing Museum in Carson, California.

How does the Museum use what is essentially an esoteric collection of old machines as a springboard to bring history to life? To find out—and learn about the difference that donations and grants are making for the Museum—we spoke with Director and Curator Mark Barbour.

As it turns out, Mark and his "small but mighty" team get quite creative in their work. Through tours, demonstrations of working machinery, historic re-enactments, hands-on workshops and more, they use the Museum's collections to teach about the history of books and printing, and how innovations in printing helped shape the modern world. Along the way, visitors, schoolchildren and others also learn about science, American history, the entrepreneurial spirit and more.

One person's gift is making a huge difference

"In 2020," Mark shares, "we received the sad news that one of our longstanding supporters, Miki Young, had passed away. We were very pleasantly surprised, though, to learn that as part of her estate planning, Miki had created a permanent charitable trust to benefit five charities—including The International Printing Museum!"

Last year the Museum asked for and received \$150,000 from this trust to help replace the program revenue that the Museum lost due to the pandemic shutdown. This year they have received \$125,000 to help fund three specific programs:

- **Museum on Wheels "History in Motion" Program** – This ongoing mobile education program goes out to schools to use historical re-enactments, interesting Museum artifacts and an interactive program to engage elementary and middle school students.
- **Ben Franklin's Virtual Fieldtrip** – This new initiative will make the programming presented in the Museum on Wheels Program and during in-person fieldtrips available to even more schools. In addition to a 45-minute video starring "Benjamin Franklin" and a three-part video tour of the Museum, the Virtual Fieldtrip will also include a wide array of additional activities and content.

"One of our long-term goals," Mark says, "is to make the Museum's resources

available to students and others across the country. Our Ben Franklin presentation, for example, very effectively uses students' interest in colonial America to introduce the whole world of graphic communication. It's a 'backdoor' way to engage people with our industry."

- **David Peat's Typographic Collection** – The Museum is currently raising funds to acquire one of the most significant 19th century typographic collections in existence—including the largest private collection of 19th through early 20th century Font Books. A portion of the Miki Young donation will go towards this effort.

Major grants helped fund the new Book Arts Institute

"Another one of our major initiatives," Mark reveals, "will be unveiled at our upcoming Printers Fair on November 6 and 7. We have transformed one of our buildings into a 4,600 square foot Book Arts Institute! This will be one of the best and most well-equipped teaching labs for the book arts, including letterpress printing, paper making, bookbinding, typesetting, screen printing and print making."

The Book Arts Institute will use the Museum's collections of antique printing machinery, vintage type and book arts equipment.

As Mark points out, "There are very few public places where people can take classes in these areas. This premier facility will give us another audience to work with. Plus, we anticipate that the Institute will become one of our major revenue streams."

Conclusion

Of course, all of this is in addition to the Museum's regular ongoing outreach efforts, including special programs for Scouts, tours for both schoolchildren and adults, demonstrations of working machinery, hands-on workshops, lectures, community events and more.

That said, like most small museums, The International Printing Museum is asset rich and cash poor. While program fees cover some of the Museum's costs, donations and grants make a tremendous difference.

For more information about how you can support the Museum visit <https://bit.ly/support-printing>.



Upcoming Events

WEBINAR: 5 Things You Need to Know About Offering a 401(k)



Thursday, October 28, 2021. 11:00 am, Pacific Time
Free to PIASC members

Whether you currently offer your employees a retirement plan or are thinking of doing so, there's a lot to know to ensure you get it right. In this invaluable webinar the retirement plan experts at PIASC Partner company Catalina Capital Group will educate you about best practices and considerations for your 401(k) plan.

Join us to learn:

1. Why starting your own plan is better than using CalSavers (or the mandatory default retirement plan that is being proposed at the Federal level)—for you and your employees
2. How auto enrollment and auto escalation features work
3. How to make the most of safe harbor and other matching contributions options
4. The situations in which utilizing advanced plan design with profit sharing or cash balance plans make the most sense
5. The pros and cons of joining PIASC's Multiple Employer Plan (MEP)

WEBINAR: Who Needs Cyber Insurance? You!



Tuesday, November 9, 2021. 10:00 am, Pacific Time
Free to PIASC members

Every business is dependent on the internet. In fact, many operations will grind to a halt if their network goes down...and bringing your network down is what cyber criminals specialize in!

The unfortunate reality is that ransomware attacks can be extremely expensive. Before you say "no thanks" to cyber insurance you need to ask yourself two important questions: How many days can you afford to have your company offline? And how much money can you afford to lose? The average downtime a company experiences after a ransomware attack is a mindboggling 21 days, and the average cost of these attacks has grown to over \$200,000!

While putting measures in place to try to thwart a cyberattack is an absolute must, you also need to have cyber insurance in place to help you deal with the fallout if this "plan A" fails.

If you'd like to learn more about cyber insurance, this informative webinar is for you! Jacque Jaeger from Coalition, a leading provider of cyber insurance for the small business community, will discuss exactly what cyber insurance covers and how affordable this coverage can be.

CONTACT US

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RISK MANAGEMENT

Continued from front

Know what to do after the emergency

After an emergency has occurred, you may need to notify your workers' compensation carrier and OSHA, depending on whether the emergency resulted from a workplace injury. Employees who get injured at work are generally eligible for workers' compensation insurance, and you will need to file the claim paperwork promptly. In addition, you should investigate the cause of the accident, collect witness statements, and preserve any equipment or items involved in the accident to provide to your carrier.

If the injury resulted in death, dismemberment (even the loss of a fingertip), the loss of an eye, or required the employee to go to the hospital for medical treatment, you will also need to report the incident to OSHA. First Aid such as cleaning a wound, applying a little medical super glue and a bandage, is not medical treatment and does not require reporting the incident to OSHA. If the medical professional administers stitches, that is medical treatment and would require reporting the accident to OSHA. By following these steps, you can have greater confidence and peace of mind and ensure that your business is ready to respond quickly and safely in the event of a medical emergency. Be safe, everyone!

Source: Marilyn G. Moran is a management-side employment law attorney with FordHarrison law firm. You can reach her at mmoran@fordharrison.com. This article was originally published as part of the law firm's weekly EntertainHR blog on https://bit.ly/hrdaily-blog.

CLASSIFIEDS

FOR SALE in Oregon Area: A US Paper Counters Bantam-1 with tabber, 2004 model in good condition, for \$5,000. Generic brand L-shaped shrink wrapper in very good condition for \$1,500. Rollem scorer, perforator 22" wide with air feed in fair condition for \$1,500, and a Mini Max Oval Strapping machine in good condition for \$500. Contact Tammy Weatherly for more information. 323.728.9500 Ext. 206 or Tammy@piasc.org.

FOR SALE - 2005 Heidelberg with no laser and no mother board. Asking for \$1,500. Contact Mike Firman for more information at 760.360.8341, or Julie Baucom at 760.345.5571.



Equipment for Sale: \$2,500/each.
Contact John, 909-392-2334
BIZHUB 1250p #1 (03-2014)
• Serial #: A4EX011000384
• Konica ID #: 9463 0507
• CREO RIPS
• Total Meter Count: 8,291,847
BIZHUB 1250p #2 (08-2015)
• Serial #: A4EX011040116
• Konica ID #: 9469 4843
• CREO RIPS
• Total Meter Count: 7,337,503

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

PIASC Events Calendar

OCT
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WEBINAR: Lean Manufacturing Training
Series: Session 1 - Lean 101 (presented by PIA)
Thursday, October 21
Online
Email daniela@piasc.org for registration

NOV
3

WEBINAR: Is Inkjet Revolutionary or Evolutionary? (presented by PIM)
Wednesday, November 3
Online
www.piasc.org/events

OCT
26

WEBINAR: Kodak Buying Power Rebate Program (presented by Kodak)
Tuesday, October 26
Online
www.piasc.org/events

NOV
6-7

International Printing Museum: Los Angeles Printers Fair
Saturday, November 6 and Sunday, November 7
International Printing Museum, Carson, CA
www.printersfair.com

OCT
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WEBINAR: 5 Things You Need to Know about Offering a 401(k)
Thursday, October 28
Online
www.piasc.org/events

NOV
9

WEBINAR: Who Needs Cyber Insurance? You!
Tuesday, November 9
Online
www.piasc.org/events