

# 2022 Print Excellence Awards Call for Entries

For most PIASC members 2021 was thankfully a much better year than 2020, and many had the opportunity to do outstanding work. To honor and award these amazing projects, PIASC is excited to kick off the 2022 “Call for Entries” to the regional printing competition, the Print Excellence Awards!

Each year the Print Excellence Awards competition rewards the best technology and craftsmanship in the dynamic printing, imaging and finishing communities within the states of Arizona, California, Colorado, Utah, New Mexico and Nevada. Start submitting your samples now to the 2022 Print Excellence Awards competition. We look forward to seeing your best pieces no later than Friday, March 4, 2022.

**Here’s how to get started:**

1. Choose your finest work
2. Select a Category for your piece at <https://bit.ly/PEA-categories>



3. Complete the form at <https://bit.ly/PEA-22-form>
  4. Calculate your entry fees\*
  5. Send your entry with your completed form for delivery by 4:00 pm on Friday, March 11, 2022
- For more information see [www.piasc.org/printexcellence](http://www.piasc.org/printexcellence) or contact Kristy Villanueva at 323.728.9500, ext. 215 or [Kristy@piasc.org](mailto:Kristy@piasc.org).

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

- Increased company name recognition in the industry and with potential clients
- Regional and national media exposure
- Exclusive use of 2022 Print Excellence Awards logo for your

- stationery and collateral material
- Recognition of winners via PIASC’s website, bi-weekly Native.news printed newsletter and weekly e-Flash e-newsletter, with a link to your company’s website
- Social media recognition and exposure
- Stunning awards honoring your achievement, for you to display

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## BUSINESS MANAGEMENT

# What You Should Know About Alternative Payment Methods and Why Your Business Needs Them



Cashless payments are far from a new idea, but it took a global pandemic to bring them into the spotlight. With COVID-19 still raging throughout the world, the UN continues to recommend the switch to digital forms of payment. If you’re not sure what that means for you as a business owner, here’s a quick guide to alternative payment options.

**What are alternative payment methods?**

As the name implies, alternative payment methods (APMs) refer to forms of payment that don’t involve physical cash. The most popular options include direct debit, online banking,

cryptocurrencies, digital wallets, mobile payments and bank transfers.

By 2023, the U.S. should see a 45% increase in cashless methods of payment, which means businesses will have to adapt as well. As a business owner, the best way to meet those demands is to offer a variety of APMs during checkout. This will allow your business to grow both in locality and offerings.

With most alternative forms of payment, the business owner will need to pay a processing fee to the merchant service provider. The transaction tends to go through in a few seconds, and the simplicity of this process makes APMs a favorite with many customers.

**Why are alternative payment methods important?**

The main advantage of APMs is that they tap into the latest consumer trends revolving around choice and convenience. If consumers need to choose between two stores that offer similar products, they tend to go with the store that provides a better user experience. By having different APMs at checkout, you’ll entice customers used to a certain type of payment.

APMs are also helpful for businesses that operate internationally. By learning more about local preferences, businesses can pre-empt the consumers’ demand for specific APMs.

**Examples of alternative payment methods**

Now that you know why APMs are important, let’s go over them in more detail:

- **Direct debit:** Many subscription-based businesses favor direct debit options. This method provides a good way to allow for recurring payments while reducing your vulnerability to customer churn.
- **Online banking:** Online banking is simple enough. It refers to any bank-based payment method where you don’t have to enter your credit card information.
- **Cryptocurrencies:** You’re probably

most familiar with Bitcoin, but there are over 2,000 cryptocurrencies out there. Most of them are volatile and difficult to use to make a transaction, but their viability as an APM is increasing each day.

- **Digital wallets:** Digital wallets are basically prepaid accounts that allow you to store money for future transactions. Popular digital wallets include PayPal, Neteller, and Paysafe.
- **Mobile payments:** These are payments you make using your phone and a service such as Apple Pay or Samsung Pay.
- **Bank transfers:** A bank transfer refers to a direct transfer of funds from a customer’s bank account to your business’s bank account. Bank transfers are also known as wire transfers.

*Source: Mona Solutions*



## HUMAN RESOURCES

# When is COVID-19 a Disability under ADA?

On December 14 the Equal Employment Opportunity Commission (EEOC) issued updated guidance explaining how and when the Americans with Disabilities Act (ADA) applies to COVID-19. The full text of the guidance can be found at <https://bit.ly/COVID-disability-22>.

As the EEOC has previously stated, a COVID-19 infection in and of itself is not necessarily a disability under the ADA. However, there are situations in which it can be, especially for those who are experiencing long-term symptoms, sometimes referred to as “long COVID.”

While you’ll want to review the guidance before making a judgement about any particular case, at the high level here is what you need to know about three possible situations...

- **Employee is asymptomatic or has mild symptoms** – Someone who is asymptomatic or experiences “mild symptoms similar to those of the common cold or flu that resolve in a matter of weeks—with no other consequences” is not disabled under the ADA.
- **Employee has more serious symptoms** – If an employee has one or more COVID-19 symptoms that create a “physical or mental impairment that substantially limits



one or more major life activities,” they have a disability that triggers rights under the ADA. Major life activities include both bodily functions and physical activities, including “caring for oneself, eating, walking, breathing, concentrating, thinking or interacting with others.”

To determine whether or not these symptoms rise to the standard of “substantially limiting,” the situation must be reviewed on a case-by-case basis. However, be aware that the symptom does not have to “prevent or significantly or severely restrict” the person from performing the major life activity in question. Plus, these limitations do not have to persist for a particular period of time, do not need to be long-term problems, and can be

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## PAPER BY DAMIEN

# Coming Together as an Industry

I don’t need to tell you that 2021 was a year full of challenges for the graphic communications industry.

On the one hand, demand for print was strong. On the other hand, just as demand for print came roaring back, we found ourselves battling through the ongoing pandemic (and ever-changing regulations around it), supply chain complications, staffing shortages, paper price increases and domestic paper mill allocations. We learned to be flexible around our paper choices, and were forced to help our customers find alternate ways to achieve their goals. In sum, it was not an easy year.

**Something wonderful did come out of all this: Collaboration**

In spite of all of the negatives I witnessed, I also saw something that I think should give us all a reason to cheer: Collaboration. The collaboration between distributors, printers and print buyers has been amazing. It seems that adversity has brought everyone together.

In the past 12 months I have seen distributors reaching out to help print buyers, printers helping other printers to share inventory or press time, and more. Even better, this collaboration has not just been local. We’re seeing people helping others across different geographies and time zones, too.

**Another helpful thing came out of this as well: Communication**

Another thing I’ve been seeing is that printers have stepped up and started providing forecasts and information about upcoming jobs to their distributors. During this time of shortages and allocations, I cannot over-emphasize how incredibly helpful this has been.

Remember, your distributor’s goal is to help you get the paper inventory you need to run your jobs. These forecasts give us a better line of sight and clearer understanding of your upcoming needs, which has enabled us to focus our attention with our mill partners on finding the right inventory to meet these needs.

A great example of both collaboration and communication is a Los Angeles-area printer that early on realized and understood the enormous supply challenges our industry is facing in sourcing product. This printer took the initiative to protect their customer’s business, which is based in the Mid-West, by convening a meeting between the printer, distributor and customer. The purpose of the meeting was to discuss the realities of availability/ allocation, increased lead times, price increases, etc.

As a result of this meeting the

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FEATURE ARTICLE

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- Customized awards featuring your client's or employee's name available for purchase

Type of awards given

**BEST OF CATEGORY – GOLD**

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 receive a 5-inch personalized glass award.

**AWARD OF EXCELLENCE – SILVER**

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 receive a personalized framed certificate.

**CERTIFICATE OF MERIT – BRONZE**

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

**\*Calculate Your Entry Fees**

There is no limit on the number of pieces that a company can enter in the 2022 competition.

Entries	PIASC Members	Non-Members
1st entry	FREE (with more than 1 entered)	\$130
Up to 10	\$50 each	\$130 each
11 to 25	\$45 each	\$125 each
26 or more	\$35 each	\$115 each

MISCELLANEOUS

Frank Woods

Frank Woods, 78, ascended to his heavenly home on December 8, 2021. His love of family and God, giving back to community and excellence in all he endeavored were the hallmarks of his life.

Frank was a prominent, respected businessman in the Phoenix printing industry, and throughout the nation, for more than 50 years. Among his countless honors, he was a member of the esteemed Ben Franklin Honor Society and was inducted into the distinguished Printing Hall of Fame in 1996.

Frank's passion for music was reflected through the Ambassadors Quartet, formed in 1962 after high school graduation. He performed with the original group of musicians throughout the southwest for 60 years. His last opportunity to sing with the group he founded was November 14, less than one month before his passing.

Frank was born to Frank and Stella Woods in Webster City, Iowa, on December 14, 1943. They moved to Phoenix in time for Frank to begin his junior year at Phoenix Christian High School, where he was actively involved in the music program and introduced to the craft of printing through an industrial arts class. The art of printing and music would be cornerstones of Frank's life, which became complete when he met the love of his life, Barbara Staggs, both preacher's kids, in 1961. They married in 1963.

Frank's first job in the industry was with Allied Printing. In the 1970s, Karsten Solheim hired Frank to establish an in-house printing/advertising division of Karsten Manufacturing. It was a short stint that ended when Frank told Karsten he would be a better vendor than employee. Karsten agreed and became the founding client of Woods Lithographics. Under Frank's leadership, Woods Litho became known as THE premier printer for corporations and advertising agencies.

MEMBER NEWS

CMYKHUB of Australia has purchased the Insignia7H by Rollem, which gives them a roughly 400 percent uptake on previous die cutting technology. Read more at <https://bit.ly/CMYKhub-Rollem>.

To share your news, please email your announcement to Wendy Ferruz at [Wendy@piasc.org](mailto:Wendy@piasc.org).

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HUMAN RESOURCES

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symptoms that come and go intermittently.

- **Employee has a condition that is caused or worsened by COVID-19** – In some cases, even if the employee's initial case of COVID-19 did not cause a disability, their COVID-19 can eventually cause an impairment that is a disability under the ADA. For example, during the course of battling COVID-19 the individual suffers a stroke, and this stroke substantially limits their on-going neurological function. Or, perhaps, COVID-19 significantly worsens a pre-existing condition such as a heart condition that was not previously substantially limiting.

Need help assessing a particular case? Consultations with the HR experts at HR|Bizz are one of the many benefits of your PIASC membership. You can reach them at 323-728-9500.

PAPER BY DAMIEN

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printer's customer had a much clearer understanding of these challenges and responded by providing forecasts that went well beyond six months. This allowed everyone to work together to create a plan for a more seamless operation of the business.

I'm proud of our industry

The bottom line is, what I'm seeing is that

everyone has been resilient, patient and flexible through the ongoing challenges that we are facing. The way that we've come together at this difficult time is a reflection of what an excellent industry we are in. While I anticipate it will continue to be tough moving forward into 2022, by working together we'll get through it.



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PIASC Events Calendar

**FEB 1**  
**WEBINAR: 2022 CA Labor Law Updates**  
Tuesday, February 1st  
Online  
[www.piasc.org/events](http://www.piasc.org/events)

**AUG 17-19**  
**Americas Print Show 2022**  
Wednesday-Friday, August 17-19  
Columbus, OH  
[www.americasprintshow22.com](http://www.americasprintshow22.com)

For full list of workshops and virtual classes, please visit [www.piasc.org/events](http://www.piasc.org/events)

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