

In Memory of Gerald "Gerry" Bonetto, Ph.D.



The Southern California printing industry was saddened to learn that Gerry Bonetto passed away the morning of January 21, 2022 at the City of Hope, after a long fight with cancer and the effects of its treatments. Gerry worked for PIASC as the Vice President of Government Affairs from 1987 to 2017. In the course of his work Gerry had his fingers on the pulse of an amazing array of areas, from sales tax to the Southern California AQMD.

Over the years the printing world has faced many challenges, and Gerry was usually in the midst or leading the charge to protect the industry. For example, Gerry was instrumental in maintaining and expanding printing sales tax exemptions, helping to achieve workers' compensation reform, defining recycled-content paper criteria and advocating for reasonable air quality rules.

In addition to his work for PIASC, Gerry was also a part-time lecturer at California State University, Los Angeles, a nationally-known speaker on issues relating to the

printing industry and the author of published articles and reviews in both industry-wide and academic journals. Along with his Cal State University colleagues he also published *Governing California in the Twenty-First Century*.

Here are a few memories that PIASC members have shared about him...

"There was a time when I considered getting into politics and running for office. Best person to ask questions about this idea was Gerry Bonetto. Because of his hands-on experience with years of lobbying, I knew he would give me excellent insights. I thought our conversation would be full of strategic details and names of political consultants to contact. But Gerry, with all his calm wisdom, was quite eloquent with simply stating, 'Janet, your heart is in the right place but all your efforts will never be focused on the people you want to represent. You will spend all your time raising money. Stick with being a printer, you will have less gray hair.'"

Janet Green, CEO of Greens Printing

"I had a tax audit and Gerry Bonetto offered to help me. He made an appointment at the Tax Collector's Office in Orange County and while walking through the building, everyone greeted him, everyone smiled, everyone stopped to shake his hand. I was just in shock to see how many people he knew and knew of him. At that moment, I saw the admiration, respect and honor many had for him. Till this day, I have never met anyone quite like Gerry. He will be missed and I thank him for all he did for the printing industry."

Larry Lester, Owner of Ink on Paper Solutions

Continued on back

BUSINESS MANAGEMENT

The Trade Show You've Been Waiting For



**AMERICAS
PRINT
SHOW 22**
BOUND FOR SUCCESS

SAVE THE DATE
AUGUST 17-19, 2022
COLUMBUS CONVENTION CENTER
AmericasPrintShow.com

Why have trade shows always been so popular amongst our members? One word: Opportunities. By their nature, trade shows are designed to create opportunities for everyone involved. When you attend a trade show you are in effect putting aside a few days to step away from the day-to-day effort of running your business to focus exclusively on growing and strengthening it.

The upcoming Americas Print Show on August 17-19 in Columbus, Ohio (see www.AmericasPrintShow.com) promises to present a wide range of opportunities for you. Here's what you need to know...

What makes Americas Print Show different?

While other events have been quite broad across the entire graphic arts community, Americas Print Show will be more focused on the specific needs of the digital, commercial print, labeling and packaging industries.

The event's location in Columbus, Ohio is also a plus. "Other shows have

historically been held in high-priced cities such as Chicago," points out Tim Freeman, President of Printing Industries Alliance, a partner organization of the event. "Hotel and entertainment costs are lower in Columbus. Plus, the Greater Columbus Convention Center is a non-union facility. This will eliminate issues that have spurred complaints at past events regarding union regulations for moving and setting up equipment—thereby making it easier for more vendors to commit."

Why should PIASC members attend?

Americas Print Show represents the first opportunity since pre-2020 for the industry to get together. We've all been operating in our little silos for too long! It's time to get out and...

- **Network** – The entire event is being organized to ensure that every attendee has multiple opportunities to network, reestablish connections with existing industry associates

Continued on back

STATE HAPPENINGS BY RJ

New Sick Pay Mandates

As I write this column, Governor Newsom and California's legislative leadership are writing and fast-tracking a bill to reinstate—and expand—the state's pandemic-related supplemental paid sick leave program. By the time this newsletter goes to press I anticipate that the bill will have been signed into law.

What's included in this mandate?

The new mandate, which will apply to all businesses with 26 or more employees, will go into effect immediately upon signing and run until September 30, 2022. The gist of this is that full-time workers can take up to 40 hours of flexible paid leave to care for themselves if they are ill or to care for an ill family member, regardless of the type of illness. In addition to these 40 hours of flexible paid leave, the mandate also provides an additional 40 hours of paid time off for workers who provide their employer with proof of a positive COVID-19 test to recover from their own bout of COVID-19.

What about part-time workers? They are also covered, with the amount of paid leave based on the number of hours they typically work in a week—or twice that amount if they test positive for COVID-19. So, yes, this means that part-time workers will be paid more to stay home and

recuperate from COVID-19 than they would be paid if they were healthy and at work.

For coronavirus-related absences (whether for employee illness or caregiving duties), the mandate is retroactive to January 1, 2022.

Workers can be eligible for an extra 80 hours of paid leave

All of this means that you can potentially have a situation where in a nine-month period, an employee gets an additional 80 hours of paid leave on top of the existing paid sick leave already required under California law. Plus, you must pay for the worker's COVID-19 test, whether or not the suspected COVID-19 case is believed to be work-related.

How are you supposed to pay for all of this? As of this writing, no offsetting tax credits are planned. The only "give" to the employer community is a plan to restore the net operating loss tax deduction that was suspended last year.

We'll keep you updated as this gets rolled out.



GOVERNMENT & LEGISLATIVE

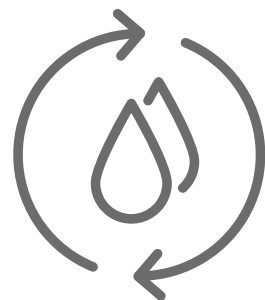
Storm Water Permits & Your Business License

If you operate a printing business in California, you should be aware of the fact that you are required to obtain an annual Storm Water Permit from the State Water Resource Board. After all, this requirement has been in place since 2015! The storm water permitting system aims to prevent storm water from becoming contaminated while it flows over the outdoor portions of your facility and then flowing directly into water bodies through the storm drain system.

All California printers must obtain a permit

Printers fall into one of the many SICs (Standard Industrial Codes) that are covered by this regulation. Luckily, most printing operations qualify for the less-onerous "No Exposure Certification" (NEC) option. The NEC basically certifies that 100% of your operations are indoors and therefore will never come into contact with precipitation. However, if portions of your operation are outdoors you must obtain an "Industrial General Permit," which involves much more effort and cost.

If you qualify for NEC, then most of the permitting process has not changed since we wrote about it in 2018 and 2019 (see "Storm Water Permits 101" at <https://bit.ly/StormWater18> and "Storm Water Permits: What Happens if You Don't Qualify for a No Exposure



Certificate" at bit.ly/NN-02-04-19. If you do not qualify for NEC, then the regulations are being changed to become more stringent than before.

What does this have to do with your business license?

The storm water permitting regulations affect thousands of businesses in a wide variety of industries. Needless to say, not all affected businesses have been following the rules. Since the state does not have the resources to find all of the scofflaws on their own, they found a way to force businesses to comply: Link having the storm water permit to your ability to renew your business license!

SB 205, which went into effect on January 1, 2020, amended state law. There is now a requirement that when you apply to a city or county for an initial business license or business license renewal, you must provide, under penalty of perjury, your SIC and storm water permit number (if you are

required to have a permit). See <https://bit.ly/SB205-license> for more details.

Potential consequences of non-compliance

What happens if you do not have a required storm water permit? Adam Steedle, Marketing Manager/Consultant at Frog Environmental, a consulting firm specializing in Environmental, Health and Safety compliance services, explains that the potential consequences include:

- **Enormous fines** – The State Water Resource Board can impose fines of up to \$10,000 per day for every day that you are out of compliance.
- **Exposure to lawsuits** – Businesses that are operating without a storm water permit can be sued by third parties (i.e., Non-Governmental Organizations or NGOs) for discharging nonpermitted wastewater into California waters in violation of the Federal Clean Water Act.
- **No business license** – Unless you want to commit perjury, this means that if you do not have a storm water permit you will not be able to renew your business license. This could potentially put you out of compliance with the terms of your bank loans and business insurance policies.

The bottom line is, while compliance is a

Continued on back

NATIONAL NEWS

Congratulations to Our Members That Made the Top 300 List!

Each year Printing Impressions presents a list of the top 300 printing companies in the U.S. and Canada, ranked by annual sales volume. We recently learned that 18 PIASC members made the list for 2021! Congratulations to...

- 4over Inc, Glendale, CA
- Franchise Services, Inc. (Sir Speedy & PIP), Mission Viejo, CA
- Lithographix Inc., Hawthorne, CA
- The Dot Corporation, Irvine, CA
- Prisma Graphic, Phoenix, AZ
- Southwest Offset Printing, Gardena, CA
- Journal Graphics, Portland, OR
- Alexander's Print Advantage, Lindon, UT
- Premier Press, Portland, OR
- Image Options, Foothill Ranch, CA
- Peczuh Printing, Price, UT
- Westamerica Communications, Lake Forest, CA
- iColor Printing & Mailing, Los Angeles, CA
- D'Andrea Visual Communications, Cypress, CA
- Foster Printing, Santa Ana, CA
- Graphic Trends, Paramount, CA
- Classic Litho and Design, Torrance, CA
- 5 Day Business Forms Mfg., Anaheim, CA

Read the full list at <https://bit.ly/PrintingImpressions2021/>

FEATURE ARTICLE

Continued from front

“Gerry Bonetto was a GOOD MAN. Gerry was intelligent, knowledgeable, direct, kind, unassuming, calm, private and an animal lover. I got to know Gerry as a result of being on the PIASC board, and when with some serious issues emotions were running a little hot, Gerry was always the one staff member we could count on to give us direct answers backed up by facts. He was a calming influence. I also realized how much Gerry quietly did to minimize the impact of government on our businesses. While we were out running our companies, Gerry was lobbying Sacramento, the SCAQMD and the Franchise Tax Board for our industry. Gerry was well respected by these organizations and often convinced them to change or drop unfavorable regulations.

Gerry in his own way battled cancer to the end. He was diligent, sought the best treatment and understood the seriousness of the disease. He did not burden others with his challenges. We lost a GOOD MAN, but our loss is heaven's gain.”

Bruce Carson, CEO of The Dot Corp



If you wish to send condolences, share images, light a candle or plant trees on his behalf, please visit <https://bit.ly/gerrybonetto>.

“I’ve had the privilege of knowing Gerry Bonetto for over twenty years. Gerry was my ‘go to guy’ any time I had a question about regulations, legislation or environmental issues. He would always have a knowledgeable answer – yet he’d share it with me in layman’s terms (so I could understand). As the Association’s VP of Government Affairs, Gerry kept all of us up-to-date on legislation that impacted our industry. I appreciated the fact that Gerry would not just be a ‘reporter’ but would be pro-actively engaged in lobbying on our behalf – both in Sacramento and in our local communities. He was particularly helpful to our Association in his efforts to collaborate with SCAQMD to obtain reasonable and fair guidelines for us all. I’ll always remember and appreciate Gerry’s ready smile, his kind heart and his generosity in sharing his time and talents through the years.”

Doug Grant, CEO of Westamerica Communications

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BUSINESS MANAGEMENT

Continued from front

and forge relationships with new contacts.

While we anticipate that many PIASC members will be at Americas Print Show, this is also an excellent opportunity to expand your network to include businesses in the Northeast. As Tim points out, “More than half of the U.S. printing market is within a day’s drive of this event and sending multiple team members is more feasible than with events in entertainment locations.” Consequently, many of these business owners are likely to be in attendance.

- **Learn** – A full program of educational sessions is planned, to be presented by well-known industry experts. With 21 breakout rooms there will be numerous opportunities for you to attend meetings and seminars

on technology, marketing, sales, workforce development, cybersecurity, supply chain, environmental matters and more.

- **Evaluate** – If you’re in the market for new equipment, vendors or service providers, Americas Print Show will present a “one stop shopping” opportunity for you to meet and evaluate multiple companies all at once. See some of the latest presses and other equipment in action, meet with key players and more. Even if you do not have any current needs, it’s still important to stay up to date with what’s happening in the industry.

What about the pandemic?

Of course, we need to address the elephant in the room. We’ve all read horror stories of trade shows in other industries that got cancelled a few

days before the event, thereby costing everyone involved a great deal of money.

While there is absolutely no way to predict where things will stand on COVID-19 in August, Americas Print Show President Jim Cunningham says, “Holding the Americas Print Show in Columbus at this time of year and in this Midwest location will hopefully make the event less conducive to a COVID outbreak or disruption. Therefore the potential of cancellation due to COVID is less likely than at other industry trade shows.”

How do you register?

If you have not yet made plans to attend Americas Print Show, now is a great time to do so. For those who are not exhibiting, attendance is free if you register in advance at www.AmericasPrintShow22.com/attend.

GOVT. & LEGISLATIVE

Continued from front

pain, non-compliance can be quite a bit worse!

Need help putting this in place?

Frog Environmental can come out to your facility to determine if the No Exposure Certification (NEC) is all you need. If so, Frog Environmental’s fee for the site visit includes their services for helping you get the NEC. If you do not need permit coverage at all, they will refund your site visit fee. And if you need a full industrial wastewater permit and plan, they will apply that fee towards this service.

To get started, contact Adam at 310-241-0866 Ext 227 or adam@frogenv.com.

CLASSIFIEDS

Available items for sale, all located in Oregon - 7 boxes Reincarnation 100 Matte Blue White 120# Cover, 300 sheets per box, 26.00 x 40.00, 100% recycled paper. For more info contact Lane Weatherly at lane@wilcoxfail.com.

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

PIASC Events Calendar

FEB
21

WEBINAR: Emergency Action Plan - What’s Required? (presented by OSTs)
Monday, February 21
Online
www.piasc.org/events

APR
2

International Printing Museum: Crazy Krafts Day for Kids
Saturday, April 2
International Printing Museum
www.printmuseum.org/

MAR
2

WEBINAR: Aleyant Work low Automation Webinar (presented by GMA)
Wednesday, March 2
Online
www.piasc.org/events

APR
14

WEBINAR: The Top 10 Sales Apps
Thursday, April 14
Online
www.piasc.org/events

MAR
10

WEBINAR: Tips and Tricks for Working/Selling From Home
Thursday, March 10
Online
www.piasc.org/events

AUG
17-19

America’s Print Show 2022
Wednesday-Friday, August 17-19
Columbus, OH
www.americasprintshow22.com

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