

## Michael Makin Selected Executive of the Year

PIASC announces the selection of Michael Makin, former CEO of Printing Industries of America (PIA), which was a national trade association representing the \$150 billion U.S. printing and graphic arts industry, as its Executive of the Year. "Michael was chosen for this honor because his many years of tireless efforts as a champion of print, both nationally and locally, have been instrumental in overcoming numerous obstacles to keep our industry thriving," says Lou Caron, PIASC President/CEO.



Michael Makin

Born and raised in Montreal, Canada, Michael's journey to his career in the printing industry was a rather unconventional one. After earning a bachelor's degree in Journalism with honors from Carleton University in Ontario, Canada, Michael worked briefly as a television reporter and then as a public affairs officer with the Canadian government. After becoming somewhat of a specialist in media and public relations he started his association management career.

From 1995 to 2001 Michael served as the president of the Canadian Printing Industries

Association. In 2001 he was recruited to come to the U.S. as COO of PIA. He was then promoted to CEO in 2002 and served in that role for 18 years.

"I loved print from the beginning," Michael recalls, "and still love it to this day." When President of PIA, Michael had expressed this love by being the "voice of print." His efforts included everything from strategic planning and legislative advocacy to public speaking, authoring numerous trade journal articles educating industry members about how to successfully run their businesses, and taking action to support organizations like PIASC.

Over the years Michael has been the recipient of a variety of awards. He has been honored with the Earl Sundeen Award for contributions to education by the International Graphic Arts Education Association (IGAEA); inducted into the Ben Franklin Honor Society; and named an Honorary Citizen of the City of San Antonio. Michael loves to travel and enjoys wine...and especially appreciates opportunities to combine the two.

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### BUSINESS MANAGEMENT

## How to Use the 2022 Postal Promotions to Save on Postage

Do you have a planned strategy to not only save money on postage but really stand out and increase your response rate? Check out these special programs with the USPS to save on postage in 2022. There are a variety of programs to choose from, so you should be able to find at least one that is a good fit for you and each of your customers that sends direct mail.

### 2022 USPS Postage Saving Promotions

You can find links to the requirements for each of these programs at <https://postalpro.usps.com/promotions>.

**1. Tactile, Sensory & Interactive Promotion** – This program runs February 1, 2022 – July 31, 2022. This year the discount has increased from 2% to 4% and now includes first class mail. Use this program to highlight special finishing technologies that engage the senses. Some ideas are special visual effects, sound, scent, texture/tactile coatings and even taste. In addition, you can create interactive mail pieces such as pop-ups, infinite folds or other dimensional aspects. This is a really fun one that can only be done with print marketing.

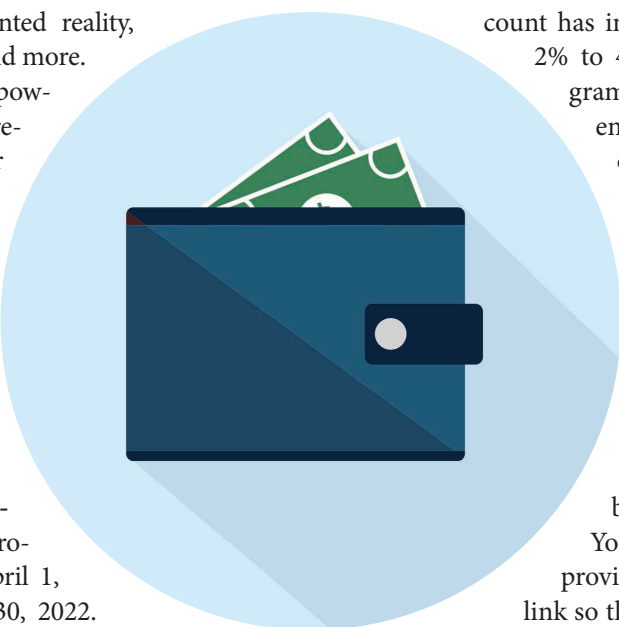
**2. Emerging and Advanced Technology Promotion** – This program runs March 1, 2022 – August 31, 2022. This time there is a tiered discount structure of 2% to 3% based on the technology used. Use this program to engage customers and prospects by using mobile technology in direct mail. This can be done with QR

codes, augmented reality, NFC, video and more. This is a very powerful way to create a longer connection and increase the effectiveness of your message.

**3. Earned Value Promotion** – This program runs April 1, 2022 – June 30, 2022. There is no change in the 2-cent discount this year. This will have a more limited application because it is only for companies that use reply mail. If you use reply mail, use this program to save postage on each piece of business reply mail and courtesy reply mail you get sent to you.

**4. Personalized Color Transpromo Promotion** – This program runs July 1, 2022 – December 31, 2022. This year the discount increases from 2% to 3%. Use this program to add color marketing messaging on your bills and statements. Make transactional mail do double-duty as promotional pieces as well.

**5. Informed Delivery Promotion** – This program runs August 1, 2022 – December 31, 2022. This year the dis-



count has increased from 2% to 4%. This program sends an email with a color picture of your mail piece to participating recipients to let them know what is coming in their mailbox that day. You can even provide a clickable link so that people can start purchasing right then.

**6. Mobile Shopping Promotion** – This program runs September 1, 2022 – De-

ember 31, 2022. This year the discount will remain at 2%. Use this program if you are selling products during the holiday shopping season. By adding mobile technology to your mail that allows your customers or prospects to make a purchase or enjoy other online shopping experiences, you can qualify to save on postage.

You can participate in as many of the promotions as you would like. Each promotion requires registration to participate and reporting after the mailing is complete, but they are worth the savings. And remember, an ounce of prevention can save you a pound of headaches. Always thoroughly check mail pieces for postal regulations before you print. Don't waste money on postage. Are you ready to start saving?

Source: Summer Gould, President of Eye/Comm Inc

## 4 New or Updated Resources Now Available

The following documents have been updated or added to the PIASC member resources portal:

- Record Retention Guide
- Sample Employee Handbook



- Quality Control Sample Programs
  - Minimum Wage Rates for All States
- Don't "reinvent the wheel." Log in and download these documents today!

### GOVERNMENT & LEGISLATIVE

## California 2022 Labor Law Update



When it comes to California's labor laws, sometimes it seems like the only thing constant is change! If you've been in business for any length of time, you won't be surprised to hear that Governor Newsom recently signed numerous bills into law that will affect you.

At a recent PIASC members-only webinar, labor law expert Kristine E. Kwong, Esq., of Musick Peeler, spoke about the latest laws and court cases that are likely to impact your business. While a recording of the webinar is available at <https://bit.ly/CALabor22>, the following provides a recap of some of the new labor laws that were discussed. We'll cover the court case

updates in a future article.

### Intentional wage theft is now grand theft (AB 1003)

Any employer that intentionally steals an employee or independent contractor's wages, tips or pay can now be prosecuted for grand theft, which can either be charged as a felony or a misdemeanor. To meet the threshold for this new charge you must steal more than \$950 from one employee or more than \$2,350 from two employees, all within a 12-month period.

Hopefully none of our members are intentionally stealing wages from their

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### HUMAN RESOURCES

## Successfully Dealing with the "Great Resignation"

Across the country, in all sectors of the economy, workers are quitting their jobs in unprecedented numbers. In this type of labor environment, what can you do to keep your operation fully staffed?

### Focus on retention

Even if you've been focusing on retention all along, now's the time the double-down on finding ways to keep your employees happy and engaged. For example...

- Adopt an "open door" policy to encourage communication.** Keep your employees in the loop regarding what's going on in your company. Encourage them to reach out to you whenever they have a question, suggestion or concern.
- Take employees' suggestions seriously.** When you ask your employees for input regarding what is and isn't working and solicit their ideas for improvement, it's important that you act upon this advice. If an idea is not feasible, let the employee know why this is the case. If the idea is worth trying, create a plan to put it into action. Either way, always provide feedback that lets your team members know their ideas are valued.

- Express appreciation.** Never underestimate the importance of recognition! Publicly recognize employees' contributions, and be sure to make your expressions of gratitude specific. Instead of just saying "thank you," provide details of what you are grateful for.



- Take a fresh look at your pay rates.** Given today's employment landscape, it may be time to increase pay. If you participated in our Wage & Benefits Survey, an ideal starting point for your review is the survey Report, which provides detailed, industry-specific information. You can contact Kristy Villanueva at [Kristy@piasc.org](mailto:Kristy@piasc.org) or 323.728.9500 ext. 215. The Report is free for members who participated in the survey, and \$250 for non-participating members.

- While you're reviewing things, take a fresh look to ensure that you are insti-

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GOVERNMENT & LEGISLATIVE

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employees...but if you are doing this, be forewarned that if you are caught you will now face criminal penalties.

**Employees can take 12 weeks off to care for their parent-in-laws (AB 1033)**

The already-existing California Family Rights Act (CFRA) provides eligible employees with up to 12 weeks of unpaid, job-protected leave to care for their own serious health condition or a family member with a serious health condition, or to bond with a new child.

The definition of "family member" under CFRA has now been expanded to include a parent-in-law. This means that in the "parent" category, the law now covers biological, foster and adoptive parents; parents-in-law; stepparents; legal guardians; and people who stood in loco parentis to the employee when the employee was a child.

**Employees may end up with 24 weeks of time off to care for family members**

While California's CFRA leave now includes time off to care for a parent-in-law, the state's Family and Medical Leave Act (FMLA) leave does not. This means that you can have a situation where an employee takes 12 weeks off to care for their mother-in-law, and still has 12 weeks of FMLA leave available to care for other family members—resulting in 24 weeks of time off in the year.

As a reminder, CFRA applies to employers with 5 or more employees, while FMLA applies to those with 50 or more employees.

**Wage and hour penalties can result in a lien on your property (SB 572)**

This is another law aimed at motivating employers to abide by the labor code. If the Labor Commissioner investigates a labor dispute and finds that you are in violation of the law, they can put a lien on your real property (such as your building) to recover any penalties owed.

**Employees must be allowed to talk about unlawful conduct (SB 331)**

This new law deals with Nondisclosure Agreements and Settlement Agreements. In short, you cannot prohibit an employee from disclosing incidents at work that they believe are unlawful. In addition, the law voids any provisions in existing agreements that prevent or restrict an employee from disclosing harassment, discrimination or retaliation.

You can, however, still prohibit disclosure of a settlement amount or disclosure of a business-related matter such as trade secrets. If you do restrict an employee's ability to disclose information related to the workplace, the Agreement must include the following specific language:

"Nothing in this agreement prevents you from discussing or

disclosing information about unlawful acts in the workplace, such as harassment or discrimination or any other conduct that you have reason to believe is unlawful."

In addition, in most cases a Separation Agreement must advise the employee of their right to consult

You cannot prohibit an employee from disclosing incidents at work that they believe are unlawful.

an attorney and must provide at least five business days for the employee to review the Agreement.

**Employee records must now be retained longer (SB 807)**

When there is a group complaint against an employer, the Department of Fair Employment and Housing (DFEH) now has two years to investigate and issue a right-to-sue notice.

This law expands your record retention requirements. Employers must now retain personnel records for

applicants and employees for four years from the date the records were created or the employment action was taken. That's the minimum requirement. Kristine recommends that you save these records for six years to ensure you have the necessary documents to defend yourself if needed.

**Some required postings can be sent electronically (SB 657)**

All documents that are required by California law to be posted in the workplace can now also be distributed to employees via email. Note that this does not apply to postings required by Federal or local laws.

An important thing to be aware of is that even if the document is sent out via email it still must also be posted. What does this mean for your employees who are working remotely? The law is not clear. It could be that you need to email the posting to them and ask them to print it out and post it in their work area. If you do this, though, be sure that you are reimbursing the employee for the printing costs.

**Need help figuring out how these laws apply to your business?**

Remember, assistance from the HR experts at HR|BIZZ is included with your PIASC membership. Contact Rodney Bolton at 323-728-9500 ext. 218 or piasc@hrbizz.com.

CONTACT US

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MEMBER NEWS

**Shuffled Ink** chooses the Rollem Insignia6 Die Cutter for dedicated production of specialty and game card folding cartons. Read more at <https://bit.ly/Rollem6>

To participate in the Member News section, please email your one-sentence announcement to Wendy Ferruz at [Wendy@piasc.org](mailto:Wendy@piasc.org).

HUMAN RESOURCES

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tuting pay equity. Be sure that people who do the same job are being compensated similarly after taking experience, years of service, etc. into account.

**Offer both upward and lateral opportunities.** Sometimes what some-

Stand out by giving potential hires a virtual tour showcasing your clean, modern, well-run shop.

one needs is a new challenge, not a new employer. This is why lateral career opportunities can be just as important as promotions.

**Make predictable work schedules.** Many of today's workers put a large premium on work/life balance. Having a predictable schedule enables this.

**Avoid burning bridges.** When good employees choose to leave, wish them well and treat them with respect and kindness. If their new opportunity doesn't work out, you want them to feel comfortable coming back.

**Adjust your hiring strategies**

**Take advantage of PIASC's Employment Services.** Our in-house Employment Services Team exists to connect PIASC members with qualified job candidates. This huge benefit is included at no extra cost as part of your PIASC membership.

**Improve your onboarding process.** First impressions are very important. Be sure that every new hire feels welcomed, understands their job duties, knows where to find key information and has someone to go to with any questions.

**Consider making a recruitment video.** Stand out by giving potential hires a virtual tour showcasing your clean, modern, well-run shop and talking about the reasons why people enjoy working at your company. For inspi-

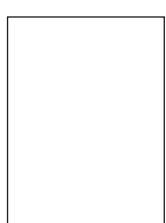
ration, check out the generic manufacturing company recruitment script at <https://bit.ly/Recru2022>.

As you know, for the graphics industry the current Great Resignation comes on top of an already-challenging recruitment environment. Overcoming this is possible, but it requires a concerted, multi-pronged effort. This starts by creating the type of company culture that gives your employees plenty of reasons to want to stay!

CLASSIFIEDS

**Available items for sale**, all located in Oregon: US Paper Counters Bantam-1 with tabber, 2004 model in good condition - \$5,000. Generic Brand L shaped shrink wrapper in very good condition - \$1,500. Rollem scorer, perforator 22" wide with air feed in fair condition - \$1,500. Mini max Oval Strapping machine in good condition - \$500. For more info contact Lane Weatherly at [lane@wilcoxfol.com](mailto:lane@wilcoxfol.com).

Want to place a classified ad? Contact Wendy Ferruz, 323.728.9500, Ext. 262, [wendy@piasc.org](mailto:wendy@piasc.org)



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Feature Article  
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Business Management  
How to Use the 2022 Postal Promotions to Save on Postage

Government & Legislative  
California 2022 Labor Law Update

Human Resources  
Successfully Dealing with the "Great Resignation"

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

PIASC Events Calendar

APR 20	Print is On A Roll 2022 Portland - Grand Central Bowl & Arcade 808 SE Morrison Street Portland, OR 97214 6:00 pm - 9:00 pm Register today at <a href="http://piasc.org/events">piasc.org/events</a>
APR 14	WEBINAR: The Top 10 Sales Apps Thursday, April 14 Online <a href="http://www.piasc.org/events">www.piasc.org/events</a>
APR 2	International Printing Museum: Crazy Crafts Day for Kids Saturday, April 2 International Printing Museum <a href="http://www.printmuseum.org/">www.printmuseum.org/</a>
APR 27	Print is On A Roll 2022 Seattle - Bowlero South 100 Andover Park West, Tukwila, WA 98188 6:00 pm - 9:00 pm Register today at <a href="http://piasc.org/events">piasc.org/events</a>
AUG 17-19	America's Print Show 2022 Wednesday-Friday, August 17-19 Columbus, OH <a href="http://www.americasprintshow22.com">www.americasprintshow22.com</a>