

Portland Bowling Winners

The Print Is On A Roll bowling tournament that took place in Portland was a huge success! Participants had a blast at the Grand Central Bowl & Arcade in Portland.

Bowlers kicked off bowling at 6:00 pm while enjoying pizza and beverages. Everyone enjoyed socializing and catching up. The night ended with Premier Press having the highest team score. Team members Chris Feryn, Juli Cordill, Joni Feryn, Tod Cordill, Andrew Weatherly (Wilcox Foil), Heather Rude and Danile Stillwaggon all contributed to this win. Another team with high scores was Wright Business Graphics, with the top scorers being Chris Pike and Jackie Tatum. The 50/50 raffle prize went to Cathy De Martini of Wright Business Graphics and the other half of the proceeds went to the PPI Educational Trust.



BUSINESS MANAGEMENT

May I Talk to Someone, Please?



I’ve always been a strong proponent of web-to-print software tools because of their ability to automate and streamline processes. Recently, however, after submitting some print jobs through some truly frustrating web interfaces, I’m starting to have some doubts. The question really becomes, when is it best to have an automated computer interface and when is a live human being a better option? This is particularly critical for in-plants and small commercial printers whose customers may be print novices who submit print work only occasionally.

Submitting a print job through a web interface

Ordering a novel, garment or kitchen utensil on the web is a simple proposition. You see what you want, select it, provide your address, pay for it and they send it to you (or to whomever you want). My recent experience submitting jobs through a web interface reminded me of the potential complexities associated with some print jobs.

It’s not just a question of the size or color of that shirt or blouse you have in mind. With print, additional questions abound. Is it color or black and white? What paper should it be printed on? Is there a bleed? What is the final trim size? How should it be bound or folded? Which file formats are preferred? Are there other complexities related to the job? How many prints do you want? All of this assumes that you have a viable file in hand with photos and artwork of high enough resolution, and fonts that will print correctly.

The simplest things can have you pulling your hair out when submitting a print job online. Does your uploaded file appear in the proper orientation, and if not, can you rotate it? If you are designing the document using the web interface, can you upload your own logo or any other desired item? Will the preview properly display the desired document in terms of simplex/duplex and color/black and white? Will your paper choices be clearly defined and

easy to choose? Will the pricing shown accurately reflect what you will owe (with appropriate discounts applied and no hidden charges)? And if you need help, will an associate be available promptly via chat or phone to help?

When you walk into a print shop, things are a bit more transparent. You can generally see if there’s someone in line ahead of you. After speaking with someone at the counter, you’ll have a good idea about their level of knowledge and willingness to help. Although I have found the chat and 800 number features of online print submission services to be generally responsive, during my recent experience it wasn’t long before I began yearning for a face-to-face human interaction.

The advantage of in-person interactions

Obviously, there are advantages to in-person interactions. If you walk into a print shop and see a long line of people ahead of you, you might decide to come back later. More importantly, you can get your questions answered immediately. And while there is no guarantee that the counter person will be as knowledgeable as you might hope, they presumably have back-up help that can be drawn on when needed.

In my town, there’s a locally-owned, non-franchise mail and print center that I use whenever I have a print job. It’s usually posters or postcards for a church event or mailing, or maybe it’s a job that might be a bit too taxing for my home printer. I send the center an e-mail with a PDF and a description of

what I want, and they’ll e-mail me back with any questions or maybe contact me via phone about some aspect of the job. Once all that is settled, they’ll tell me the price. I have found their turnaround times to be exceptional. I usually have the job in hand the same day, or if not, then the next day.

The dilemma for small print shops

Well, there you have it. Me, the web-to-print advocate, e-mailing my print jobs in and finding that I prefer dealing with a known quantity, my local print and mail provider who has turned out to be timely and reliable. Should they have a web-to-print interface for their customers? It’s not really my place to say, since I’ve never run a small business like that. Should their counter associates have an easy-to-use job specification and pricing tool? Of course! Should they offer some level of that tool to repeat customers? It’s 2022 and they haven’t chosen to yet, and I don’t think they’re likely to do so anytime soon.

No one can deny the importance of giving print shop employees a reliable tool for job entry. It’s the next step that’s tricky. For these small print service providers, is there truly an advantage to giving customers that same capability? Many, I think, would say no.

So where are the exceptions? Repeat jobs with consistent job specifications are at the top of the list. So are simple copy/print jobs that may be submitted late at night but are expected to be produced the next day. For these types of jobs, an online tool can test for printability without the need for any human

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HUMAN RESOURCES

Recent Supreme Court Decision Underscores Value of Our Multi-Employer 401(k) Plan

If you’ve got a single employer 401(k) plan, you already know that, as the official plan sponsor, dealing with the compliance issues regarding administering these plans can be quite burdensome.

What can be particularly frightening, however, is the fiduciary liability. For example, if you are the one who selects the funds available to plan participants, you are liable for these choices. In this case you have a fiduciary duty to act prudently, including ensuring that these investment options do not charge excessive fees. You must “monitor all plan investments and remove any imprudent ones.”

In *Hughes v. Northwest University*, the Supreme Court recently ruled that it’s not enough to offer some investment options that are “prudent” and do not have excessive fees. If you offer any investment options with fees that are deemed to be “excessive,” you could be breaching your fiduciary duty.

You can easily avoid this headache

As a PIASC member there is an easy way to avoid the administration burden and much of the fiduciary liability: Join our Multiple Employer Plan (MEP). The Graphics Communication 401(k) Plan operates like a traditional single employer plan, but with most administrative and fiduciary duties outsourced to the plan provider. Our association’s MEP therefore acts like an umbrella. It creates an overarching Plan with one plan sponsor, one third-party administrator, one set of funds from which participants can choose, etc. Within that umbrella each participating employer has the flexibility to customize things to best meet their needs.

With the Graphics Communication 401(k) MEP you enjoy:

- Lower costs
- High-performing investment options
- Comprehensive administrative services



- Outsourced fiduciary liability for fund selection and administrative tasks
 - Bilingual educational support
 - Plan flexibility
- This is an excellent option**
- To learn more, PIASC members should contact Kristy Villanueva at kristy@piasc.org or 323.728.9500 ext. 215.

GOVERNMENT & LEGISLATIVE

On Our Radar

Recently added to the list of proposed regulations and other issues that we’re following:

- **Enabling flexible work schedules** – AB 1761, known as the Workplace Flexibility Act of 2022, would allow individual nonexempt employees to request employee-selected flexible work schedules that provide for working up to 10 hours per day within a 40-hour workweek, without any overtime pay for those additional hours in a workday. For example, an employee could request to work four 10-hour days each week.
- **Reducing the current delay in background checks** – As the result of

a 2021 court case, searches of criminal court records with the use of a person’s birthdate or driver’s license number have been prohibited. Needless to say, this has made routine background checks very difficult. SB 1262 would reinstate more streamlined searches of court records, making it possible to search publicly-accessible electronic indexes of criminal case court records by driver’s license, date of birth or both.

- **Letting employees walk off the job if they feel unsafe** – Presented as a safety bill, SB 1044 would allow employees to leave work or not show up to work at all—with no notice—if they feel “unsafe” during a state of emergency (such as is currently the case due to the COVID-19 pandemic) or an emergency

condition. This would apply even if the employee’s feelings of being “unsafe” are irrational and appropriate health and safety measures are in place.

- **Accommodating employees’ family responsibilities** – AB 2181 would expand the employment anti-discrimination provisions of the Fair Employment and Housing Act (FEHA) to include an applicant or employee’s obligations to provide care for a minor child or care recipient. Employers would be required to engage in an interactive process to reasonably accommodate such responsibilities due to an unforeseen closure or unavailability of a minor child or care recipient’s school or care provider.

Updates to proposed legislation, regulations and other issues we’ve been following:

- **Board diversity statute held to be unconstitutional** – In a recent court case the California Superior Court ruled that AB 979, which required California-headquartered public companies to have at least one director on their boards from an “under-represented community,” is unconstitutional and cannot be enforced. It is not yet known if the State will appeal this ruling. Rulings in a handful of cases regarding SB 826, which requires gender diversity on corporate boards, are still pending.

PIASC

2022

Graphics Night

HERE’S TO PRINT!

CELEBRATE WITH US

MAY 20TH

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Utah, Washington & Wyoming.

HUMAN RESOURCES

What is Job Abandonment?

There really isn’t a strict definition of what constitutes job abandonment. Many employers use the standard of three consecutive absences with no notice, but you can set the standard for your organization.

To keep everyone on the same page, we recommend defining job abandonment in your employee handbook. Explain what job abandonment means at your organization and what happens when it occurs. For example, you might say that if an employee is absent for three consecutive days and has not provided proper notification, the company will assume that the employee has abandoned their position and will be treated as having voluntarily terminated employment with the company.

But even with a clear policy, we recommend attempting to contact an

absent employee before terminating. There may be extenuating circumstances, and in some cases the employee may be entitled to protected leave (for instance, if they were in a car accident and have been in the ICU). Attempt to reach out by phone, text or email, depending on how the employee has said they’d like to be reached. Document your attempts to communicate with them and make note of the outcome.

If you’re unable to reach them and their absence qualifies as job abandonment under your policy, you can proceed with termination. Should you later discover that the employee was entitled to protected leave (rare but possible), you may need to reinstate them, assuming that’s what they want.

Source: HR|BIZZ

BUSINESS MANAGEMENT

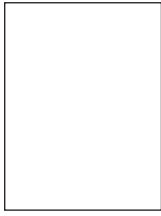
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interaction. There are also job types like business cards that online service providers offer almost as a giveaway to get new customers in the door. It’s hard for local print shops to compete on price for that type of work, and an online tool wouldn’t help that situation.

Conclusions and recommendations

For first-time or novice users, web interfaces can be a nightmare. Even for the print-savvy purchaser, there are numerous times when a simple conversation with a knowledgeable person would be preferred. Perhaps the most important advice I can offer is to listen to your customers and respond to their needs. What can you do to make their buying experience better?

Provided by Canon



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On Our Radar

For full list of events, please visit www.piasc.org/events

PIASC Events Calendar

MAY 12

HP with PIASC - Thursday, May 12
Scottsdale, AZ
www.piasc.org/events

MAY 14

Intro to Printing on a Platen Press
Saturday, May 14
Carson, CA
www.piasc.org/events

MAY 20

Graphics Night 2022
Friday, May 20
City of Industry, CA
www.piasc.org/graphicsnight

AUG 17-19

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