

Congratulations to the R.A.I.S.E. Foundation Contest Winners

Each year PIASC's R.A.I.S.E. Foundation hosts graphic design competitions to help raise awareness of the Graphic Communications industry amongst local high school and college students. Winners receive grants that are funded by the donations made by our members during the Foundation's annual fundraising drive.

This year we raised over \$10,000 and received over 300 entries for the PIASC R.A.I.S.E. Foundation competition. We are excited to present the winners of the 2022 competition...

Poster Competition

High School students compete to design and produce a poster for a music festival. Students must come up with artist and festival names. This project focuses on creativity.



Poster Competition Winners

- 1st Place** – Brandon How, South Pasadena High School
- 2nd Place** – Niko Scott, Brea Olinda High School
- 3rd Place** – Carolina Garavito, South Pasadena High School



Postcard Competition

High School students compete to design and produce a promotional postcard invitation for a music festival. For this project, which focuses on the students' design and understanding of specifications, the artists and festival must be unique and not copy an actual music festival.

Postcard Competition Winners

- 1st Place** – Rob Guerrero, Brea Olinda High School
- 2nd Place** – Niko Scott, Brea Olinda High School
- 3rd Place** – Ellion Renius, Brea Olinda High School

Postcard Competition Winners - El Camino Real Charter High School

- 1st Place** – Gzel Solomon
- 2nd Place** – Jacob Attarzadeh
- 3rd Place** – Megan Villarreal

Bookmark Competition

Our most popular competition challenges students to design a bookmark. The competition promotes R.A.I.S.E.'s Literacy Campaign, which encourages young people to read. The winning design is printed and then distributed to public schools and libraries within PIASC's jurisdiction.

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HUMAN RESOURCES

Can You Ask an Applicant Why They Are Leaving Their Current Job?

While there are many things you are not allowed to ask a job applicant, this question is not one of them. Yes, you can ask applicants why they are leaving their current job. The employment application is a good place to collect this information. In the section where the applicant lists their previous employment experience, you can ask for the reason they left each job. Trends you notice may be cause for follow-up questions during the interview or a reason not to schedule an interview at all.

If you ask about previous or current employment during the interview, be mindful of the direction the response goes. As with any interview question, you should redirect the candidate if they start to share sensitive information. For example, if a candidate says they left past employment due to medical reasons, don't ask for details about their condition. Instead, you could ask whether they provided notice of their need to resign and whether they left on good terms.

Source: HR|BIZZ

BUSINESS MANAGEMENT

The Pain of Being Average

What plagues most small business owners, the world over, is the pain of being average! But "average" is a preventable condition.

Just a few weeks ago, I heard a gospel minister discuss the reality that, "When we don't pursue our best, and we settle for average, there is a consequence."

In fact, he said, "When the pain of being average becomes greater than the fear of greatness, THEN you will rise to the next level."

It reminds me of a statement made by Michael Gerber, who challenges small business owners to "look inward for outward problems."

Gerber wrote in his business book, The E-Myth, "You are the problem, you've always been the problem, and you will always be the problem until YOU change."

In other words, to move to the next level in business, we must first address the root cause of settling for average. Which is US!

Pain points of the average printing business

Years of seeing small business owners struggling daily with the pain caused from accepting average ("business as usual") makes me want to shake them, to WAKE UP!

All the following pain points of "average" are totally avoidable:

- Working long hours to keep up with current business
- Mistakes and miscommunication causing frustration and bottlenecks
- Wearing too many hats, due to poor delegation procedures
- Little time to grow, much less work ON the business
- Unable to leave the premises without the owner's cell phone exploding

Sadly, for most small business owners, that's a short list of pain points. But again, when the pain becomes too much, owners will hopefully seek the next level.

What IS the next level in business? It is removing the business frustrations caused by being average — one system at a time.

A bold statement to consider...

"If a business owner would make a one-year commitment to systemize their business, they would leave AVERAGE behind. They can have a GREAT business for the rest of their business life."

Now, we are NOT talking about making a feeble attempt for a few weeks. Or delegating to a manager what only the owner should do. Yes, owners can incorporate the help of others, but the owner MUST lead the charge!

There is NO magic wand that will bring next-level business into existence. However, there are great tools that will make the journey much easier and faster.

But again, I'm talking about a ONE-YEAR effort, backed with a commitment to finish the race no matter the obstacles!

Yes, living it every business day and many weekends, cleaning up the messes in your business, SYSTEMATICALLY. No stone left unturned; no area of the business left unaddressed. Importantly, writing down how your business should operate, look, and feel; designing the business to operate without you being present.

Still, if you think you CAN'T do this, then you CAN'T!

An old proverb says, "As a man thinks, so he IS!"

So, make a "can-do" statement with a "never give up" commitment and leave "average" behind.

Did I mention? Great systems work!

Source: Philip Beyer, President and Founder of System100.com; Printing Impressions, www.piworld.com

BUSINESS MANAGEMENT

Bill's Short Attention Span Sales Tips

How do you sell without paper?

Well the obvious answer is, "You don't!" It's impossible to sell print without the key component of, you know, paper. But that doesn't mean you should fold up your tent and call it a day.

In a workshop last week, Kelly Mallozzi and I were riffing ideas, the best of which was this:

Begin the pursuit of Big Fish (i.e., large accounts). Landing a huge client typically takes 18 months or longer. It's not like you're gonna walk in the door and walk out with orders. You can start the process right now without fear of having to turn business away.

The paper shortage is by far the number one point of discussion in our sales conversations, along with strategies for ideas like landing the Big Fish.

How do I connect with these hide-and-seek hybrid workers?

Diligence and patience are two quick answers, for sure. But what if you knew which day of the week was the most popular among hybrid workers? Sure would make it easier to find them, don't you think? Well...

According to an article in the May 11 edition of the Wall Street Journal (see <https://on.wsj.com/3yq0yFv>), that's Wednesday!

- Most lunch tables were full in Midtown Manhattan
- Commuter rail lines in Boston and San Francisco found Wednesday to be the busiest
- 46% of US office workers were in the office on Wednesday with Monday a distant second

What does good online marketing look like?

Full credit to my wife for this catch...

While welcoming our newest Sales Vault member, Allison took a look at Casey Printing's Facebook page and was duly impressed. They show samples with simple, clever video tricks which catch the eye. This kind of marketing screams, We know what we are doing!

Check it out at <https://www.facebook.com/caseyprinting/>.

Source: Bill Farquharson, The Sales Vault, <https://SalesVault.Pro>

GOVERNMENT & LEGISLATIVE

On Our Radar

Approved regulations and other issues that we've been following:

- California's minimum wage to increase to \$15.50 on January 1, 2023, for all California employers that are not covered by local minimum wage requirements that call for wages that are greater than \$15.50 per hour.
- Board gender diversity statute found to be unconstitutional. The Los Angeles Superior Court has ruled that SB 826, which requires publicly listed corporations in California to have women on their boards, violates the Equal Protection Clause of the California Constitution. The California Secretary of State plans to appeal this ruling.
- AB 2095, AB 2182 and AB 1651 are all dead. AB 2095 would have required the disclosure of specific worker-related metrics for large private-sector employers in California. AB 2182 would have expanded the list of protected characteristics under FEHA to include "family responsibilities," defined as an obligation to provide care for a minor child or "care recipient." AB 1651, the Workplace Technology Accountability Act, would have regulated the use of employee data by employers and their vendors.

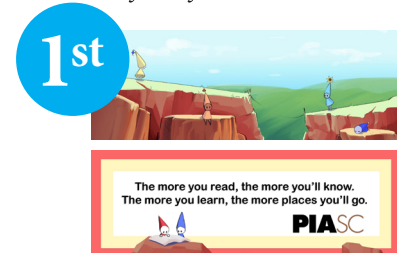
Proposed regulations and other issues that we're following:

- Mandatory bereavement leave – AB 1949 would require private employers with five or more employees to provide up to five unpaid days of bereavement leave upon the death of a family member to employees who have at least 30 days of service.
- Third-party pre-employment medical exams – The California Supreme Court has agreed to determine whether the state's ban on asking job applicants about their physical or mental health or health history also applies to third-party job screening companies.
- Federal marijuana legalization – The U.S. House of Representatives has passed H.R. 3617, the Marijuana Opportunity Reinvestment and Expungement Act ("MORE Act"), which would decriminalize marijuana under federal law. The Act most likely faces opposition in the Senate.

Download & print individual articles at bit.ly/NN-07-18-22

FEATURE

Continued from front



Bookmark Competition Winners
1st Place – Robert Wooton, South Pasadena High School
2nd Place – Damaris Martinez, Polytechnic High School
3rd Place – Isa Oglanby, South Pasadena High School



Bookmark Competition Winners - El Camino Real Charter High School
1st Place – Cathy Frias
2nd Place – Ryan Fabrick
3rd Place – Adriana White

Packaging Competition
 College students compete to design and produce the best original packaging for a cosmetic line. This project focuses on the students' design creativity and understanding of project specs. The top three winning entries win cash prizes.



Packaging Competition Winners
1st Place – Iris Meriat, Riverside City College
2nd Place – Nathan James Pamintuan, Riverside City College
3rd Place – Paola Barrera, Riverside City College

Wall Graphics Competition
 College students are challenged to create three wall graphic designs to be reproduced in wide-format. Their design inspiration must include one of the following: Health/Fitness, Green Environmental or History of Print/Print Quotes.



Wall Graphics Competition Winners
1st Place – Hossini, Salverda and Hammer, Cal Polytechnic State University
2nd Place – Ben-Shabat, Burns and Gray, Cal Polytechnic State University
3rd Place – Jackie Youssef, Riverside City College

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BUSINESS MANAGEMENT

7 Things Blogs & Newsletters Can Do for Your Business

Given the fact that I'm a marketing content writer, it's probably no surprise that I'm a big believer in the power of business blogs and newsletters. I've seen that they can be especially helpful for service providers and business-to-business marketers.

Here are seven things that these proven marketing tactics can do for you:

- 1. Drive traffic to your website** – Regularly posting relevant, high-quality content can boost your website's overall search engine optimization (SEO). Your blog posts will also bring people to your website who are looking for the specific information you are presenting. These people, of course, are likely to be ideal potential clients for your business.
- 2. Build influence and authority** – Your articles can position your company as a thought leader, the "go-to expert" in your field. This enables you to subtly sell without making people feel "sold to."
- 3. Create trust** – People like to do business with people they know, like and trust. Sharing your expertise

WELCOME NEW MEMBERS

PIASC'S Board of Directors and staff welcome the following new members:

Revolution Office
 Copier and printer sales, leasing and support.
 (925) 858-3244
 www.revolutionoffice.com

Inez D Inc.
 Graphic Design, Publishing, Textiles.
 (213) 842-8039
 www.inezd.com

Scodix
 Print Finishing, Digital Embellishment.
 (303) 594-8183
 www.scodix.com

A.R.D Marketing, Inc.
 Direct Mail Marketing.
 (888) 600-2476
 www.ardmarketing.com

Allegra Marketing
 Marketing - Print - Mail Image 360 - Signage - Displays.
 (951) 734-8181
 www.allegracorona.com

Snowball Print Marketing
 Print Marketing.
 (408) 462-2112
 snowballpm.com

HUMAN RESOURCES

Premiums Paid for Missed Break Periods are Wages

In a recent ruling, the California Supreme Court made an important wage-and-hour decision regarding premiums paid for missed, late or short meal breaks. The Court ruled that these premiums, which are commonly known as "break penalties," are "wages" and not "penalties."

What does this mean in practical terms?

As wages, these premiums must:

- Be accurately reported on employee wage statements for the pay periods in which the premiums are owed
 - Be paid to employees in a timely fashion
 - Be included with an employee's final wages that are due immediately on termination of employment
- If you as an employer do not properly report or pay these premiums, you can potentially face additional financial penalties. Needless to say, these "penalties on penalties" can quickly add up.

CLASSIFIEDS

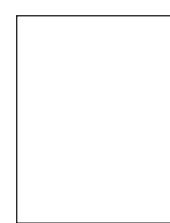
SELLING: 7 boxes Reincarnation 100 Matte Blue White 120# Cover, 300 sheets per box, 26.00 x 40.00, 100% recycled paper; US Paper Counters Bantam-1 with tabber, 2004 model in good condition; Mini Max Oval Strapping machine in good condition. Pictures are available upon request. Call Lane at Wilcox Foil in Portland, Oregon, 503-239-4443

SELLING: 37-inch Cutter Challenger (\$1,000 or Best Offer), Baum Folder (\$500), Heidelberg Windmill Press Original Classic (\$500). Call Eric at 310-649-5855.

SELLING: Presstek 34 DI 4-Color Offset Press, Direct Press 5634 DI. Call Cari at 310-787-7774

Want to place a classified ad? Contact Kristy Villanueva at 323.728.9500, Ext. 215, Kristy@piasc.org.

Source: Linda Coss, Plumtree Marketing, www.PlumtreeMarketingInc.com



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On Our Radar

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Business Management

Government & Legislative

JUL 27

Recruitment, Retention Webinar
 Monday July 27
 Online, 9:30-10:30 am PT
<https://www.piasc.org/events>

JUL 21

PIASC Colorado Golf Tournament
 Thursday July 21
 Littleton, Colorado
<https://conracc3MavL4H>

SEP 13

Labelexpo Americas 2022
 Tuesday-Thursday, September 13-15
 Chicago, IL
www.labelexpo-americas.com

AUG 17-19

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

OCT 22

LA Printers Fair
 Saturday-Sunday October 22-23
 Carson, CA
www.printmuseum.org/los-angeles-printers-fair

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