

Generational Groups & Workplace Expectations

When it comes to employment and a multi-generational workforce, both employees and employers who work in a manufacturing facility need to manage expectations. Gen Z and boomers, or Gen X and millennials, each generation has compelling ideas and valid concerns about their workplace.

Examining each generation's career expectations and concerns will provide our association members with the information needed to create a positive work environment at their company. The goal is to find common ground.

Job satisfaction significantly influences an employee's mindset and happiness in the workplace. There is a lower turnover rate when employees are satisfied with their jobs. Happy employees are also more productive, which results in higher profits. Unhappy employees have the opposite effect.

Back in the 1970s we called it Burn-Out. In the 1980s, we first heard about work-life balance. Today, the trend is "quiet quitting" and The Great



Resignation. We'll examine these terms and see what they have in common.

Gen Z and employment expectations

The latest group to join the workforce is Generation Z. According to the Pew Research Center, Gen Z comprises people born between 1997 and 2012. By 2025, they will represent more than 25% of the working population. Like all generations, Gen Z's expectations regarding salary, benefits and company culture have been shaped by the

environment and information to which they have been exposed. However, of all the generations, Gen Z grew up in the age of advanced technology and readily available information (which is not a comment on the quality of the information). This generation has largely been shaped by what they see on the Internet.

Many Gen Zers have seen employees at high-tech companies Instagramming free gourmet meals, in-house massages and free dry cleaning,

And, like many things on Instagram, expectations rarely come close to reality (#instagramvsreallife).

In addition to Instagram, imagine growing up with YouTube and seeing your peers making millions of dollars online. A 23-year-old YouTuber, MrBeast, earned \$54 million in 2021—the most of any YouTuber ever. A seven-year-old who immigrated from Russia with her parents has 87.5 million subscribers and earned \$28 million in 2021. Is it any wonder that Gen Z may have a skewed view of the world of work compared to baby boomers?

Regarding salary, a recent study found that current college students, Gen Zers, expect to make \$103,880 at their first job. The hard truth is that college graduates' average starting salary is \$55,260 annually.

While some jobs in the printing industry require a college education, most people in our industry are hired

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HUMAN RESOURCES

Answers to 3 HR Questions



Requests for reference

Question: If we get called for a reference, can we just verify the former employee's dates of employment?

Answer: Yes, it's up to you how much or how little you share about a former employee. There's no legal requirement to supply employment references for former employees. If you do share any information, it should be fair and accurate. Many organizations choose to share only basic information about former employees, such as dates of employment and job title. You should be consistent when providing any information to avoid any appearance of discrimination.

If you would like to provide more in-depth information about an employee's character or job performance, we recommend having a policy in place

to guide current staff on what and how information may be shared.

Sleeping during lunch breaks

Question: We have discovered an employee has been sleeping during lunch breaks. Can we ask employees not to sleep in the office during their lunch break (or any other unpaid break)?

Answer: It depends. Generally, employees can use unpaid breaks as they see fit. However, if the employee sleeping is affecting their work, disrupting others or otherwise negatively impacting the business, you could (and should) address those issues.

For example, if the employee is sleeping at the front desk where customers can see them, you could tell them not to nap there. If they're routinely late returning to work, you could discipline them for

their tardiness. But if the naps aren't affecting their work or disrupting the workplace, it may not be worth addressing at all. Research suggests that a "10- to 30-minute power nap" can improve a person's mood, alertness and focus.

If you raise the issue with the employee, we recommend that your first step be to ask why they are sleeping during the day. They may have a good reason. If it's related to a disability, you are required to engage in the interactive process and will need to allow the employee to nap somewhere as a reasonable accommodation under the Americans with Disabilities Act, unless it creates an undue hardship or direct threat, or another effective accommodation is available.

Job abandonment

Question: We have an employee who hasn't shown up to work the last few shifts and isn't responding to messages. Can we make a policy that employees who quit without notice won't get their final paycheck?

Answer: No, federal law requires you to pay employees for all hours they have worked. While you can and should have a policy defining job abandonment (e.g., if an employee no-shows and no-calls three days in a row, you'll take that

as a resignation), you are not allowed to deduct or withhold pay because an employee quits without notice.

Unless job abandonment happens regularly, it's probably not something you need to worry about discouraging. That said, there are some practices that may help encourage employees to give notice:

- Allow employees who give appropriate notice to work through their notice period. Sometimes businesses want to terminate employment immediately when someone gives notice, but this only discourages employees from giving notice at all.
- Remind your staff that if they abandon their job, their coworkers bear a lot of the burden.
- Celebrate "good" departures. When employees resign with appropriate notice, publicly show your appreciation for the great work they did and support for the next step they're taking in their career or lives.

Source: HR|BIZZ

Pre-Order Your New 2023 Labor Law Posters

Many regulations will be updated or introduced for California in 2023. Your 2022 posters will be considered outdated and you will not be in compliance.

Important things to know:

- The updated California State & Federal 2023 posters include important revisions to the California Minimum Wage Notice and the Discrimination Notice.
- Also available are posters on sexual harassment prevention, code of safe practices, first aid/choking/CPR, California fair housing, California human trafficking, HIPAA, Workers Compensation fraud, and more.

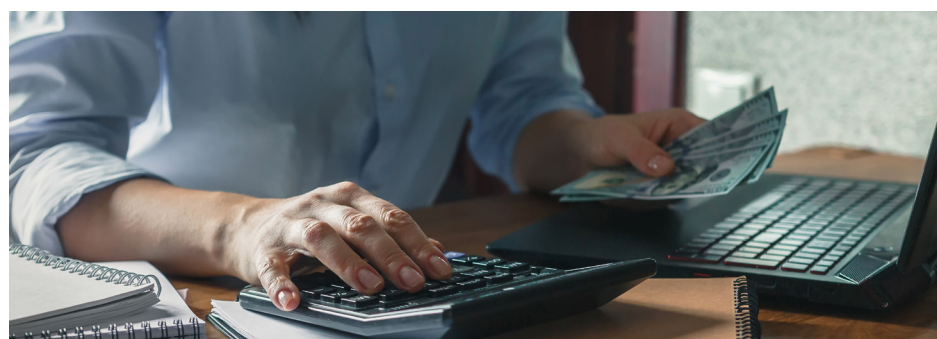
Posters are available in both English and Spanish. PIASC is able to save our members money by offering the California State and Federal posters for just \$20.50 each (versus the CalChamber cost of \$42.99). These prices are for PIASC members only.

Avoid fines and penalties by pre-ordering your posters! Download the order form at <https://bit.ly/2023-labor-law-poster> or contact Emily Holguin, 323.728.9500, Ext. 200 or emily@piasc.org.

Download & print individual articles at bit.ly/NN-12-05-22

BUSINESS MANAGEMENT

Bill's Short Attention Span Sales Tips



How to Sell in a Recession

It's coming. People are starting to use the "R" word more often.

Are you ready for it?

A Recession — defined as two consecutive quarters of reduced Gross Domestic Product— occurs even before we know we are in one. The majority of economists believe it is inevitable, especially given what the Fed is doing with interest rates.

So, let's talk about selling through a Recession. In particular, where do you start? And when?

Well, just like you are in a Recession before it is official, you should start your sales strategy early, too. And the starting point is through Defense.

Companies do two things in a Recession: They lay people off and they watch every dollar. You might

find yourself being put out to bid with accounts that historically have never even asked the price of things.

Be prepared to be surprised.

Look ahead to orders that are coming up. Check your profit margin. The last thing you want to do is to get caught with your hand in the cookie jar (taking advantage of a no-ask opportunity).

You might also think about coming up with a less expensive alternative. Addressing the cost issue ahead of time is a great way to avoid hearing, "We found a better price," especially from your most loyal customers.

You will need to change your sales strategy and your message in the months ahead. But for now, circle the wagons around your existing accounts and go on defense.

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 COVID-19 State of Emergency to end** – Governor Newsom has announced that the official State of Emergency will end on February 28, 2023, after being in effect for nearly three years.
- **New required EEOC poster** – The EEOC has issued a new poster, "Know Your Rights: Workplace Discrimination is Illegal," that must be prominently displayed in the workplace by all employers with 15 or more employees. The new poster replaces the old "Equal Employment Opportunity is the Law" poster. You can download print and electronic versions in English or Spanish at <https://www.eeoc.gov/poster>.

FEATURE

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based on their skills and training. The starting pay for a Gen Z non-college graduate is based more on competition from local employers. For example, a high school graduate in California can start working at a local fast-food restaurant making \$15-20 an hour. I've seen \$18 an hour offered at a car wash. If the employee works a 40-hour week, that's nearly \$37,500 a year. Other states in our association have varying minimum wage requirements that range from \$14.49 in the state of Washington to \$10.50 an hour in Nevada.

Whether your company is looking to hire a recent high school or college graduate, research shows that a living wage is the number one topic for Gen Z employees. But what are the wage expectations of millennials?

Continue reading at <https://www.piasc.org/generational-groups-work-life-balance/>.

Source: Lou Caron, PIASC President/CEO

OBITUARY

Larry Lester

September 15, 1940 - November 17, 2022



Larry Lester, a third generation printer, graduated from Don Bosco Technical Institute in 1959. In the years that followed he became a Master Pressman in the field of fine art and commercial printing, working for some of the most prestigious printing companies in the Southland.

After achieving much success as a pressroom foreman and plant superintendent with a leading Orange County printer, Larry went to work for Dahlgren Manufacturing, a manufacturer of dampening systems, as a salesman. While at Dahlgren he met Julius Domotor and formed a partnership with him.

After working for Dahlgren, Larry became Regional Sales Manager for the Baldwin Company, a manufacturer of printing press accessories. As time progressed, he began to specialize in product installation and testing for Baldwin.

Larry also served as a printing consultant to many of the leading press and accessory manufacturers. Harris, Miller, Baldwin and Epic each benefited from his skills in analyzing and solving printing and product problems. In addition, Larry was the co-inventor of the Delta Dampening System, which is now the standard on most sheet-fed presses in the world.

It is against this backdrop of advanced technical knowledge that Larry and Georgiana Lester founded Lester Lithograph on May 5, 1980. The intent: to build a company focused on traditional craftsmanship. In 2010 he sold his company and in 2014 he founded Ink on Paper.

Larry's many accomplishments include becoming O.C. Litho Club President in 1983-84. He was asked to speak at many Litho Clubs around the country, giving presentations on dampening systems for printing presses. Larry was also very involved at PIASC, serving continuously on our Board of Directors starting in 1995, and as Chairman in 2001. He was instrumental in working with the government affairs officer at PIASC to meet with the SCAQMD regarding VOC limits placed on our industry, helping to reduce emissions without crippling productivity.

Larry received PIASC's Pioneer award in 2003 and Executive of the Year award in 2015.

When he was not busy working as a consultant, he enjoyed building hot rod cars. Larry is survived by his wife of 45 years, Georgiana, and their 5 children, 13 grandchildren and 19 great grandchildren. He will be missed by many.

CONTACT

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Proudly serving California, Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington & Wyoming.

PIASC Holiday Schedule

Christmas

December 23rd - closed at noon
December 26th - closed

New Years Day

January 2nd & 3rd - closed

CLASSIFIEDS

SELLING: Commercial print shop in Southern California with 5-color offset press, digital, small offset and bindery equipment. Over \$1M in annual sales. Long-time owners are willing to help with the transition. Email Kristy Villanueva at kristy@piasc.org for more information.

SELLING: Antique shed filled with printing items, including a paper cutter dating back to the 1880s, a handled letterpress from 1899, antique perforator, antique saw, furniture cabinet, wood type, type case full of drawers, etc. Also selling some more modern items including an older Miehle Vertical folder and a pin ruling machine. Items are located in Kennewick, Washington. If you are interested please contact Skip Novakovich at skip@novakovichllc.com.

PLANT LIQUIDATION: Will consider all offers. All equipment is currently running. 3-Clamshell Die Cutters. 2-28" X 40" 1- 20" X 27" Presstek Dimension 425 Turnkey CTP. Contact Keith at 818.257.9330 or L84teex@earthlink.net.

OFFICES FOR RENT: Ideal for Print Brokers, small Ad Agency, or Creative/Graphic Designers. Month-to-month rental of various size office spaces, in prime industrial Culver City / Hayden Tract. Great location inside established offset printing company. Rent negotiable depending on office size needed. Parking onsite available. Call 310.839.3828 or email production@colourprintusa.com.

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

PIASC Events Calendar

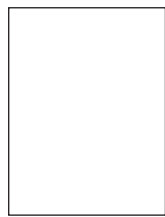
DEC
7-8

Commercial Print Summit
Wednesday & Thursday, December 7 & 8
Noon - 7:00 pm Mountain Time
Denver, CO
<https://bit.ly/22Com-Print-Summit>

DEC
13

Planning Your 2023 Safety Program
Tuesday, December 13
Online Webinar
<https://contactcc/3ee6cfc>

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



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