

## Are You Hampering Your Recruitment Efforts?



If you've been struggling to recruit new employees, you're in good company! Today unemployment is at a 50-year low. Which means that if you haven't reconsidered your job requirements and started casting a wider net, you're hampering your recruitment efforts.

"I see it all the time," says Brett Chase,

Senior Associate, Recruiting, at PIA's Employment Services department. "Employers take the 'needle in a haystack' approach by insisting that applicants have years of experience in the printing industry working with a specific software program and doing things a specific way. For example, I recently sent a member many qualified candidates for a customer service position. None were hired, because the company wouldn't 'settle' for anything less than 100% of their list of requirements."

"What many companies fail to consider," Brett points out, "is the cost of holding out for 'Mr. or Ms. Perfect.' How much is it costing you to not have this position filled? People will spend three to four months looking for the perfect salesperson. Meanwhile they're losing business because that territory is not being properly covered."

Want to increase your chances of recruitment success? Here are some recommendations...

### Be willing to provide some training

Many skills are transferable from one industry to another. A good salesperson with a stellar track record in business-to-business sales in another industry can be trained to sell your printing services. A detail-oriented people person with a terrific attitude can be trained to be your next standout customer service rep. A computer-savvy applicant can learn the ins and outs of your software.

Think in terms of hiring for core skills and personality rather than industry knowledge, and then plan to provide training. Recognize that having years of very specific experience may not be necessary for someone to be successful in a given position at your company.

The exception to this is often when you are hiring people to operate your machinery. "If you need someone to run your \$1 million press," Brett acknowledges, "you need someone with experience on that press, not just someone who is 'good with their hands.'"

### Cast a wider net

There are a limited number of job candidates who have years of ideal experience in our industry. Why not consider:

- Recent high school, trade school or college graduates
- People of all ages and experience levels who are currently working in another industry
- People who are returning to the workforce after an absence
- Parents who only want to work during school hours
- Military veterans who don't have private sector experience

### Create written manuals for each position

Once you recognize that you may be hiring people who require some training, you need to create a plan for providing this training.

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## GOVERNMENT AND LEGISLATIVE

# New Non-Emergency COVID-19 Prevention Rules Now in Effect

The Cal/OSHA Standards Board has adopted a non-emergency COVID-19 prevention regulation. The new regulation, which replaces the now-expired Emergency Temporary Standards, will be in effect for two years, starting on February 3, 2023. The recordkeeping aspects of the new regulation will be in effect for three years.

The new non-emergency standards are similar to the prior emergency standards, although they are generally less stringent. The following provides the highlights...

- **Outbreaks** – Unless required by the local health department, you no longer need to report COVID-19 outbreaks to the local health department. However, you are now required to report major outbreaks (i.e., 20 cases within an exposed group in a 30-day period) to Cal/OSHA.

During an outbreak or major outbreak, if ventilation is not sufficient to reduce transmission, you must use HEPA air filtration units in indoor areas that employees occupy for extended periods of time. As before, everyone in the exposed group must wear masks during the outbreak period.

During a non-major outbreak, you no longer need to evaluate if six-foot physical distancing would be an appropriate measure to prevent further COVID-19 spread.

An outbreak can be deemed over when one or no new cases are detected in the exposed group for a 14-day period. After an outbreak occurs, your investigation, review and correction of hazards no longer needs to be "immediate."

- **Exclusion** – You must exclude those who have COVID-19 from the workplace until they are no longer an infection risk.
- **Exclusion pay** – Unless there is a local regulation to the contrary, you are no longer required to provide exclusion pay to employees who are excluded from work due to a workplace exposure to COVID-19.
- **Face coverings** – When the California Department of Public Health requires their use, employers must provide face coverings and ensure they are properly worn by employees.
- **Testing and notices** – After an exposure occurs, you still must

provide employee notices and no-cost testing. However, you do not need to provide no-cost testing to employees who have COVID symptoms but did not have close contact in the workplace.

- **Recordkeeping** – While you must continue to maintain records of workers' infections, you no longer need to maintain records of employees deemed to be close contacts.
- **Close contact** – The definition of "close contact" is still linked to the California Department of Public Health's definition of this term. This is currently defined as sharing the same indoor airspace as a COVID case for a cumulative total of 15 minutes over a 24-hour period during the COVID case's infectious period if the space is under 400,000 cubic feet, or being within six feet within that same period if the indoor airspace is greater than 400,000 cubic feet.
- **Written program** – You may now choose to include your written program detailing your COVID-19 procedures as a section or addendum of your Injury and Illness Prevention Program (IIPP), which is a separate

program that Cal/OSHA requires for all employers with 10 or more employees. The associated training can be included with your IIPP training as well. Alternatively, you can have a separate COVID Prevention Program (CPP).

- **Ventilation** – Here the new standard for indoor workplaces is actually more stringent than the temporary standard was. Now you must do one or more of the following: maximize the supply of outside air, use the highest level of filtration efficiency that is compatible with your existing mechanical ventilation systems, filter the circulated air through filters that are at least as protective as Minimum Efficiency Reporting Value 13 (MERV-13), or use High Efficiency Particulate Air (HEPA) filtration units. You must also review California Department of Health and Cal/OSHA guidance regarding ventilation, including the guidance found at <https://bit.ly/Covid-UpdatesRadar>.

## PAPER BY DAMIEN

# Paper-Based Replacements for Plastics

Great news: Every week the supply chain and allocation issues are improving. The pandemic-related offshore supply chain issues we had been seeing around lack of containers and vessel space are now behind us and the offshore mills are shipping again at historical levels. While the domestic mills remain on allocation, more ex-allocation is becoming available, allowing paper distributors to build their inventories. It is great to report that we have paper in stock!

With the challenges in the rear-view mirror, it's time to rally your sales team and explore new markets.



### A huge opportunity for your business

Today a significant percentage of companies – including nearly every large corporation – has publicly-stated sustainability goals. For example, the website for Vans (the shoe company) states their commitment to have 100% recycled content for key product packaging by 2025 and zero plastic packaging waste by 2023.

Companies that produce "natural" or environmentally friendly products are particularly keen to move away from plastics. After all, it's hard to brag about your product's "naturalness" if it's encased in plastic.

The bottom line is that there's a huge demand for functional, environmentally friendly ways to replace plastics. The paper industry is stepping up to meet this demand, giving you an opportunity to expand your market in ways that help your clients meet their stated sustainability goals.

### Offer customers and prospects viable solutions

There are a number of high-quality paper-based replacements for plastic that are available right now. Which of the following could your target market use?

- **Paperboard gift & membership cards** – These coated and uncoated board products have the same thickness as plastic cards, and can include magnetic strips.
- **Paperboard hotel key cards** – Just like the gift and membership cards, paperboard hotel key cards can be single or multiple use.
- **Paperboard indoor signage** – Paperboard signage can replace styrene signage for a full array of indoor uses, including directional signage, point of purchase displays, point of sale displays and more.
- **Childproof paperboard packaging** – Childproof paperboard product boxes are currently being used to package laundry and dishwasher detergent pods, cannabis products and more.
- **Molded inner packaging** – Some boxed products have a molded plastic tray that holds the product in place within the box. For your customers that want a complete solution, there are now companies that can do that molding using fully recyclable paper-based products.

- **Paper-based soft goods mailers** – Today many clothing companies and other soft goods makers ship directly to consumers using poly mailing bags. Now there are printable, waterproof, puncture-proof paper-based alternatives that are certified for curbside recycling.

### Be a resource for your customers

Providing solutions instead of just taking orders enables you to move from being an order-taker for a commoditized product to being a valuable member of the team. Whether or not these goals are publicly stated, chances are your customers and prospects do have sustainability goals. Be a hero and show them how they can reach these goals with renewable, recyclable and very functional paper products.

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# Presentation is Everything

What’s for dinner tonight? Will it be “beef, potatoes and vegetables” – or Orange Teriyaki Marinated Flank Steak with Herbed Oven Roasted Potatoes and Grilled Zucchini Ribbons? Quite often how you present something makes a big difference in how it is perceived.

This concept also applies to many aspects of your marketing program. For example:

**How you make use of graphic design** – Never underestimate the value of good graphic design. I can write absolutely brilliant text for your tri-fold brochure. But if the end product looks like your six-year-old designed it, the message will not be well received.

**How well you proofread your materials** – A few mistakes can be overlooked. But if your marketing materials are full of typos, grammatical errors, punctuation mistakes and other problems, this will not reflect well on your company. If you can’t be bothered to pay attention to the details in your own marketing materials, you probably can’t be trusted to get anything else right, either.

**How you gloss over the negative** – For example, in our society, death is a very negative subject. That’s why estate planners will say “you really want to avoid probate” instead of “you really want your heirs to avoid probate after you die.” After all, whether you do estate planning or not, *you* will avoid probate. You’ll be dead.

**The order in which you list things** – Studies have shown that items listed near the end of a list are the easiest to recall, followed by the items at the beginning of a list. The things in the middle are most likely to be forgotten. Which means that in a bulleted list of the benefits your firm offers, you should consider putting the most important ones first and last.

**How you deliver your service** – For example, there’s a local company that comes out once a year to service our home’s heating and air conditioning units. In addition to calling the day before to remind me about the appointment, they also send a text when the service person is on the way, complete with this person’s name and photo. It’s a nice touch that makes it more comfortable to let this stranger into my home.

**How you refer to your products** – Are you selling “used cars” or “pre-owned vehicles”? “Sales meetings” or “free consultations”? A “gold buying service” or “a way to turn the long-forgotten jewelry that you haven’t worn in 20 years into always-useful cash”?

Source: Linda Coss, Plumtree Marketing, [www.PlumtreeMarketingInc.com](http://www.PlumtreeMarketingInc.com)

# On Our Radar

Proposed regulations and other issues that we’re following:

- **Use of TCE** – The Environmental Protection Agency (EPA) recently determined that trichloroethylene (TCE), as a whole chemical substance, presents an unreasonable risk of injury to human health. TCE is sometimes used as a heat transfer medium in printing operations. For more information, see <https://bit.ly/EPA-Radar>.



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

- **Mandatory arbitration agreements** – On February 15 the 9th Circuit Court of Appeals issued a ruling that strikes down AB 51, stating that this law was preempted by the Federal Arbitration Act (FAA). What this means is that California employers can continue to require employees and job applicants to enter into mandatory arbitration agreements as a condition of employment.
- **Hearing disabilities** – The Equal Employment Opportunity Commission (EEOC) recently issued new guidance on how the Americans with Disabilities Act (ADA) applies to job applicants and employees who have hearing disabilities. For details, see <https://bit.ly/EEOC-Radar>.

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## FEATURE, CONTINUED

*Continued from front*

A great starting place is to revisit your job descriptions to ensure they match reality, and then create written job manuals that provide step-by-step instructions for that person’s day-to-day tasks or recurring projects.

An ideal time to do this is before you need to hire someone. This is a great self-check to see what each job really entails, evaluate what is truly teachable and what is not, and possibly even see ways to change things up so as to make your operations more efficient.

Creating these job manuals takes effort up front, but the effort quickly pays for itself by making it easier to cross-train current employees and get new employees up to speed.

### Promote from within

One of the keys to employee retention is to provide a career path. When a position opens up, always think about if there is someone on your staff who could fill this position, whether via a promotion or a lateral move.

### Be prepared to “sell” the position, industry and company

If you’re casting a wider net and speaking to people who do not have industry experience, be prepared to share all the reasons why working in the printing industry – and, more specifically, working for your company, in this position – can be a great career move for them.

“The interview is a two-way street,” observes Brett. “Candidates want to know about the atmosphere and working

environment. They want to know if there is any flexibility, such as if they need to leave early to pick up their kids. What are the benefits? Is there room to move up? People want a career, not a job. They don’t want to be hired at \$18 an hour and then do the same thing for the rest of their life. You need to paint the picture for them of the opportunities that exist in our industry.”

### Need recruiting assistance?

PIA members with open positions can save significant time and money with our no-cost staffing services. Contact our Employment Services department at [recruiting@piasc.org](mailto:recruiting@piasc.org), or 323-728-9500 ext. 219 or 231.

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NEW NON-EMERGENCY COVID-19 PREVENTION RULES NOW IN EFFECT

PAPER-BASED REPLACEMENTS FOR PLASTICS

PRESENTATION IS EVERYTHING

Feature

Government and Legislative

Paper by Damien

Business Management

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FOR FULL LIST OF EVENTS, PLEASE VISIT <a href="http://WWW.PIASC.ORG/EVENTS">WWW.PIASC.ORG/EVENTS</a>						

Save the Date:  
Paper and Substrate Show  
TUESDAY, OCTOBER 3

Save the Date:  
Annual Surplus Drive  
THURSDAY-FRIDAY, SEPTEMBER 14-15

**Events**  
**CALENDAR**

Lunch and Learn with Landa  
THURSDAY, MARCH 30

PIA Office  
Commerce, CA  
<https://bit.ly/LanderPIALunch>

Riverside City College Open House  
FRIDAY, APRIL 21  
<https://bit.ly/RCCopenHouse>

Riverside City College, Technology B  
<https://bit.ly/RCCopenHouse>

Graphics Night 2023  
THURSDAY, MAY 4

Marconi Automotive Museum  
Tustin, CA  
[bit.ly/GraphicsNight2023](https://bit.ly/GraphicsNight2023)