

## Riverside City College is Teaching the Printing Trade

Years ago, many students' first exposure to the printing trade was in their middle school or high school "print shop" class. After getting an opportunity to run a printing press, many were motivated to pursue careers in the graphic communications industry. Now those classes are long gone, and most students are unaware of the career opportunities our industry offers.

The Applied Digital Media and Printing Program at Riverside City College (RCC) is working hard to fill the gap.

"Ours is one of the last community college-based printing education programs in Southern California," declares Patrick Scullin, Associate Professor of Applied Digital Media and Director of RCC's Printing Graphics Programs. "We have the unique ability to teach students with real printing press equipment, on current technology that they won't find elsewhere. If employees

are looking for future workers, we've got them. And if their current employees need retraining, we offer that, too."

RCC's program offers both associate degrees and certificate programs and is Print[ED] accredited. They also strive to align with the graphic communications program at Cal Poly San Luis Obispo, to ease the transfer process for students who wish to pursue a Bachelor's degree.

### Many students come for design but stay for printing

If you visit the program's website <https://bit.ly/RCCPrograms>, you might wonder why the names of all six of their sub-programs mention design. There's a reason for this.

"A lot of the high schools still teach graphic design," Patrick points out, "so we find that by appealing to both graphic design and printing we get more students in the program. In fact, many students come for design—we teach



using the latest software, on current Apple computers—but stay for printing. They learn that they love printing! Having grown up in a digital world, they discover the joy of physically making things. Making a t-shirt, sticker or poster of their work really gets them excited."

### The printing program offers broad exposure

Knowing that today's printing businesses do a wide variety of work, RCC tries to give students a broad array of hands-on experience. For example, students who choose to pursue the

*Continued on back*

## BUSINESS MANAGEMENT

### Bill's Short Attention Span Sales Tips: A Killer Sales Assumption

The client was adamant: They already had a print vendor. They are all set. No need to set up an appointment. Case closed. Check, please.

An ordinary sales rep would've let it go. They would've said something like, "Can I be your back up?"

But this was not an ordinary salesperson. This was someone who knew enough not to assume. He pressed on.

Salespeople hear the objection, "We already have a vendor" and believe it to be a dead end. These are the same reps who are reading this sales tip and wondering, "Where is the assumption

when a customer tells you they're already working with another printer?"

Back to our extraordinary salesperson...

"We are a full-service printer," he said.

"Got one already," the client replied.

"We can help with design," he continued.

"So can my current vendor," the client countered.

Sales rep: "We just installed a new piece of equipment that handles packaging. We can do labels. We do signage. I can offer you promotional products."

Customer: "We have no need for packaging or labels. Someone else handles signage and promo but we just changed vendors there, so we won't want to revisit either for a while."

Sales rep: "I can do vehicle wraps."

Customer: "Nope."

Sales rep: "I can print on textiles."

Customer: "Nope again."

Sales rep: "I can do billboards."

Customer: "Wait, what? You can do billboards? I've been trying to get my current vendor to handle our billboard printing. When you said, 'Printing,' I just assumed....That is something we can talk about. When can you come in?"

What is print? Your customers have one definition in mind and you have another. The mistake reps make is hearing the objection, "We already have a printer" and assuming their definition matches ours.

My extraordinary sales rep kept defining print when others would be long gone. As a result, he now

prints billboards for a new client.

Wanna guess how long it will take him to expand into those other areas?

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



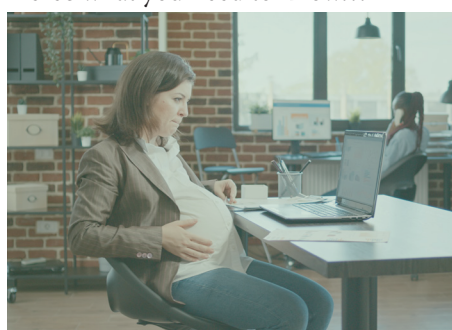
**Save time and Money with PIA's No-Cost Staffing Services!**

Email [recruiting@piasc.org](mailto:recruiting@piasc.org) for more information.

## GOVERNMENT AND LEGISLATIVE

### Congress Expands Protections for Pregnant and Nursing Employees

The omnibus spending bill that was signed into law at the end of 2022 included a wide variety of things, including the Pregnant Workers Fairness Act (PWFA) and the Providing Urgent Maternal Protections for Nursing Mothers Act (PUMP Act). Here's what you need to know...



#### Pregnant Workers Fairness Act

Employers with 15 or more employees must provide reasonable accommodations to employees and applicants who have known limitations related to pregnancy, childbirth or a related medical conditions. The employee must notify the employer of their limitation and need for accommodation. Once they do, the employer must engage in an interactive process with them (similar to the

interactive process associated with the Americans with Disabilities Act) in order to grant or decline a request for reasonable accommodation.

The PWFA makes it unlawful for employers to:

- Fail to provide reasonable accommodations for qualified employees unless they can demonstrate this would impose an undue hardship on the operations.
- Require qualified employees to accept an accommodation other than any reasonable accommodation arrived at through the interactive process.
- Deny employment opportunities to qualified employees if the denial is based on an employer's need to make a reasonable accommodation for such employees.
- Require qualified employees to take leave, whether paid or unpaid, if another reasonable accommodation can be provided.
- Take adverse action against a qualified employee on the basis of the employee requesting or using a reasonable accommodation

The PWFA will take effect on June 27, 2023.

Note: California, Nevada and Oregon already provide pregnancy disability accommodation. The new law outlines more specifics as to the interactive process that must be followed rather than simply placing an employee on a leave of absence. As always, the law that offers the most protection to employees supersedes.

#### PUMP Act

Since 2010, nursing or lactation accommodations under the Fair Labor Standards Act (FLSA) have required employers with 50 or more employees to provide non-exempt employees with time and private space to pump breast milk for one year after the birth of the child. The PUMP Act expands this to include all employees, both exempt and non-exempt, including at smaller companies. It also extends the time period to two years. However, the PUMP Act does not apply to employers with less than 50 employees if it would cause such employers an undue hardship.

The time spent expressing breast milk may be unpaid unless otherwise required by federal or state law or

municipal order, or unless the employee is still on the clock or simultaneously performing their job.

The PUMP Act requires employers to provide:

- A reasonable break time for an employee to express breast milk each time such employee has need to express breast milk for the two-year period beginning on the date on which the circumstances related to such need arise; and
- A place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by the employee to express breast milk.

Once an employer receives notice of an alleged violation, they have 10 days to remedy before the employee can file a complaint with the Department of Labor.

The PUMP Act took effect immediately upon signing on December 29, 2022, but the remedy provisions of the law will not become effective until April 28, 2023.

# Congratulations to Our Members That Made the Top 300 List!

Each year Printing Impressions presents a list of the top 300 printing companies in the U.S. and Canada, ranked by annual sales volume. We recently learned that 18 PIA members made the list for 2022! Congratulations to...



- #20: 4 Over, LLC, Glendale, CA
- #26: Franchise Services, Inc., Mission Viejo, CA
- #43: Publication Printers Corporation, Denver, CO
- #51: Lithographix, Inc., Hawthorne, CA
- #62: Prisma Graphic, Phoenix, AZ
- #66: The Dot Corp., Irvine, CA
- #93: Southwest Offset Printing Co., Inc., Gardena, CA
- #105: Alexander's Print Advantage, West Linton, UT
- #106: Premier Press, Portland, OR
- #146: PDF Print Communications, Long Beach, CA
- #158: Impress Communications, Inc., Chatsworth, CA
- #160: Peczuh Printing, Salt Lake City, UT
- #161: Westamerica Communications, Inc., Lake Forest, CA
- #175: D'Andrea Graphic Communications, Cypress, CA
- #240: O'Neil Printing, Phoenix, AZ
- #245: Boss Litho Inc., City of Industry, CA
- #284: 5 Day Business Forms Mfg. Inc., Anaheim, CA
- #292: Classic Litho & Design, Torrance, CA

**FOR SALE OR LEASE 27,000 SF**  
**2146 E. GLADWICK ST. | RANCHO DOMINGUEZ**  
 UNINCORPORATED LOS ANGELES COUNTY | CA

- 27,000 SF Former High End label printing facility in Unincorporated Los Angeles County (Rancho Dominguez)
- Heavy Power and Extensively Distributed

- Ventilation systems
- Private Yard
- Beautiful Offices
- 9 miles to LA and Long Beach Water Ports and 16 miles to LAX Airport

**FOR MORE INFORMATION, CONTACT:**

**CHUCK BRILL**  
 Executive Vice President | Principal  
 P: 310.538.6710 | M: 310.710.3127  
 chuck.brill@daumcommercial.com  
 CA DRE License # 00974481

Although all information is furnished regarding for sale, rental or financing is from sources deemed reliable, such information has not been verified and no express representation is made nor is any to be implied as to the accuracy thereof, and it is submitted subject to errors, omissions, changes of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. All maps courtesy of Google Maps, Bing, and Google Earth. DIAQ Corp. # 01129556

## CONTACT US

### Address

5800 S. Eastern Avenue,  
 Suite 400  
 Los Angeles, CA 90040  
 P.O. Box 910936  
 Los Angeles, CA 90091  
 Phone: 323.728.9500  
 www.piasc.org

### Key Contacts

- LOU CARON,**  
PRESIDENT  
Ext. 274, lou@piasc.org
- DENNIS BERNSTEIN,**  
COMMERCIAL INSURANCE  
Ext. 222, dennis@piascins.com
- EVIE BAÑAGA,**  
EMPLOYEE BENEFITS  
Ext. 224, evie@piabt.org
- KRISTY VILLANUEVA,**  
MEMBER SERVICES  
Ext. 215, kristy@piasc.org
- RODNEY BOLTON,**  
HUMAN RESOURCES  
Ext. 218, piasc@hrbizz.com

## FEATURE, CONTINUED

*Continued from Front*

Graphic Design and Printing program with a commercial printing emphasis learn both screen and offset printing.

The screen printing classes focus primarily on apparel printing, while the offset printing classes teach pre-press skills, large format printing, all aspects of digital printing, and bindery.

**This is also a production facility for the college**

“One of the things that is unique about our program,” Patrick shares, “is that we print all the material for the college and district. Ours is one of a handful of programs that is also a production facility.”

Because of this, the program’s students are able to work under the supervision of professional staff to get hands-on experience with real-life projects. This helps give the program an invaluable “apprenticeship” component as well.

**A recent donation is transformational**

Two years ago when Jan Steiner, PIA’s 2019 Executive of the Year and former CEO of Thoro Packaging, wanted to do

something for the printing industry, she learned about RCC’s program. At the time, the program’s circa 1984 offset printing equipment was so old that they struggled to get replacement parts! Jan’s \$1.2 million donation has changed that.

Thanks to Jan’s incredible generosity RCC’s printing facility has been remodeled and upgraded and, starting this semester, students are learning offset printing on a state-of-the-art Heidelberg SpeedMaster SX 52 printing press. As part of this project, Heidelberg provided a discount on the purchase price of the press and included their Prinect software and support.

“We’re trying to diversify into as many areas as we can,” Patrick explains, “and this is one of the most expensive ones. We had been operating in an offset equipment ‘time capsule.’ Now we are thrilled to be able to teach and print with cutting-edge technology.”

In talking about her donation, Jan says that one of her greatest joys at Thoro Packaging was seeing people grow and develop to be the best that they can be. “I see this whole program at Riverside City College as being able to

help students do just that,” she relates. “Now students will be able to come out of this program with hands-on experience using the latest printing and packaging equipment—a win/win for both them and the companies that hire them.”

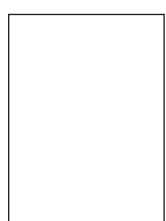
**A new Heidelberg scholarship program recently launched**

Another big win for the RCC program has come in the form of a scholarship. Heidelberg recently established and funded the Thoro Packaging Printing Scholarship at the college. “This scholarship,” Patrick reports, “will enable us to award full-tuition one-year scholarships for our printing certificate or printing degree program to two students per year for the next five years.”

**Don’t miss the April 21st open house and ribbon cutting**

Join the Applied Digital Media and Printing Program on April 21 as they celebrate 100 years of excellence in graphic communications education and the renovation of the printing facility.

Register at [bit.ly/RCCOpenHouse](http://bit.ly/RCCOpenHouse) or contact Patrick at [patrick.scullin@rcc.edu](mailto:patrick.scullin@rcc.edu) for more information.



5800 S. Eastern Ave., #400  
 Los Angeles, CA 90040



## PIA Events CALENDAR

- Lunch and Learn with Landa**  
**THURSDAY, MARCH 30**  
 PIA Office  
 Commerce, CA  
<https://bit.ly/LandaPIALunch>
- Riverside City College Open House**  
**FRIDAY, APRIL 21**  
 Riverside City College, Technology B  
<https://bit.ly/RCCOpenHouse>
- Career Day at CalPoly San Luis Obispo**  
**FRIDAY, APRIL 21**  
 CalPoly San Luis Obispo  
<https://bit.ly/CareerDay23>
- Graphics Night 2023**  
**THURSDAY, MAY 4**  
 Marconi Automotive Museum  
 Tustin, CA  
[bit.ly/GraphicsNight2023](http://bit.ly/GraphicsNight2023)

## 03 March

SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FOR FULL LIST OF EVENTS,  
PLEASE VISIT  
[WWW.PIASC.ORG/EVENTS](http://WWW.PIASC.ORG/EVENTS)

## ISSUE 128 MARCH 27, 2023

- THE TOP 300 LIST
- CONGRATULATIONS TO OUR MEMBERS THAT MADE
- CONGRESS EXPANDS PROTECTIONS FOR PREGNANT AND NURSING EMPLOYEES
- A KILLER SALES ASSUMPTION
- RIVERSIDE CITY COLLEGE IS TEACHING THE PRINTING TRADE
- Member News
- Government and Legislative
- Business Management
- Feature

