

Mark Barbour is Selected as the 2023 Executive of the Year

We are excited to announce the selection of Mark L. Barbour, Executive Director and Founding Curator of the International Printing Museum in Carson, California, as the PIA 2023 Executive of the Year.



“Mark was chosen for this honor because of his tireless efforts to preserve the legacy of printing through the preservation of the machines, tools and

artifacts of the printing industry, and the innovative ways he uses these to bring history alive for adults and youth alike,” says Lou Caron, PIA President/CEO.

While earning his Graphic Communication degree from Cal Poly San Luis Obispo, Mark worked as the student curator of the university’s Shakespeare Press Printing Museum. This experience developed his interest in printing history and for using that history to inspire others. This led to Mark helping to found the International Printing Museum in 1988.

Mark was instrumental in establishing the Museum with the Ernest A. Lindner Collection of Antique Printing Machinery and has since grown the collection to include working printing presses dating back to 1806 and an extensive collection of type, including the Dave Peat Collection and the Smithsonian Collection. Mark’s vision

and passion have been dedicated to the history of printing by developing a broad base of financial support for the Museum as well as its many creative programs. Instead of just presiding over a warehouse collection of antique printing presses and type, he has used the collections as a springboard for bringing the study of American and world history, civics, great inventions and discoveries, art and literacy to life for audiences of all ages.

The long list of ongoing programs that Mark has created include the innovative Museum on Wheels, a mobile exhibit featuring Ben Franklin’s printing shop that travels to schools in the Western States; the annual Los Angeles Printers Fair; the Book Arts Institute (a 4,000 square foot teaching lab); curriculum-based tours for 15,000 students annually; merit badge workshops for scouts, boys and girls; and much more.

Since the Museum’s founding, Mark has

also been regularly engaged as a consultant for film and television on the subject of printing. The printing presses that have appeared in many films and shows often have been rented from the Printing Museum’s collections, ensuring an accurate depiction of how the equipment would have been used during the time period depicted.

Over the years Mark has been the recipient of a variety of industry awards. These have included PIA’s *Pioneer of the Year Award* in 1995, the *Excellence in Education Award* from PIA and the Graphic Arts and Technical Foundation (GATF) in 2008, and, most recently, the American Printing History Association’s *2023 Institutional Award*.

BUSINESS MANAGEMENT

Bill’s Short Attention Span Sales Tips: The Opportunity Filter

The phone rings on a busy day. It’s a potential new account talking about an order. You drop everything to accommodate...don’t you? How do you know when to pursue and when to pass? Here is a method for deciding.

Here’s a way to look at either a customer as a whole or a potential order and decide if you should pursue or let it go and focus on something else.

Full disclosure: This is not an original



idea.

One of my favorite books is *Essentialism*, by Greg McKeown. In it he talks about, as the jacket cover professes, “The disciplined pursuit of less.”

It’s not a book about target markets and certainly not a book on sales, but the author gives a brilliant format for sifting through opportunities that applies here, so let’s go to page 109

(kids, take out your workbooks...).

Here’s what McKeown says about screening opportunities:

First, write down 3 minimum criteria an opportunity would need to pass in order to be considered. That is, what are 3 things that must be in place in order for you to even ask the question.

Example:

1. \$1000 order (or whatever your minimum number is)
2. Something you currently offer
3. A customer you have a good feel for

If all 3 criteria are not in place, it’s a hard no. You must go 3 for 3.

Then...

Create a second level of consideration. Here, come up with three descriptors of the ideal customer or order.

Example:

1. \$5000 order (or whatever you’d consider to be a good number)
2. A client you believe you’ll be doing business with in 10 years

3. A client with much more than just this one job

In order to proceed with the pursuit of the order, you’ll need to have 2 out of 3 of these criteria in place.

You’ll need to put some work into creating your own filters, but you get the idea.

Too often, we chase every order and every client. The idea of saying, “no, thank you” is foreign to us. That’s understandable. But don’t spend even a second more than you have to on the wrong opportunities. Create those filters and stand by them.

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

HUMAN RESOURCES

Human Resources Q & A

What’s the difference between a job description and a job posting?

Can you just share the job description when advertising for a role?

While the job description and the job posting are similar, in that they both outline the duties of the role and the knowledge, skills and abilities needed to perform those duties, each has a different purpose.

The job description is an internal document outlining the purpose of the role within the organization, the essential functions and the necessary knowledge, skills and abilities. It is often used to set the salary range, complete performance reviews and, if needed, create a performance improvement plan or consider accommodations. A job description will usually have more details about the day-to-day requirements of the position than a job posting, and it doesn’t need to include enticing language about the benefits the company offers or the company’s culture.

The job posting is what you use to attract candidates to the job and your organization. It is, at least in part, a marketing tool designed to attract talent by not only discussing the duties of the job, but also the benefits you offer (both big and small) and the culture of your organization.

While a job posting will usually include a fair bit of information about the job itself—so candidates have a clear picture of what they’re applying for—it probably won’t be as extensive as in the job description. The job posting will also have information on how to apply

for the position and perhaps information about your screening and selection process.

While these two types of documents convey much of the same information, they’ll be more effective if you write each of them to achieve their respective purpose.

Can you have multiple versions of your employee handbook?

For example, can you have different employee handbooks for your exempt and nonexempt employees?

There’s no rule against having multiple employee handbooks, but there are some factors to consider. Having multiple versions would lead to more administrative work to ensure all handbooks are up to date and consistent. If you have separate handbooks for exempt and nonexempt employees, or for employees in different states, each handbook would need to be updated any time your policies or practices change. This extra work would increase the likelihood of omissions or errors, potentially causing confusion for employees and managers alike.

One alternative to having two separate handbooks would be to add an appendix that provides relevant information specific to exempt and nonexempt employees.

The approach we most often recommend is to ensure that you are clear within each policy about who it applies to. For instance, you might want all employees to track their time, but only need nonexempt employees to track their breaks—you can simply point this out in your singular

timekeeping policy. Or you might have two different vacation accrual systems. If they are vastly different, you could have two different policies side by side, whereas if they are mostly the same, you can just call out the differences that apply to certain employee types. By doing it this way, the core of the handbook is the same for everyone, and there’s no need to update multiple handbooks when something that affects everyone changes.

Should you provide a letter when you terminate an employee for cause?

If you need to terminate an employee due to poor performance, should you give them a letter outlining why you are terminating them?

There is no federal requirement for employers to provide written notice about why someone is being terminated, but we do recommend providing written notice as best practice. This

reduces the likelihood of the terminated employee spinning up their own (possibly illegal) reason for the termination and then claiming there is no documentation to the contrary.

If you provide a letter, it should include the reason for the termination, any relevant details regarding their benefits, and when and how they’ll receive their last paycheck (if you aren’t giving it to them in person at the termination meeting). The employee may not be in the best frame of mind to remember the details of your meeting, and the letter will remind them what comes next. We recommend being truthful and direct about the reason for terminating an employee. Doing so can help provide closure and is generally a professional courtesy.

Source: HR|BIZZ



On Our Radar

Proposed regulations and other issues that we're following:

- **Four-day workweek** – AB 1100 would declare the intent of the Legislature to establish a 4-day workweek.
- **Flexible work schedules** – SB 703 would allow a nonexempt employee to request a flexible work schedule of workdays that are up to 10 hours per day.
- **Additional paid sick leave days** – SB 616 would increase the amount of sick pay a worker can accrue each year.

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

- **Minimum wage in Los Angeles** – As of July 1, 2023, the minimum wage in the City of Los Angeles will be \$16.78 per hour. You can download the required posting from the “Information and Documents” link at <https://wagesla.lacity.org>.
- **Severance agreements** – In a landmark decision on February 21, the National Labor Relations Board (NLRB) ruled that merely offering a severance agreement to a non-supervisory employee that contains broad confidentiality and non-disparagement terms is an unlawful “unfair labor practice.”



Westamerica Communications

Doug Grant, CEO and President of Westamerica Communications in Lake Forest, California, recently hosted California Congresswoman Young Kim for a plant tour. During the visit the Congresswoman learned about our industry and also shared some of her personal journey.

This type of involvement with our local legislators is excellent for the visibility of the graphic communications industry, which is not always top of mind in our state and national capitols. If you have not yet done so, consider reaching out to your own state and federal legislators and invite them to come tour your facility the next time they are in town.





Services for Graphic Communications

Graphics Night

THURSDAY, MAY 4, 2023
TUSTIN, CA



Register at: <https://conta.cc/42VlmIR>

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Michael Makin Returns to Printing Industry with National Print and Sign Owners Association

After a two-year hiatus from the printing industry, Michael Makin is returning to print with the National Print and Sign Owners Association (NPSOA) as a senior consultant.

“We are thrilled to welcome Michael back to NPSOA,” said Nathaniel Grant, Chairman of the Board. “His vast print experience and business acumen will be a great asset to our association as we move into the future.”

Michael is no stranger to the organization. For several years he lent his expertise to assist NPSOA with strategic planning, conference management and governance. He also was a regularly featured keynote presenter and panel moderator.

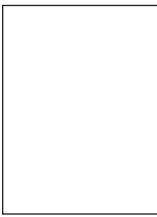
“In his new role, Michael’s primary focus will be on member outreach and engagement,” noted Grant.

Michael served as the President and CEO of Printing Industries of America for almost 20 years before its merger with Printing United Alliance. Prior to

that he was the President of the Canadian Printing Industries Association. He also served as the Chairman of the World Print and Communications Forum for more than 10 years.

Since retiring from Printing United Alliance in 2021 Michael has focused his time on social media consulting and business development with a select group of clients outside the printing industry on a part-time basis.

Michael has also become a social media celebrity in his own right. His channels on TikTok, Instagram and YouTube have garnered more than 700,000 followers and 60 million video views.



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



Events CALENDAR

- **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
<https://conta.cc/42VlmIR>

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10	11	12	13	14	15	16
19	20	21	22	23	24	25
17	18	26	27	28	29	30

FOR FULL LIST OF EVENTS,
PLEASE VISIT
WWW.PIASC.ORG/EVENTS

- **Save the Date:**
Annual Surplus Drive
THURSDAY-FRIDAY, SEPTEMBER 14-15
- **Save the Date:**
Paper and Substrate Show
TUESDAY, OCTOBER 3

ON OUR RADAR

HUMAN RESOURCES Q & A

THE OPPORTUNITY FILTER

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Feature

Business Management

Human Resources

Government and Legislative