

2023 Graphics Night Honoring Mark L. Barbour and Winners of the Print Excellence Awards

Join us for the most anticipated in-person event of the year: The PIA 2023 Graphics Night Celebration! The theme for the evening, which will be held on Thursday, May 4 at the Marconi Automotive Museum in Tustin, California, will be “Rev Up the Press.”

This will mark the first time that this celebration of the “best of the best” in printing will be open to organizations from all 13 states that PIA serves. The evening will include networking, an exhibit of the winning printed pieces, dinner and a chance to honor the winners of the 2023 PIA Print Excellence Awards, the largest local printing competition.

The event will begin at 5:30 p.m. with a hosted wine reception and the exhibition of the winning pieces. Dinner will begin at 7:00 p.m., followed by the

awarding of the Executive of the Year recognition to Mark L. Barbour. The presentation of the Print Excellence Awards winners will begin at 8:00 p.m.

We encourage you to take this opportunity to invite your clients and/or company employees who helped create your winning piece(s). Tickets are just \$125 per person for members and \$250 per person for non-members.

Register online at bit.ly/GraphicsNight2023.

Traditional business or evening attire requested.



BUSINESS MANAGEMENT

Are Your Salespeople Making the Most of Your Content?

Blogs...eBooks...webinars...special reports...social media posts...and more. There are many different types of marketing content that your business can create.

The point of all of this content is usually to share information in order to attract and engage potential customers, and stay top of mind with existing customers. Content can be used to generate leads for your sales team, and it can also be used by your sales team to turn those leads into sales.

Assuming, that is, all that great content you're producing is actually being used.

Can your team members quickly find your content?

I once read a study that said the number one reason why salespeople do not make use of marketing content is that they can't find it! They know it's in the system somewhere, but they have no idea where.

If you've got this problem, the solution is to create a content library, with everything clearly titled and then categorized by product and purpose.

How can your salespeople use your marketing content?

Once everyone can quickly find your content, the next step is to encourage them to make use of it. Depending on what type of content you have created, here are some ideas for how your salespeople can use it to help turn prospects into customers:

- **Establish themselves as experts** – Many prospects who avoid “salespeople” are interested in getting advice from a knowledgeable expert in the field. To help establish their expertise, have your salespeople write their own introduction to your content and then share it on their social media channels.
- **Address prospects' specific information needs** – Make this easy for your sales team. Give them a chart that lists all of your content for each product or service and the stages of the sales funnel (awareness, evaluation, purchase) for which it is best suited.

- **Stay top of mind** – It can take some prospects a long time to work their way through the sales process. Content can keep them top of mind in between other points.
- **Help the prospect sell internally** – Perhaps the prospect is already sold on your product, but now needs to get three others on board, too. The salesperson can ask which content the prospect would find most

- helpful for making the internal sale.
- **Make the purchase decision easy** – People want to feel confident that you will deliver on your promises. Case studies, testimonials, buying guides, comparison sheets and other content can provide the proof that they need.

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



HUMAN RESOURCES

When Employees Don't Get Along

How can you get employees who don't get along to work well together?

Getting employees who don't like each other to work well together can be challenging, but here are several steps you can take to improve the situation:

- **Investigate the cause or causes of the conflict.** It's easy to jump to conclusions about what is happening. Speak to the employees involved and try to understand the tension between them. Is it a personality clash, a misunderstanding or a difference in working style? Once you understand the cause, you can work to address it and find a solution.
- **Encourage the employees to communicate openly with each other.** You may need to facilitate a conversation to help them understand what open communication is like. If your employees are struggling to communicate openly, they may benefit from training in effective communication, including active listening and conflict resolution.

- **Set clear expectations for behavior and performance,** and make sure everyone is on the same page. Create a shared vision for the team and encourage everyone to work towards that common goal. Tell your employees that they don't need to be friends, but they do need to be able to work together and should be professional in the workplace.
- **Lead by example.** Model open communication and positive conflict resolution with your teams and peers.
- **Follow up to ensure that the solution is working** and that your expectations are being met.

If one or more of your employees continues to not meet your behavioral and performance expectations, it would be appropriate to discipline them, up to and including termination.

Source:HR|BIZZ



STATE HAPPENINGS BY RJ

Over 2,000 Bills Have Been Introduced!

We are now at the part of the California legislative session where policy committees are debating the merits of the over 2,000 bills that have been introduced in the past few months. As usual, we are reviewing numerous proposals related to labor, environmental and tax law.

In the labor arena space, for example, we are already seeing a number of bills that would amend California's paid sick leave and family medical leave laws. Under current family medical leave law there are restrictions on who employees can take family leave to care for. Historically this has been limited to immediate family members and in-laws. AB 518, introduced by Assembly Member Buffy Wicks, expands this to include “any other individual related by blood or whose association with the employee is the equivalent of a family relationship, who has a serious health condition.”

Depending on how things shake out, employees might be limited to caring for one non-relative per calendar year. In this case, in addition to tracking how much of each employee's eight weeks of family medical leave has been taken, you would also need to track whether or not leave has been taken to care for a non-relative and, if so, who this person is and when the leave was taken.

On the environmental front, there are a number of proposals that would require new climate impact reporting,

including requiring businesses to report their emissions impact and emissions mitigation efforts to the California Air Resources Board. We have also seen proposals that would dramatically harm goods movement in the Southern California region by banning the use of internal combustion engines in trucks by 2030 in Riverside and San Bernardino counties. It is not clear how the legislators expect goods to get from the ports to the warehouses!

Looking forward, the legislature will meet its midway point come late May, and then the state budget will need to be finalized by June 15. We are expecting a nearly \$30 billion budget deficit. This, of course, will create added pressure on many programs, including the workforce development program that our industry depends on.

As always, we will continue to advocate on your behalf.



Five Download Habits to Break for Ransomware Protection

Ransomware attacks can be devastating for any individual or business. In the past, installing antivirus software was enough to protect against most online threats. However, in today’s world, antivirus alone is not sufficient to keep you safe from cybercriminals. One of the biggest ways you can invite an attack is by downloading a file infected with malware.

It is essential that every member of your team be aware of five seemingly innocent download habits that they must stop doing now to in order to help prevent your company from becoming a victim of ransomware:

1. **Stop downloading apps from unknown sources.** While there are countless free apps available online, hackers are experts at using curiosity and “clickbait” to lure you into downloading a malicious app. To prevent rogue apps from installing, configure your devices to disallow the installation of programs from unauthorized sources. On your phone, only download apps from your device’s respective app store, which meet the store’s security and privacy requirements.
2. **Stop surfing the web unprotected,** particularly when accessing downloads. This is especially true if you’re on public Wi-Fi. Using public Wi-Fi without proper endpoint

protection solutions like a VPN can be risky. It’s best to talk to your IT company about installing more than just antivirus, but also endpoint protection solutions, like a VPN, that will “hide” you from cybercriminals and filter out nefarious websites and attacks.

3. **Stop opening and downloading files emailed to you without using extreme caution.** Phishing attacks via email are still the number one way that hackers gain access to a network. It’s crucial to be careful when opening emails and attachments, especially if they seem suspicious. It’s far safer to use IT-managed file sharing like OneDrive, SharePoint or Citrix ShareFile to send attachments.

4. **Stop downloading “bloatware.”** Some legitimate and reputable apps sneak in other applications or toolbars that you don’t need. They sell this as a sponsorship to make more money every time one of their users downloads an app. So, before installing a new app, look for checkboxes that automatically opt you into services by default.
5. **Stop downloading music, software, games, movies and the like** from peer-to-peer file-sharing sites such as BitTorrent, RARBG and 1337x. These sites are often breeding grounds for hackers who post files infected with malicious software for people to download.

As a business owner, it is essential to ensure that your employees are following these practices for both their work and personal devices. However, it is also crucial to have business machines locked down, preventing employees from downloading any applications or files that could harm you and compromise your security.

Source: *Shield IT Networks*, www.shielditnetworks.com



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

MISCELLANEOUS

Richard Emerson Colbary

On February 25, 2023, Richard Emerson Colbary passed away at age 87.

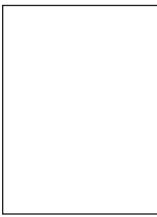
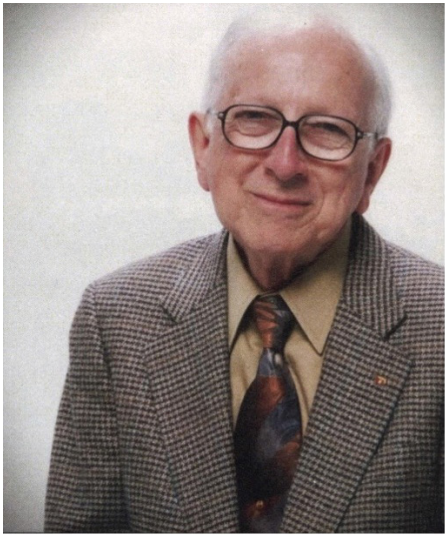
Richard was born in 1935 in New York City. His family moved to California during World War II, and he attended elementary and high school in San Pedro and Lomita.

After graduating from high school in 1953, Richard attended Harbor College in Wilmington and began his printing career. He worked for a few companies, including Butler and Continental Graphics, starting on the presses and eventually becoming customer service manager. Based on his experience, Richard wrote the book, “Customer Service in the Printing Industry.”

In addition to serving as vice president of the Graphic Arts Training Council in Los Angeles, Richard became a consultant and traveled the country teaching classes on customer service, printing production and leadership to the graphic arts industry. Numerous people and businesses benefited from his expertise and wisdom.

Richard was also heavily involved in his community. He served on multiple commissions for the City of Lomita, was very involved with the Friends of the Lomita Library, and served on the Los Angeles County Library Commission, including serving as Chairperson at the end of his tenure. Always interested in promoting civil rights, Richard was a member of the NAACP in the sixties. He also coached softball with Miss Softball America in Lomita, and is fondly remembered by his players.

Richard is survived by his two daughters, five grandchildren, eight great-grandchildren, two great-great-grandchildren and five stepchildren. Those who wish to send a card or letter to Richard’s family can send it to 1745 248th Street, Lomita, CA 90717.



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



Events CALENDAR

- **Graphics Night 2023**
THURSDAY, MAY 4
Marconi Automotive Museum
Tustin, CA
bit.ly/GraphicsNight2023

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

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

05 MAY

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

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