

2023 Graphics Night

We revved up the presses for the 2023 Graphics Night, as over 250 industry professionals came together on May 4 at the Marconi Automotive Museum in Tustin, California. The evening of celebration included honoring Mark Barbour, PIA's Southern California Executive of the Year, as well as the winners of the 2023 Print Excellence Awards printing competition.

The event started with a cocktail reception and exhibit of the Print Excellence entries. Live post-modern music set the mood while guests mixed, mingled and admired the gorgeous muscle cars, race cars and other vehicles that fill the Museum's collection. This was also when votes were cast for the coveted "People's Choice" Award. With so many examples of outstanding work on display, choosing just one was quite a challenge!

As the evening continued, the party moved into the museum's main room for the banquet. Of course, the awards presentations were the highlight of the evening. Janet Steiner, PIA's 2019 Southern California Executive of the year, introduced this year's honoree, Mark Barbour, who then spoke about his work with the International Printing Museum. The evening concluded with the presentation of the Print Excellence Awards by Cathy Skoglund, PIA's Southwest States Director of Member Services. Over sixty awards were presented to the "Best of" winners in each category, ranging from Catalogs to They Said It Couldn't Be Done. The top winners were...

Best of Show
PJ Printers
Sponsored by Kelly Spicers



People's Choice Awards
PJ Printers
Sponsored by Kelly Spicers



Best in Registration
Classic Litho & Design
Sponsored by Printing Industries Credit Union



Best Execution of Ink
O'Neil Printing
Sponsored by Haz Away Today



Best Use of Paper
Prisma
Sponsored by Case Paper



Best of Design
Premier Press
Sponsored by MONA Payment Solutions



Best of Arizona
Prisma
Sponsored by Heidelberg



Best of California
Clear Image Printing
Sponsored by HR|BIZZ



Best of Colorado
Publication Printers Corporation
Sponsored by Shield IT Networks



Best of Oregon
Premier Press
Sponsored by Xeikon



Best of Utah
Hudson Printing
Sponsored by Landa Digital Printing



Best of Washington
Abbott's Printing, Inc.
Sponsored by Ricoh



BUSINESS MANAGEMENT

Strategies for Preparing to Deal with Crisis in the Workplace

Increasingly, employers find themselves facing a variety of crises in the workplace and being called upon to respond in real time. Crises in the workplace can take many forms, but commonly include:

- Workplace violence
- Financial crime
- Public relations or social media crises
- Data breaches

No longer merely a vague risk, the possibility that you may face one or more of these issues increases each year. For example, according to the Bureau of Labor Statistics, there were 392 workplace homicides and 37,060 nonfatal injuries in the workplace resulting from an intentional injury by another person in 2020, the last year for which statistics were available. Additionally, in 2022, data breaches numbered over 422 million, up from 294 million in 2021.



What can you do?

As an employer, what can you do to prevent, be prepared and effectively respond when facing a crisis in the workplace?

Certainly the best defense is a good offense, and there are several proactive measures that you can put in place to assist with all types of crises. One such measure is appointing a critical response team responsible for planning and policy making related to crisis response. An effective critical response team should include both internal (information technology, human resources, legal) and external (outside counsel, law enforcement, investigators) stakeholders. Once you have effective policies in place, periodic employee training on your policies is also critical.

Below is a discussion of preemptive measures you may consider utilizing to decrease the likelihood of the most common types of workplace crises, as well as best practices for response if a crisis occurs.

Addressing workplace violence

Even if it is not required in your state,

implement a workplace violence prevention policy. In addition to prohibiting acts of violence at work, an effective policy should set procedures for employees to report threats. Equally important is ensuring that employees are familiar with and trained on your violence prevention policy.

Effective workplace violence prevention training should include discussions with employees regarding reporting threatening activity that falls short of violence. Employees are often hesitant to report less serious threats by co-workers, but often these incidents provide critical information necessary to prevent workplace violence. Effective policies and training can address this. In addition, it's a good idea to periodically hold workplace violence drills, as practice makes everyone better prepared to respond if a violent situation occurs.

Periodically conduct physical inspections of the workplace, including outdoor areas and parking lots, and employ security protocols to evaluate potential threats to workplace safety.

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TECHNOLOGY

Cyber Security Tip: What is This New "Zero Trust" Thing?

Zero trust is a relatively new cyber security strategy that is rapidly becoming the security model of choice for businesses. In fact, we anticipate this to be the new standard to meet data protection compliance for all organizations, large and small.

Essentially the only applications and logins allowed are those preapproved by you, and everything else is treated with zero trust, thereby locking down your network. Here's an example of how it works...

Imagine you own a shopping mall and want to protect it from a shooting, shoplifters or other bad people. You place cameras and guards by every door to monitor people coming in and out. Maybe you even have a metal detector.

Problem is, the doors are wide open

and you are relying on the people running security to spot a bad guy, which means there's room for error. How do you spot a shoplifter or mugger? They don't wear a sign that says, "I'm a shoplifter!" as they enter the mall.

A zero trust environment ONLY lets the people into the mall who you know personally. You essentially have "zero trust" for anyone who wasn't invited in, and you block them ALL except for those specific people (applications) you know and trust.

On a computer network, that means applications like Office or QuickBooks are allowed, but something that is new or unvetted is NOT.

Source: Shield IT Networks, www.shielditnetworks.com



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Inspections should consider factors that may make employees vulnerable to violence, such as exchanging money with customers, working late night shifts or being in physically isolated workplaces.

Additionally, consider using a threat assessment model when conducting employee discipline and terminations. If available, you may also want to consider EAP (employee assistance program) referrals for employees who engage in threatening conduct that may not reach the level of a terminable offense.

Addressing employee financial crime

To combat employee financial crime, consider starting with making improvements to your pre-employment job screening procedures, implementing an anti-theft policy and creating an employee tip line. Review internal processes to set checks and balances regarding access to employer funds. Where permissible, consider the use of video surveillance in your facility.

When suspected employee embezzlement or theft is uncovered, suspend employees suspected of embezzlement or theft while an investigation is pending, in order to prevent the employee from destroying evidence or engaging in further theft. Consider notifying law enforcement – note that this may be an insurance requirement. Although tempting to do so, when terminating an employee for

embezzlement or theft, do not make any deductions from their final paycheck without discussing with counsel, as there are Fair Labor Standard Act (FLSA) and state law implications.

Addressing public relations or social media crises

A public relations or social media crisis may occur as a result of a business practice, a negative customer review or an employee's social media activities.

You should have media and social media policies in place that set forth the circumstances under which employees may make public comments on behalf of your company, and the circumstances under which their social media activity may subject them to discipline. Due to recent National Labor Relations Board (NLRB) scrutiny of employer social media policies, you should have these policies reviewed by counsel both prior to implementation and before taking any disciplinary action against an employee for their social media activity.

Should a crisis occur, you will want to have a crisis response team in place immediately to ensure the right people are speaking on your behalf. As public relations crises vary, so will the appropriate response, and it is important to have a team in place to devise a response strategy.

Addressing data breaches

The greatest risk of data breach is human error. According to a 2022 report, 82% of breaches involve some human element. Thus, you should implement policies and provide employee training to mitigate the risk of data breach.

Other things you can do include implementing periodic stress tests to determine where your organization may be vulnerable to attack and enacting mock data breaches. Be sure to require employees who fall for the mock breach to receive additional training. In addition, consider purchasing data breach insurance.

If a breach occurs, your crisis response team should be deployed to stop further damage or loss, and to assess the damage. You will also need to determine if either the type of information obtained in the data breach or the laws of your jurisdiction require you to issue any mandated breach notifications to customers or employees.

The bottom line

Crisis management has, unfortunately, become part of managing today's workforce. Implementing proactive measures, such as those discussed above, may help avert or lessen the impact of a crisis on your workforce.

Source: Shannon Kelly, Partner at Labor and Employment Law firm FordHarrison LLP, www.FordHarrison.com

Par-Tee On the Green



Date: Tuesday June 20, 2023
Location: Arrowhead Golf Course
**10850 W. Sundown Trail
Littleton, CO 80125**
12 pm - Registration, Warm-up and Lunch
1:30 pm - Shotgun Start
\$179 per member, \$209 per non-member
Includes: grab-and-go lunch and dinner celebration
Register today at <https://conta.cc/3KwRnta>
For information, contact Cathy Skoglund at 323-728-9500 Ext 221 or cathy@piasc.org

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@pibt.org

KRISTY VILLANUEVA,
MEMBER SERVICES
Ext. 215, kristy@piasc.org

RODNEY BOLTON,
HUMAN RESOURCES
Ext. 218, piasc@hrbizz.com

FUTURE WORKFORCE

Cal Poly San Luis Obispo Member-Only Career Day

On April 21 our association and Visual Media Alliance joined forces to host a member-only Career Day at Cal Poly San Luis Obispo's Graphic Communication Department.

The day started with Cal Poly professor Hoecheol Yang leading a private tour of the Graphic Communication Department for our participating members. Following the tour, members set up their table displays and waited for event to begin. Around 9:00 am the Graphic Communication students began to stop by. This Career Day event was a great experience for the participating students, who ranged from sophomores to seniors and even some alumni. Participants really appreciated the opportunity to connect and network with our members. The event ended with words of appreciation from Cal Poly professor and Graphic Communication Department Chair Colleen Larkin Twomey.

A big thank you to everyone who participated, and we look forward to hosting more printing career events like this in the future.



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





Events
CALENDAR

12th Colorado Par-Tee on the Green

TUESDAY, JUNE 20

Arrowhead Golf Course
Littleton, CO
<https://conta.cc/3KwRnta>

Save the Date:
Annual Surplus Drive

THURSDAY-FRIDAY, SEPTEMBER 14-15

Save the Date:
Paper and Substrate Show

TUESDAY, OCTOBER 3

05 MAY

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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