

Congratulations to the R.A.I.S.E. Foundation 2023 California Contest Winners

Each year PIASC's R.A.I.S.E. Foundation hosts graphic design competitions to help raise awareness of the Graphic Communications industry amongst local high school and college students. Winners receive cash prizes that are funded by the donations made by our members during the Foundation's annual fundraising drive.

We are excited to present the winners of the 2023 competition for California students. Note: Students from schools that submitted 30 or more entries only competed against others from their own school, while students from all other programs competed against those from their own as well as other schools.

Winners - High School Student Competition

Poster

Students designed and produced a poster for their school, including choosing a theme and graphics.

1st Place – Janessa Escobar, South Gate High School

2nd Place – Manuel Pineda, South Gate High School

3rd Place – Mya Osorio, La Vista High School

Poster – Warren High School

1st Place – Julia Moreno

2nd Place – Jones Taijohn

3rd Place – Ibarra Kedian

Postcard

Students designed and produced a postcard highlighting one of the 13 western states that PIA serves.

1st Place – Savannah Boyajian, Hart High School

2nd Place – Imani Raya, Pasadena High School

3rd Place – Nicole Xiong, Hart High School

Postcard – El Camino Real High School

1st Place – Roma Castellanos

2nd Place – Henry Steiner

3rd Place – Jaylene Powers

Postcard – Montclair High School

1st Place – Marielle Gines

2nd Place – Crystal Parra Hernandez

3rd Place – Estrella Huerta

Postcard – South Gate High School

1st Place – Seth Martinez

2nd Place – Sebastain Yepes

3rd Place – Joel Escamilla

Bookmark

Students designed and produced a bookmark featuring one of three messages. The winning bookmarks will be printed and distributed to local elementary school libraries.

1st Place – Finn Ethington, Hart High School

2nd Place – Sarah Hengst, Hart High School

3rd Place – Chinanart Sukitjavanich, Crescenta Valley High School

Bookmark – Montclair High School

1st Place – Jasmine Jimenez

2nd Place – Rueben Mora

3rd Place – Valeria Gomez



Jasmine Jimenez,
Bookmark



Danna Sheccid Perdomo,
Retractable Banner Stand

Winners – College Student Competition

Beverage Label

Students designed and produced a beverage bottle label with three different flavors, including making up the brand name and flavors.

1st Place – Danna Perdomo, Riverside City College

2nd Place – Kai Mahina Atil, Riverside City College

3rd Place – Meriat Iris, Riverside City College

Retractable Banner Stand

Students designed two banner stands for a food stall at a night market event, including making up the business name, food and prices.

1st Place – Danna Sheccid Perdomo, Riverside City College

HUMAN RESOURCES

What is Paid Volunteer Time Off?

Volunteer time off (VTO) is a form of paid leave that gives employees their regular compensation for hours spent in service to an approved charitable or community organization. These programs allow employers and employees to positively impact their communities. In fact, offering VTO incentivizes participation in these programs and can make a business more appealing to potential candidates—as well as customers and clients.

If you decide you want to offer this as an option for your employees, you should consider these questions:

- **How many hours will you designate as VTO?** We wouldn't recommend taking anything away from current paid leave banks.
- **How will employees request VTO?** Is it part of your usual time off request process or do you want a separate process?
- **Can employees roll over unused VTO** or is it a use-it-or-lose-it benefit?

- **Do you want to pre-select the organizations and activities,** or can employees select their own? If employees select their own, will you approve the organization first? If so, who will be responsible for vetting the organizations, and what criteria will you use? You will not want to be discriminatory, but you will likely want the organizations to reflect your mission and values.
- **Will you track, and if so, what will you track?** Tracking information beyond just the number of hours used can help you understand the causes your employees want to support, which can give you ideas for organizations you may want to support in the future.

Source: HR|BIZZ



TECHNOLOGY

Why Invest in Cyber Security if You're Going to Get Hacked Anyway?

As Keith Cunningham points out in his book, "The Road Less Stupid," succeeding in business often comes down to doing fewer dumb things. Unfortunately, when it comes to cyber security, many small businesses make the mistake of assuming they're not big enough to be a target or that they don't have anything worth stealing.

But the reality is that millions of small businesses are hacked every year, and many of them go unreported due to the fear of negative publicity and loss of trust from clients and the marketplace. Hackers are not deterred by the size of a business, and they're not just after the obvious targets like credit card numbers and social security numbers. Your business' data and information are valuable, and hackers will use ransomware attacks to hold your files hostage for a hefty sum.

Some businesses might argue that they're better off skipping the expense of cyber security measures and relying on

insurance to cover any losses in the event of a hack. But cyber insurance policies have changed significantly in recent years, with insurers increasingly requiring proof of certain security measures in place before issuing coverage. In fact, some experts predict that cyberattacks could soon become uninsurable.

Moreover, hackers are getting savvier and more sophisticated, and they're increasingly targeting backup systems as well as primary data sources. Ransomware attacks can leave you with no backup options, as hackers may corrupt your backup and threaten to release your sensitive information online if you refuse to pay.

Investing in cyber security measures may not guarantee that you won't be hacked, but it can dramatically reduce the risk and prevent the majority of attempts. Just as wearing a seat belt and practicing good driving habits won't guarantee you'll never be in a car

accident, investing in cyber security measures won't guarantee that you'll never be hacked. But both measures will significantly reduce your risk of harm.

Don't let a lack of understanding or fear of expense prevent you from taking cyber security seriously. Small businesses are particularly vulnerable to attacks, and investing in cyber security measures can protect your business's reputation, your clients' data, and your bottom line.

If you're unsure about your current cyber security status, contact Shield IT Networks at 800-711-5522 to schedule a free, confidential assessment. They can help you identify potential vulnerabilities and create a plan to protect your business from cyber threats.

Source: Shield IT Networks, www.shielditnetworks.com



Now Available to All PIA Members: The Print University’s Training Videos

Guess what? Your PIA membership just got quite a bit more valuable! Instant access to The Print University’s full library of on-demand print and graphic communications training videos is now included as part of your PIA membership.

Why is this so exciting?

In today’s labor market there’s a good chance that you are recruiting and hiring employees from outside of our industry and then training them on what they need to know. However, providing this training can be both time-consuming and costly (and hit-or-miss in terms of content if you’re relying on your supervisors to think of what to say).

The Print University’s training videos make it easy for your team members to learn from experienced industry veterans, and for you to be sure that every new hire receives the same information. Subscribing to The Print University’s platform on your own would cost you \$900 per year; now this access is included as part of your PIA membership.

What types of training topics are available?

The Print University currently offers over 55 foundational courses that are specific to the production printing industry. The average course length is just 20 minutes – a perfect length for

presenting concepts without being overwhelming.

Course categories include:

- Introduction to Production Printing
- Inside the Print Shop
- Operations of a Print Service Provider
- Print Workflow and Processes
- Introduction to Finishing
- Selling Strategies
- Vertical Markets for Print

How can you access these training videos?

Simply login to the Members area on the www.piasc.org website and click on the Print University tab.

If you have any questions, please contact Nadine Mora at (323) 728-9500 ext. 262 or email her at nadine@piasc.org.



2 PIA Members Win “On the Case” Awards

Case Paper Company has announced the winners of its third annual On the Case awards. These awards, which were created to recognize companies that go “above and beyond” to make their customers happy, cover a wide range of areas in the printing and packaging world.

Congratulations to the two PIA member companies that were amongst the 14 award winners:

- Marrs Printing & Packaging (www.marrs.com) won the “Keep on Truckin’ Award” for completing challenging projects and overcoming obstacles.
- World Trade Printing Company (www.wtpcenter.com) won the “Rain, Sleet, or Snow Award” for extreme dedication to making customer deliveries.



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

JUSTIN BOURG
COMMERCIAL INSURANCE
Ext. 284, justin@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

MISCELLANEOUS

Remembering George Hicks

It is with great sadness that we share the passing of George Robert Dempsey Hicks, who died on May 11, 2023, due to prostate cancer. George is survived by his wife, Laura; daughters Kianna and Kalani; stepson Nick Bruno; grandchildren Teddy and Midori; brothers Pat, Clark and Doug; and sisters Sonya and Marguerite (aka Missy). George will also be greatly missed by many throughout the printing industry, where he was both well-known and well-loved.

In fact, George started working in the printing industry in 1973. For many years his company, Print Craft South Bay, managed all of the point of sale and print-related promotion and fulfillment for all 1,100 AM/PM convenience stores.

In 2003 George began his career in selling and valuing businesses with

Business Team. In 2013 he branched out and founded his own company, The M&A Brokers, where he specialized in working with printing-related companies. As a long-time PIA member and preferred partner, George shared his expertise as a speaker at many PIA events.

Born in Oakland, California and raised in Walla Walla, Washington, George lived his entire adult life in Southern California. He was an avid open water swimmer, and over the years he completed numerous lengthy swims. George loved the beach, Rams football, cabernet, and Corvettes – he had eight of them, and as someone who liked to go fast, he loved to take his Corvettes to the track. He also enjoyed travelling, and later in life he and Laura discovered the joy of RVing.

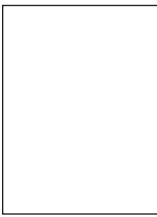
Thoughtful, kind, friendly, generous, sensitive, fun and funny, George always had a big smile on his face. As a “the glass is 90% full” type of guy, he was full of optimism and enthusiasm for life.



CLASSIFIED

FOR SALE: Delta Transformer made by Komori 112.5 KVA, primarily volt 208, secondarily volt 220v /127 3 phase. Please contact Bobby Martinez at (949) 413-0601 for more information.

FOR SALE: T-30 Ingersoll Rand Industrial Air Compressor, Model #242-5V, Serial #711713. Please contact Bobby Martinez at (949) 413-0601 for more information.



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



Events CALENDAR

- CPR/First Aid Bloodborne Training
TUESDAY, JULY 27
8:00 am - 1:00 pm PT
PIA Office, Los Angeles, CA
<https://bit.ly/CPRTraining2023>

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

- Save The Date: 31st Arizona Par-Tee on the Green
FRIDAY, SEPTEMBER 29
Raven Golf Club
Phoenix, AZ

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

- Save The Date: Los Angeles Printers Fair
SATURDAY-SUNDAY, OCTOBER 21-22

06 JUNE

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	

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

ISSUE 134

JUNE 19, 2023

CONGRATULATIONS TO THE
R.A.I.S.E. FOUNDATION 2023
CALIFORNIA CONTEST WINNERS

Feature

Human
Resources

Technology

Member News

TRAINING VIDEOS
MEMBERS: THE PRINT UNIVERSITY'S
NOW AVAILABLE TO ALL PIA

WHY INVEST IN CYBER SECURITY
IF YOU'RE GOING TO GET HACKED
ANYWAY?
WHAT IS PAID VOLUNTEER
TIME OFF?