

Access the New Online PIA Membership Directory Now

For decades PIA has produced an annual printed Membership Directory. Last year, due to the unprecedented paper shortage, we did not do so. We didn't want to risk taking paper away from members who really needed it. Although the paper shortage is now behind us, we have decided to hold off on printing the Directory for one more year.

Introducing the live online Membership Directory

Instead of the traditional print publication, this year we have created a live online Membership Directory. As a graphics industry trade association we are, of course, quite biased towards print. However, as you will see, the new online Membership Directory offers two valuable features that are not possible with print. The Directory...

- **Is searchable** by state and keywords. With the ability to narrow the search by state and then search for terms such as bindery, mailing, embossing, fulfillment and more, it's easy to find exactly what you need.
- **Is always current**, because it is linked to the Association's membership operating system.

A separate online Vendors Guide is also available

In addition to the full Membership Directory, a separate searchable Vendors Guide is also available. When you're looking for equipment, ink, paper, training or other vendor products or services, this is the ideal place to start your search.

Login now to take a look

You can access the Membership Directory and Vendors Guide from the www.PIASC.org homepage under the "Members" menu. Your login credentials are required.

As always, the Directory is not intended for mass mailing purposes and we ask that you refrain from such use.

An Excel spreadsheet version of the Directory is also available

As per our long-time policy, this version does not contain email addresses.

To request the Excel version and/or assistance with the login, please contact Nadine Mora at 323-728-9500 ext. 262 or nadine@piasc.org.



BUSINESS MANAGEMENT

Bill's Short Attention Span Sales Tips: Strive to be Ronald

Have you seen "Jury Duty" on Amazon Prime yet?

This is the show everyone is talking about and I highly recommend you give it a watch. I'm not much one for binging—taking in episode after episode in one sitting, but this show was different.

The premise is simple: it's a fake jury and a fake trial, where everyone from the judge to the plaintiff to the defendant to the lawyers and the jury members are actors.

All except one person: Ronald Gladden. A real person who thinks it's all real.

If you have not seen the show, don't worry, there really is no spoiler. I just told you exactly what the show itself spells out in the opening credits.

What follows is a series of outrageous situations and conversations carefully crafted (but spontaneously delivered in an improv kind of way) with Ronald acting as the lone variable.

No one knew how he would react.

In a small way, this show—and Ronald

in particular—will renew your faith in mankind. For time after time he reacts with kindness, acceptance and forgiveness in a way that can only be labeled as envious.

I, for one, could not say I would have been as generous and kindhearted.

When given the chance to mock, he doesn't. Where others would reject, he accepts. While witnessing unacceptable behavior, he forgives.

See the show and then put it into a business perspective:

- The client takes your idea and goes shopping with it, ultimately purchasing at a lower price from another vendor.
- Despite the fact your first meeting with a client went very well, they are ghosting you and call after call goes unanswered.
- A longtime customer suddenly leaves you.

There are so many opportunities in sales to feel cheated, taken advantage of, or be left out in the cold.

React like Ronald.

There is no downside to doing the right thing, the admirable thing, the enviable thing. You never know who might be watching.

When I first started out in sales, I heard the story of a client calling a sales rep after a first order. He was furious, claiming there to be a major problem with the job and hanging up before the sales rep could respond. The rep immediately grabbed the file folder and all of the production documents—everything he could think of he might need—and drove across town as fast as he could. When he got to the client's office, he nervously walked in. The

customer greeted him with a smile and a handshake and said, "There is no problem. I wanted to see how you would react, and now that I know, I am giving you all of our business."

That was a \$2 million annual spend.

Kindness. Acceptance. Forgiveness.

Who's watching you?

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



GOVERNMENT AND LEGISLATIVE

On Our Radar

Proposed regulations and other issues that we're following:

- **Expansion of manufacturing tax credit** – If passed, AB 52 will expand the sales and use tax exemption for the purchase of tangible personal property to be primarily used in manufacturing, research and development, or electric power generation.
- **Expansion of eligibility for Paid Family Leave** – AB 518 would expand the definition of "family member" for the purposes of the Paid Family Leave program to allow workers to take time off to care for a seriously ill "designated person" who is related by blood or whose close association with the employee is the equivalent of a family relationship.



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

- **AB 1100, SB 703 and SB 809 killed** – These bills are all dead, at least for this legislative session. AB 1100 would have declared the intent of the Legislature to establish a 4-day workweek. SB 703 would have allowed nonexempt employees to request flexible work schedules. SB 809 would have banned criminal background checks by most private sector employers.
- **EEOC issued guidance on use of AI hiring tools** – The U.S. Equal Employment Opportunity Commission (EEOC) has issued technical guidance on the use of artificial intelligence in hiring and other employment decisions. This can be found at bit.ly/AIHiringTools.
- **Form I-9 requirements pandemic-era flexibility ended** – If you inspected employees' Form I-9 compliance documents remotely during the pandemic, you must now complete in-person physical document inspections for those employees by August 30, 2023, and then update the associated Form I-9s citing "COVID-19" as the reason for the physical inspection delay.

- **Mandatory FMLA and FLSA posters updated** – The U.S. Department of Labor (DOL) has revised its mandatory posters for the Family and Medical Leave Act (FMLA) and the Fair Labor Standards Act (FLSA). To remain legally compliant, all covered employers must post the new versions. You can download the new FMLA poster at bit.ly/FMLAUpdatePoster and the FLSA poster at bit.ly/FLSAPoster. If you have remote employees, you must also make the updated posters available to them electronically.
- **NLRB attacked noncompete agreements** – The General Counsel of the National Labor Relations Board (NLRB) has issued a controversial enforcement memorandum asserting that most non-compete provisions in employment contracts and severance agreements violate the National Labor Relations Act. As we have previously reported, the Federal Trade Commission (FTC) has also proposed a ban on noncompete clauses and the Senate has introduced a bill that would also do this. Noncompete agreements are already unenforceable in California.
- **OSHA launched a National Emphasis Program for preventing falls** –The focus of this Program, which was launched on May 1, 2023, is on significantly preventing and reducing workplace falls in all industries, as falls are the leading cause of fatalities and serious injuries in the workplace. While most inspections will be in the construction industry, this Program applies to all industries when an employee is observed working "at height."
- **Scope of whistleblower protections expanded** – On May 22, 2023, the California Supreme Court issued a decision that holds that whistleblowers are protected from retaliation even if the alleged unlawful activities they are reporting is already known to the employer or agency.

Should We Encourage Friendships in the Workplace?

It's great to create a workplace where people have the opportunity to form friendships, but don't worry if not everyone shows interest in befriending their coworkers.



Friendships at work can be a way for employees to feel connected and that they belong in the organization. A Gallup poll from 2022 found that having a best friend at work provides essential emotional and social support that people need and ties strongly to key business outcomes.

You can encourage friendships in the workplace by scheduling time during the workday for employees to get to know each other. Team lunches, game rooms, and coffee outings are popular options. Video chats – just to connect,

without an agenda – are common in remote organizations. Another way to encourage friendships is to make it clear that employees are allowed to share about their personal lives as they feel comfortable, such as encouraging employees to decorate their office space with personal items or leaders to share about their lives.

Even with the benefits of having friends in the office, it's important to remember not everyone wants to make friends at work. Some employees would prefer not to

socialize much with their coworkers, and they can be just as productive and engaged. Don't exclude or marginalize employees who don't participate in the social activities, and don't inquire as to why they don't. In general, while encouraging employees to form friendships can have many benefits, you need to do so in a way that respects all employees' preferences.

Source: HR|BIZZ

MEMBER NEWS

The Dot's Direct Mail and Healthcare Supply Chain Division Has Expanded to a New Facility

To support their growth and enhance their capabilities, The Dot's Direct Mail and Healthcare Logistics division has moved into an expansive 77,313 square foot building on a sprawling 3.7-acre property in Irvine. The new facility provides a cutting-edge environment with easy access to major freeways. Highlights include a two-story office space, warehouse space with a generous clearance of 22 to 24 feet, and heavy

power capabilities to accommodate the addition of more equipment in the future.

For more information about The Dot, see www.thedotcorp.com.

If you have news you would like to share, please contact Kristy Villanueva at kristy@piasc.org or 323-728-9500 ext. 215.



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

CLASSIFIED

FOR SALE: Xante En/Press – Digital multimedia press with the patented enterprise high speed feed system that offers users an affordable way to go digital and meet the demand for fast full-color printing. The Xante En/Press has a groundbreaking design that feature a straight multispeed feed path for a fast and smooth delivery. Includes color workflow software, royalty-free fonts and over 1,000 design templates. For more information contact Charlie De Santiago at 760-265-2300.

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.

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

Want to buy or sell equipment, office furniture or a business, or rent or lease a building? Place a free classified ad today!

For more information contact Nadine Mora at 323-728-8500 ext. 262 or nadine@piasc.org.

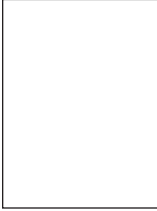


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SAVE NOW

Terms Apply



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



Events CALENDAR

- CPR/First Aid Blood borne Training
THURSDAY, JULY 27
8:00 am - 1:00 pm PST
PIA Office
Los Angeles, CA
<https://bit.ly/CPRtraining2023>
- Save the Date:
Annual Surplus Drive
THURSDAY-FRIDAY, SEPTEMBER 14-15
- Save the Date:
Paper and Substrate Show
TUESDAY, OCTOBER 3

07 JULY

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30	31					

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

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

SHOULD WE ENCOURAGE FRIENDSHIPS IN THE WORKPLACE?

ON OUR RADAR

BILL'S SHORT ATTENTION SPAN
SALES TIPS: STRIVE TO BE RONALD

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Feature

Business Management

Government and Legislative

Human Resources