

It's Back! 22nd Annual Paper & Substrate Show

On Tuesday October 3, printers, graphic designers, marketing agencies, print buyers, students and vendors will all come together for the Annual Paper & Substrate Show. This year's theme is "Paper Aerobics" (1980s style) and it is sure to be a great celebration of paper!

You can warm up with text and cover paper and then dance your way into a good sweat with digital and offset stock. Don't forget to take a well-deserved break to enjoy mini lamb meatballs and antipasto. Then continue to "grapevine" from table to table until you get to the final cool down: a bag full of paper samples.

Here are some additional reasons why you should attend:

- Learn about new products
- Discover new vendors
- Increase your sales

Date: Tuesday October 3

Time: 5:30 pm – 9:00 pm

Location: Andrei's Conscious Cuisine Event Center, 2607 Main Street, Irvine, CA 92614

Admission: Members \$45, Non-Members \$55, Students/Designers \$30

Register at: www.piasc.org/papershow

For more information: Contact Karissa at 323-728- 9500 ext. 210 or Karissa@piasc.org.



TECHNOLOGY

Using ChatGPT in Your Printing Business

Since ChatGPT was first introduced in November 2022, the popularity of this advanced language model has skyrocketed to over 100 million users, with more people giving it a try every day. Capable of creating human-like text and engaging in natural language "conversations" with users, ChatGPT has a wide variety of potential uses for your business. If you have not yet given it a try, you should.

Getting started with ChatGPT

ChatGPT is easy to use. After you create an account at OpenAI.com (there is a free version), you simply type in a request, question or prompt on the "send a message" line.

A key thing to know about using ChatGPT is that what you get is heavily dependent on what you ask. For best results you are likely to have to play around with adding more detail to your prompts.

For example, asking "how to market at a trade show" produces a slightly different response than asking, "how to market commercial printing services at a trade show," which produces a different response than, "how to market short-run digital commercial printing services at a trade show for hospital executives."

ChatGPT has some important issues and limitations

That said, before you start using ChatGPT you need to be aware of the following:

- **Never enter sensitive information.** Anything you enter into ChatGPT can be used by ChatGPT's developer and essentially added to its database. Which means that if you enter minutes from your meetings, information about your trade secrets, etc., this information can turn up in answers given to other ChatGPT users in the future.
- **You cannot ask about recent data or events.** As of this writing, ChatGPT's responses do not take into account anything that has happened since September 2021.
- **You may get inaccurate information.** ChatGPT has been known to provide false information in a very convincing manner. Do not publish anything it writes until you have fact-checked it.

With these things in mind, here are some ways that you can use ChatGPT to help your marketing and customer service efforts...

Use ChatGPT to generate ideas

ChatGPT can be very helpful for brainstorming sessions. You can ask it "Ideas for ____."

For example, we tried, "Ideas for how to market business card printing services." It quickly generated 10 basic ideas, such as content marketing, referral programs and SEO. None were particularly unique or creative, but it was a good starting point.

Then we slightly modified the prompt to, "Creative ideas for how to market business card printing services" and got a different list, including



"Video Demonstrations: Create engaging videos that showcase the process of printing business cards from start to finish."

Use ChatGPT to assist with the blog creation process

At this point we believe that ChatGPT is better for some types of content creation than others. For example, we do not recommend asking ChatGPT to write your blogs, website text or brochures. Based on what we've seen, the end results are too generic and "lifeless." However, the tool can be great for brainstorming topic and headline ideas, and creating outlines that can provide ideas for what to write about.

"Ideas for blogs that will help sell business card printing services" resulted in a list of 10 blog titles, with a one-sentence explanation of each. For example, "Why Business Cards Still Matter in a Digital Age: Discuss the enduring relevance of physical business cards in a world dominated by digital communication, emphasizing their tangible impact on networking and brand recognition."

Asking "What are 10 SEO friendly titles for an article on the relevance of business cards in today's workplace?" resulted in a different list.

Once you choose a blog title, you can then ask ChatGPT to create an outline of the article, and then use that outline as a starting point for your writing. For example, "Create an outline for a 500-word blog entitled, Why Business Cards Still Matter in a Digital Age."

Use ChatGPT to create social media posts

If you have a blog, one of the things you should be doing is posting "teaser" text about your blogs on your social media channels, to entice people to click through and read the full article. ChatGPT seems to do a great job creating these social media posts.

Your prompt can be something like, "Create 10 LinkedIn posts in different styles to market an article on Why Business Cards Still Matter in a Digital Age." Or you can write, "Create 10 LinkedIn posts in different styles to market the following article" and then enter the text of the article.

You can also further modify the prompt with more details, such as your target audience, specific SEO keywords that you want used, etc.

ChatGPT can also be used to create social media posts for your business in general. "Create engaging social media posts for a printing company specializing in business cards" produced 10 great posts, complete with hashtags and emojis. "Create engaging social media posts, including both the post's text and descriptions of recommended images to use with each post, for a printing company specializing in business cards" was even more helpful.

Of course, before using any ChatGPT-generated social media posts you need to be sure that (a) they are appropriate for your brand and audience and (b) your blog or company actually delivers whatever is promised by the post.

Use ChatGPT to write basic customer service emails and letters

ChatGPT does a decent job writing generic customer service letters that you can use as first drafts before personalizing and customizing as appropriate.

For example, we tried, "Write a welcoming email for a new customer of a commercial printing company." Because we didn't like the tone of the resulting letter, we then modified the prompt to, "Write a welcoming email for a new customer of a commercial printing company, but minimize the use of the following words: we, us, I, our, my" and ended up with a completely different – and more engaging – letter.

"Write a short, friendly email from our commercial printing business alerting customers that we will be closed on July 4 in observance of Independence Day" resulted in a letter that could be used as is.

Use ChatGPT for basic keyword research

If search engine optimization (SEO) is important for your website or blog, the starting point is to determine what SEO keywords need to be included in your text. ChatGPT can be used for very basic SEO keyword research, such as "Create a list of SEO keywords for a commercial printing business specializing in business cards."

However, the issue here is that the answers you get will all be based on outdated data. If you try asking something like, "Create a list of SEO keywords that each have a search volume of at least 20,000 per month for a commercial printing business specializing in business cards," ChatGPT will respond that it does not have access to real-time data and therefore it cannot provide search volumes for keywords.

Use ChatGPT to generate summaries

ChatGPT is known to be very effective at generating summaries of text, such as summarizing articles or the notes from a meeting, or creating executive summaries. "Create a bullet-pointed summary of the following meeting notes" or "Create a one-paragraph executive summary of the following report."

The big caveat here is that you have to enter the text to be summarized – and, as stated earlier, once you enter text into ChatGPT, that text is no longer private.

Conclusion

As ChatGPT continues to evolve, its use cases will continue to expand. What we are already seeing, though, is that ChatGPT can be a real time-saver for many tasks.

CLASSIFIED

For Sale: Seal 62 Laminator Model #63600, Serial #600m039. In working order. Measures 80" L, 51" H, 31" D. For more information, please contact Lane Weatherly at (503) 232-0373 or lweatherly@portlandpuzzle.com

For Sale: Industrial Building, 8,000 sq ft building in the heart of Azusa, CA. Please contact Lui Salazar for more information. (626) 818-0444 or lsalazar@daumcre.com.

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 323-728-9500 ext. 262 or nadine@piasc.org.

Is Signature Debit the Same as PIN Debit?

Does your business process debit card transactions? If the answer is yes, you likely know that your debit card processing fees can differ based on your processing method. In most cases, the main difference comes down to whether you allow signature debit or PIN debit cards. Read on to learn more about signature vs. PIN debit and how they impact your processing fees.

Signature Debit vs. PIN Debit

A signature debit transaction involves having the customer sign the sales receipt rather than enter a PIN. This type of transaction is forwarded through Mastercard, Visa or Discover instead of a PIN debit network. Depending on which of the three card brands the customer is using, the charge fee for this transaction will be determined by the brand’s interchange fees.

As the name implies, a PIN debit transaction happens when a customer needs to enter a PIN to make a purchase. This causes the transaction to go through a debit network used by your processing company, which also determines the transaction charge.

Which Method Is Cheaper?

There’s no one-size-fits-all answer to whether it’s cheaper to process transactions with a signature or PIN. Ultimately, the cost of the transaction comes down to the fee structure between signature and PIN debits. Signature debits tend to have higher percentage fees and lower fixed fees per transaction, and PIN debits are usually the opposite of that.

As a rule of thumb, signature debits tend to be cheaper for merchants with low average ticket transactions (less than \$10). If your ticket transactions are higher than \$10, you’ll save more money using PIN debit transactions.

Merchant Account Markups

While you’re comparing signature and PIN debits, another factor you’ll need to consider is your processor’s markup. The markup is a small part of the overall processing cost, but it can still make a difference in the long run. The exact amount depends on the pricing model you’re using (interchange plus, flat-rate processing, tiered pricing or subscription-based plan).

Regardless of whether you prefer signature or PIN-based transactions, slashing your processor markups is the simplest way to lower your debit card processing fees.

Debit Card Chargebacks

Transaction costs shouldn’t be your only consideration when choosing whether you should accept debit transactions. Depending on your business, you may also be looking to cut down on chargeback costs. If that’s the case with you, it’s worth noting that initiating a chargeback on a debit card is a more complicated process than initiating it on a credit card.

Beyond the issue of inconvenience, most banks won’t side with customers during a chargeback if they used a PIN. Knowing this can help you cut down on instances of friendly fraud, i.e. situations where the customer claims they didn’t make a certain purchase.

Source: *Mona Solutions*,
www.MonaSolutions.com



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HUMAN RESOURCES

HR Questions Roundup

How should you handle harassment outside of work?

If one of your employees accuses another employee of harassment at a non-work event, do you need to conduct an investigation?

Absolutely. It is important to remember that not all interactions between employees take place at work, and these non-work interactions can ultimately affect the workplace, potentially contributing to a hostile work environment. For example, if an employee made threatening comments about a certain racial group at a social event and these comments were heard by another employee, that employee may feel afraid or unsafe coming into work.

Given that employers are required to provide a workplace free from harassment, it’s best to investigate these situations promptly and thoroughly.

Can you give exempt employees an unpaid day off?

Say you are considering closing the office the day before an upcoming holiday, giving employees an unpaid day off. How would this work for your exempt employees?

The Fair Labor Standards Act generally requires that exempt employees—employees who are exempt from the law’s overtime requirement—be paid their regular salary regardless of the number of hours they work in a workweek. If your exempt employees are otherwise working the week of the holiday, you can’t designate it as an unpaid day for them.

As with nonexempt employees, you can require exempt employees to use accrued vacation or paid time off (PTO) to cover the closure. However, exempt employees who don’t have accrued vacation or PTO available to cover the day off still need to be paid during the closure unless they didn’t perform any work during the workweek. If you intend to require the use of PTO or vacation to cover closures, you should explain that in your handbook or policies so employees know what to expect.

What is intermittent leave under the FMLA?

Under the Family and Medical Leave Act (FMLA), intermittent leave is leave taken in multiple blocks of time, each less than the employee’s full FMLA entitlement, for

the same ongoing reason. Examples of intermittent leave include an employee taking a day each week for ongoing cancer treatments or a pregnant employee taking leave as needed for severe morning sickness.

Intermittent leave can be taken whenever it’s medically necessary. It can also be taken in certain instances related to covered service members and for baby bonding, though intermittent bonding leave requires employer approval.

Employees should be allowed to take intermittent leave in the smallest blocks of time you use to track any other form of leave, but you can’t require them to take leave in increments greater than an hour. For instance, if you track paid time off (PTO) in 15-minute increments, you need to allow 15-minute increments for FMLA, but if you only allow PTO to be taken in four-hour increments, you’ll still need to allow FMLA to be taken in increments as small as one hour.

Source: *HR|BIZZ*





Services for Graphic Communications

5800 S. Eastern Ave., #400
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Services for Graphic Communications

Events CALENDAR

●

Paper and Substrate Show
TUESDAY, OCTOBER 3
www.piasc.org/papershow/

●

Printing United Expo
WEDNESDAY-FRIDAY,
OCTOBER 18-20
Atlanta, GA
bit.ly/PrintingUnitedExpo

●

Los Angeles Printers Fair
SATURDAY-SUNDAY,
OCTOBER 21-22
bit.ly/PrinterFair2023

●

Franklin's Birthday Celebration
SATURDAY, JANUARY 20
bit.ly/FranklinsBirthday2024

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WWW.PIASC.ORG/EVENTS

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