

Don't Miss Americas Print Awards, Live on YouTube on October 24!

Each year the members of the Americas Printing Association Network (APAN), i.e. the regional graphic communications associations across the country, each hold their own regional printing competitions. While it's fabulous to be recognized as the "best of the best" in your area, it's even more exciting to receive recognition as the "best of the best" in the U.S. This is what the second annual Americas Print Awards is all about!

For this competition, ten regional printing associations each sent the printed pieces that won top honors at their local competitions to PIA, this year's event host. A panel of three industry experts then tackled the incredibly difficult task of narrowing these 101 entries down to just 18 winning entries, including the coveted "Best of Show" award.

As Cathy Skoglund, PIA's Director of Member Services for the Southwest States and Chair of the Americas Print Awards explains, "Our three judges are true printing experts, with extensive knowledge of all the different technologies it takes to create a piece, and the challenges associated with each of these technologies."

A look behind the scenes

A lot goes into running an awards event like this. The 20 judging criteria include level of difficulty, visual impact, creativity/originality/flair, composition and innovation. Here's an outline of the process...

- **Regional competitions** are held.
- **Top regional winners entered** into the national contest. Entries physically shipped to offices of that year's event host (in this case, PIA).
- **Entries logged** and properly stored.
- **Entries examined by staff** to answer any questions the judges may have.
- **Judging room set up**, with each entry presented anonymously to ensure the judges do not know what company or region it came from.
- **Judging takes place.** In the morning the judges each go through every entry on their own, studying and learning about each piece. After lunch the judges go through the entries together, winnowing things down until the winners are selected.
- **Winning entries filmed.** At the awards ceremony, after each winning entry is announced, viewers will see a video of the piece.

While a hand model opens the pages and shows off the details, a voiceover will provide a description and talk about what makes the piece such a standout.

- **Awards show takes place.** Of course, there are a lot of technical issues that need to be addressed in order to broadcast live on YouTube.

"I've been a part of print competitions for 27 years," Cathy shares. "When I stood in that judging room after everything was set up, my passion for print took over! It was simply incredible to stand in a room with 101 of the best of the best entries from across the country. I literally got goosebumps. With some pieces I took one look and thought that its ingenuity and craftsmanship were immediately obvious. With others, those things didn't stand out at first glance. But after I read the description, understood the piece's purpose and saw what it does, all

I could think was 'holy moly, this is incredible!' The judges definitely had a difficult job."

You won't want to miss the live awards announcement broadcast

To ensure that printers and other graphic communications specialists nationwide can view and be inspired by these pieces, the winners will be announced live on YouTube, in a broadcast sponsored by Canon. Viewers will get a 4K experience with detailed video imagery and explanations of each piece. Be sure to register or subscribe to make certain you don't miss this event!

Date: Tuesday, October 24, 2023

Time: 12:00 pm PT

Location:
Youtube.com/@americasprintawards

Register: conta.cc/45UD2A8

OR

Subscribe & click "ALL" on the drop down menu to be notified at Youtube.com/@americasprintawards



BUSINESS MANAGEMENT

In Graphic Design, Excellence is in the Details

When customers submit projects to your graphic design department, they are counting on you to get it right. They don't want to waste precious time going back and forth finding and correcting errors and inconsistencies, trying to explain why the images you chose obviously don't work, pointing out that the font used is next to impossible to read, etc. They want you to pay attention to these details and hand them something they can be proud to use.

That said, many printing businesses hire graphic artists who are relatively new in their careers. Often these professionals are well-versed in the basics of graphic design, but do not yet have the experience to know all the nuances and details that separate excellent graphic design output from output that is merely adequate.

Having a checklist that is used for each project *before* anything is shown to the customer can help address this problem. Here are some generic items that you can include in your checklist.

Text

Want to be a hero to your client? Catch their serious errors before things go to print!

Even if you are not at all responsible for the text, you should double-check the submitted text anyway. Of course, *NEVER change anything at all* on text that your client submits without their explicit, written permission. Simply let them know you found a few things that they may want to address.

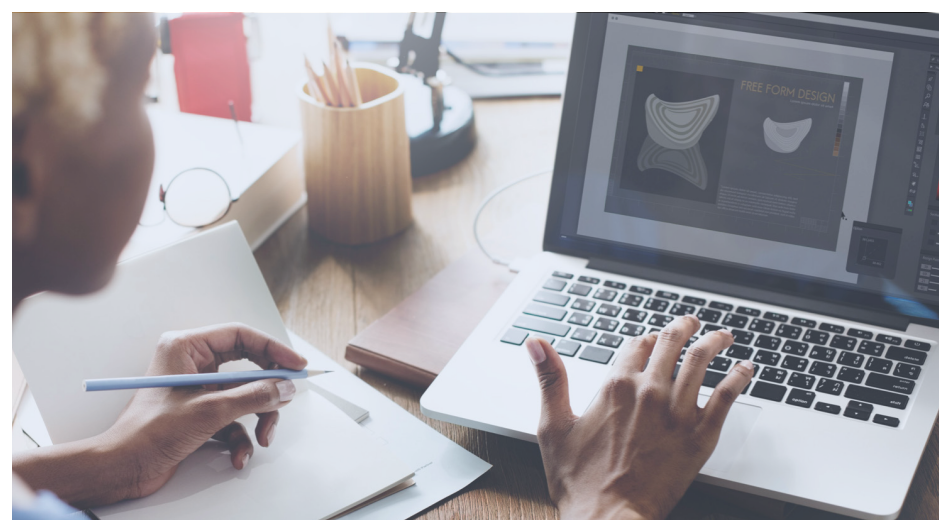
- **Typos:** Run all text through the software's spell check program and then have it proofread by at least one detail-oriented person. Watch for real but incorrect words (i.e. things that spell check programs will not catch), typos, punctuation errors and grammatical mistakes.

If it quickly becomes obvious that a client's text has more than just a few typos, punctuation errors and/or grammatical mistakes, don't attempt to find them all yourself. Recommend that they submit their text to a professional editor before continuing on to the design phase of the project.

- **Facts:** Double-check all product names, URLs, phone numbers, email addresses, mailing addresses, dates and other important facts.
- **Space after periods:** The current standard is that there should be just one blank space after each period. Whether the author used one space or two, this spacing should be consistent throughout the document.

Graphic design

- **Images:** Carefully select images that are appropriate for the target audience, the associated text and the piece's purpose. Only use high-quality images. Either purchase stock photos from one of the many sites that sell images, or download them from one of the many sites that offer free images. Never simply copy images from random websites.



- **Colors and fonts:** Use colors and fonts that are appropriate for the brand, the target audience and the piece's purpose.
- **Retyped text:** Double- or triple-check the accuracy of any text that the graphic designer retyped.
- **Missing text or formatting:** Take care to ensure that nothing drops off or changes when the text is imported into the graphic design software. For example, are you missing any words, or missing the period at the end of the last sentence in a paragraph? Is text that was originally in bold or italics still in bold or italics?
- **Justification:** Be consistent in the use of either full or left justification.
- **Blank spaces within the text:** If full justification is used, hyphenate words as necessary in order to avoid having overly large blank spaces within lines of text.
- **Indentation:** Be consistent regarding indenting the first sentence of a paragraph.
- **Line spacing:** Be consistent in the amount of blank space left between paragraphs.
- **Bullets:** Be consistent in the use of hanging indents for bullet points.
- **Hot links:** For print pieces, ensure that website addresses are not underlined and shown in a different color. If a print piece will also be distributed as a pdf, website addresses can be hot linked to the associated website. In this case – for the pdf version only – if desired, the website addresses can be underlined and shown in a different color, to indicate that they are hotlinks.

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

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For more information contact Nadine Mora at 323-728-9500 ext. 262 or nadine@piasc.org.

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On Our Radar

September 14 was the last day for each house of the California legislature to pass bills during this session. Governor Newsom now has until October 14 to sign or veto the bills that passed.

Bills we’ve been following that were not passed by the legislature:

- **Expansion of manufacturing tax credits** – AB 52 would have expanded 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 have expanded 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.”

Bills that are awaiting Governor Newsom’s approval or veto:

- **Employment discrimination against family caregivers** – If signed, AB 524 will expand the list of protected characteristics under the Fair Employment and Housing Act (FEHA) to prohibit employment discrimination due to family caregiver status.
- **Caste-based discrimination** – If signed, SB 403 will define “ancestry” to include “caste,” thereby making caste, as defined, a protected

characteristic under California’s anti-discrimination laws.

- **Workplace violence prevention** – If signed, SB 553 will require employers to create and implement comprehensive workplace violence prevention programs, including training, recordkeeping, etc.
- **Additional paid sick leave days** – If signed, SB 616 will increase the number of paid sick days that employers must provide to eligible employees from three to five days; increase the cap that employers can place on paid sick days from six to 10 days and 48 to 80 hours; and increase the number of paid sick days an employee can roll over to the next year from three to five days.
- **Unemployment insurance for striking workers** – If signed, SB 799 will allow workers involved in a trade dispute to collect unemployment insurance benefits, after a two-week wait period, while they are on strike. As CalChamber has pointed out, this means that all employers would be required to subsidize striking workers through additional taxes paid to the unemployment insurance fund.

Proposed regulations and other issues that we’re following:

- **Salary threshold for white collar overtime exemption** – You may have heard that the U.S. Department of Labor (DOL) has proposed a

substantial increase in the salary threshold for determining which workers are exempt from the overtime requirements of the Fair Labor Standards Act (FLSA). This proposal would have no impact in California, where the current salary thresholds are already higher than the DOL’s proposed levels.

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

- **CA minimum wage is increasing** – On January 1, 2024, California’s minimum wage will increase from \$15.50 per hour to \$16.00 per hour. In addition, the salary threshold for classifying executive, professional or administrative workers as exempt from overtime laws will increase from \$64,480 to \$66,560 annually.
- **Changes to the union election process** – On August 24 & 25, the National Labor Relations Board (NLRB) issued new regulations and a decision. First they announced a new regulatory rule that accelerates the representation election process. Then they announced a framework in which an employer may be required to bargain without any representation election at all. For a detailed discussion of these changes, see the article at bit.ly/NationalLabor.
- **EEO-1 reporting period announcement** – The reporting period for 2022 EEO-1 Component 1

data will open on October 31, 2023, and the deadline will be December 5, 2023.

- **Random acts of violence** – OSHA has issued a Standard Interpretation Letter stating that if an employee is injured at the worksite as the result of a random act of violence originating from individuals who have no connection to the worksite or employer, these injuries are considered work-related and must be recorded on the employer’s OSHA 300 log. If the incident took place outside of the workplace and occurred during work hours while the employee was engaged in a work-related task, it is still considered to be work-related.
- **SECURE 2.0 Roth requirement delayed** – The IRS has announced a two-year reprieve for implementing the SECURE Act 2.0 requirement that catch-up 401K contributions made by those who are over age 50 and whose prior-year compensation exceeds \$145,000 must be designated as after-tax Roth contributions. The deadline for complying with this change has been delayed two years, from plan years beginning after December 31, 2023, to plan years beginning after December 31, 2025.

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HUMAN RESOURCES

3 HR Questions

Can you limit which states your remote employees work in?

Yes. In general, you can determine work locations for your remote employees and choose not to hire or employ anyone in specific states. Business and operational costs as well as state or local employment laws may factor into this decision.

If you do decide to limit which states your employees can work in, we recommend including this information in your job postings. This should help streamline the recruiting process by reducing the number of applications received from states where you don’t intend to hire. You should also make current employees aware of any restrictions on where they can work.

How long can someone be a classified as a temporary employee

There are no federal laws defining how long an employee can be considered “temporary.” The time frame can vary based on an organization’s budget considerations and business needs. For example, an organization may only need to hire employees for an increase in sales over the holiday season or to cover the position of an employee on leave. Even then, the employee on leave may need to shorten or extend their leave time, or the holiday “rush” may start or end earlier than the organization projected.

Best practices for temporary employees include setting clear parameters for the time frame, payrate, work schedule and work expectations. Any potential changes in these parameters should also be clearly communicated (e.g., let them know the holiday rush might be longer or shorter than usual).

Finally, it’s important to keep in mind that temporary employees may still be eligible for some benefits—their eligibility is not dependent on whether you classify their position as temporary.

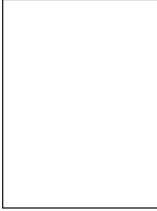
Can you tell nonexempt employees not to check messages after hours?

If your nonexempt employees check email and messages when they’re supposed to be off the clock, you have to pay them for this additional, unscheduled time. Can you tell them not to do this?

Yes, you can tell nonexempt employees that they shouldn’t read or respond to messages when they’re not scheduled to be working. When communicating your expectations, it may be beneficial to investigate why these employees are checking email and messages outside their scheduled hours.

How you handle the issue may depend on what’s driving it. Employees feeling the need to catch up on work they didn’t have time to finish during their scheduled hours would likely have a different solution than employees deliberately clocking unapproved time to increase the size of their paychecks. If, after communicating your expectations, employees continue working unapproved time, you can remind or discipline them, as appropriate.

Source: HR|BIZZ



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● **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

● **2023 Americas Print Awards**
TUESDAY, OCTOBER 24
12:00 PM PT
Live on YouTube
conta.cc/45UD2A8

10 October

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29	30	31				

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Safety Program
MONDAY, DECEMBER 11
10:00 AM PT
conta.cc/45YkPH

● **NEW DATE: MARCH 28**
Paper and Substrate Show
THURSDAY, MARCH 28
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QUESTIONS HR 3

ON OUR RADAR

IN GRAPHIC DESIGN,
EXCELLENCE IS IN THE DETAILS

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