

# California Legislative Update and New Laws for 2024



TUESDAY, DECEMBER 5, 2023 • 11:00 AM – 12:00 PM PT • FREE FOR MEMBERS

Over the past year our industry lobbyist, RJ Cervantes of Resilient Lobby, was very busy tracking a variety of bills as they made their way through the California legislature. Now that this year's legislative session has ended, RJ will be providing an update on what was signed into law and what to watch for as we move ahead.

## Join us for this informative webinar to learn:

- The impact of the 2023 legislative session on the printing industry
- What you need to know about the new laws that come into effect starting on January 1, 2024
- Potential challenges on the horizon with the 2024 legislative session
- The 2024 elections and the key candidates and races that will shape the political universe
- The answers to any questions about legislative and regulatory activity that you may have

Don't miss this FREE members-only webinar! Log in and be prepared to ask questions.

Register online at [www.piasc.org/events](http://www.piasc.org/events).

## About the Speaker

**RJ Cervantes**, Legislative Advocate, Partner

In 2023, RJ Cervantes founded Resilient Advocacy after accumulating 15 years of public policy and government advocacy experience. In diverse areas of the policymaking arena, RJ has initiated comprehensive advocacy strategies aimed at achieving legislative and regulatory objectives at the federal, state, and local level. He advises national interests on how to navigate California's dynamic political environment.

Prior to starting Resilient, RJ was a Partner at Fernández Cervantes Government Affairs, a leading California government relations practice based in Sacramento. He also previously served as the Director of Legislative Affairs for the California Trucking Association (CTA). Throughout his career, RJ has established a substantial network of state legislators, Members of Congress, agency and administrative officials, and non-governmental organizations.