

NAVIGATING AI-DRIVEN CYBER THREATS

Every 11 seconds the computers of a small business in the U.S. are breached. With hackers now using artificial intelligence (AI) to make it even easier for them to get into your systems, you might say that nothing is a bigger threat to your business and day-to-day-operations than a cyber threat. After all, a breach can instantly shut you down.

To help PIA members navigate the new world of AI-driven cyber threats, Scott Hagizadegan, Founder & CEO of Shield IT Networks, a PIA partner company that is ranked in the top 5% in the U.S. for cybersecurity, recently presented a webinar on this topic. While you can view a recording of the full one-hour presentation at bit.ly/Navigating-AI-Webinar, the following provides a recap of what you need to know.

What is the potential impact of a breach?

If you get hit with a ransomware attack or other breach, the fallout for your business can be quite dire. In addition to the long-term impact of a tarnished reputation, lost customers and the cost to get your systems running again, the likely financial hit can also include:

- **Downtime and associated lost revenue** – Imagine being out of business for 1, 3, 5, 7 or more days.
- **The ransom itself, if you pay it** – Ransom demands for small businesses are currently averaging \$569,000.
- **FTC fines** – Over the past 18 months regulators have started to impose fines on businesses that “allow” the sensitive data on their systems to fall into the wrong hands.
- **Lawsuits** – One out of five breaches now result in lawsuits.

It’s no wonder that Scott says that in cybersecurity, an ounce of prevention is worth a ton of cure!

THANKS TO AI, THE SCARY WORLD OF CYBER THREATS HAS GOTTEN A LOT SCARIER.

How are hackers leveraging AI?

AI is especially well suited for the “social engineering attacks” that are designed to take advantage of every company’s biggest vulnerability: its people. Watch out for:

- **Phishing** – AI-generated phishing emails, text messages and voice calls that very convincingly mimic real people.
- **Deepfakes** – AI-generated videos impersonating executives, colleagues or vendors.
- **Chatbots** – Scams that use AI-generated chatbots to extract sensitive information from employees.

Another way that hackers are leveraging AI is in the area of AI-powered malware and ransomware, including:

- **AI-assisted malware** that can evade detection by adapting in real time.
- **Automated ransomware** that intelligently selects high-value targets.
- **Self-learning malware** that modifies its attack patterns based on security responses.
- **Penetration testing** that identifies and exploits undetected vulnerabilities.

In other words, thanks to AI, the scary world of cyber threats has gotten a lot scarier.

How can you use AI to thwart cyberattacks?

“We’re now employing next-generation security,” Scott explains, “that combines artificial intelligence with human intelligence to monitor your systems 24/7. For example, we use AI to detect and flag suspicious behavior, and then have a human jump in to assess the situation and take evasive action as needed.”

AI tools are also ideal for continuous scanning that watches for security weaknesses and open doors, penetration testing to find potential vulnerabilities before the bad guys do, and other aspects of vulnerability management.

MEMBER BENEFITS

SAVE WITH FUJIFILM’S NEW “BUYING POWER PROGRAM”

On February 1, 2025, Fujifilm North American Corporation launched its new “Buying Power Program,” which is an expansion of Fujifilm’s long-standing relationship with the American Printing Association Network (APAN). This program offers significant savings on some of the most popular Fujifilm print solutions.

Because PIA is a member of APAN, all PIA members can now obtain access to the following Fujifilm print solutions at preferred rates:

- Entry, Mid & Production Print Digital Solutions (SC180, EC1100, PC1120, PC1120S & the mono only E1 Production Series)
- Inkjet Continuous Feed (JPress 1160 CFG)
- Inkjet B2 (JPress 750S and 750HS)
- Wide format Inkjet (Acuity 20/30 & Hybrid)

In addition, as part of this expanded relationship, Fujifilm is deepening its participation in various APAN industry events across the county. Watch for the opportunity to learn from Fujifilm’s subject matter experts on key industry topics such as color management, workflow and offset migration to digital, at various APAN educational events throughout 2025.

“This partnership with Fujifilm is a game-changer for our members,” says Melissa Jones, co-president, Print and Graphic Communications Association, and former APAN chairperson. “By leveraging the collective buying power of our vast network, we are providing our members with tangible savings and access to best-in-class printing solutions from one of the industry’s most respected names.”

For information on how to participate in the APAN Buying Power Program with Fujifilm contact Brenda Ruiz at 323-728-9500 ext. 262 or brenda.ruiz@piasc.org



What do you need to know about cyber insurance?

First, having cyber insurance in place is an absolute must. As Scott puts it, “Cyber insurance is your parachute and safety net. It’s what may keep you in business if you have a breach.”

Second, because of some relatively recent changes...

- **It is vital that you have the right specific coverages.** In the past 12 months over 40% of claims have been denied, often due to a coverage definition issue.
- **Any misrepresentations on the application form can lead to denied claims and/or lawsuits against you.** When you fill out the application form you need to be absolutely certain that everything you say you have in place is actually in place – and that you’ve got documentation to prove it. Some insurance carriers are now suing policy holders for failure to comply with the terms of the insurance!

Keep in mind that when a breach occurs, you’re required by law to report it. Your call to your insurance company will trigger an audit. If you cannot provide evidence that everything you stated on the insurance application is 100% true, at best your claim will simply be denied. At worst, you can also find yourself charged with criminal fraud.

What steps can you take to stand your ground against AI?

Here’s what Scott recommends:

- **Have the right people on your team.** Don’t expect your in-house IT person – or even your external Managed Service Provider (MSP) – to double as your cybersecurity expert. Keeping up on cyber threats is now a full-time job. You need a cybersecurity specialist who will work with the others on your team to keep your systems safe.
- **Perform risk assessments.** These will help you proactively identify vulnerabilities and address evolving threats. As part of your PIA membership, Shield IT Networks will do this once a year at no cost. While this can be sufficient for the smallest companies, best practice is to assess risk on a quarterly basis.

Your risk assessment should look at everything from security patches and identity/access management to network perimeter and malware defenses, backups, education, firewalls, whether or not your passwords have been hacked, and more.

- **Perform cyber insurance audits.** Verify that your insurance coverage’s main and sub categories and coverage amounts are appropriate, and then verify that the answers submitted on the policy questionnaire are all correct.
- **Create an Incident Response Plan.** The time to figure out what to do is before an incident happens, not after something goes wrong. If you don’t already have this in place, PIA members can download Shield IT Networks’ complementary checklist at www.shielditnetworks.com/pia-resources (scroll down on the page to find it).
- **Test your Incident Response Plan.** Once you have this in place, conduct an annual “table top exercise” in which your key people go through a potential situation and how to handle all of its ramifications.
- **Implement proactive cybersecurity protections.** For example, Shield IT Networks’ cybersecurity stack includes a wide variety of measures, including Managed Detection & Response (MDR), endpoint protection, follow-me firewall & VPN, cloud workspace backup, password manager and ongoing cybersecurity training.
- **Secure and back up your critical data.** In addition to regularly backing up your data, you also need a system in place to ensure the backups are actually happening as planned.
- **Conduct regular cybersecurity training.** With AI-driven cyber threats constantly evolving – and becoming more convincing – training is definitely not a “once a year” thing.

Want to find out what your vulnerabilities are?

To take advantage of the complementary cybersecurity risk vulnerability assessment that Shield IT Networks offers to PIA members, go to www.shielditnetworks.com/pia-resources now.

EVERYDAY
MEMBER
QUESTIONS

Looking for the Employee Handbook updates

Q: I know that PIA provides the specific text that should be inserted into the Employee Handbook for the annual updates. Where can I find this?

A: Each year PIA contracts with an attorney to review the sample Employee Handbook and provide any needed updates. You can find this year's updates in the Member Resources portal at piasc.org, under Human Resources.

Donating surplus paper

Q: I am reaching out to see if PIA is interested in paper donations. We have several pallets of orphaned cover stock that is available, and our local schools can only take so many sheets.



A: PIA organizes an annual surplus paper drive in Southern California, usually in the month of October. Donations are accepted for the first two days of the event, and then on a Saturday teachers from various schools and districts come to receive these much-needed materials. Because the event is run through the R.A.I.S.E. Foundation, donations can be considered tax deductible. If you have any questions about this event, please contact Kristy Villanueva at 323-728-9500 ext. 215 or Kristy@piasc.org.

Disposing of hazardous waste

Q: I have small quantities of ink that I need to dispose of. Do you have a hazardous waste removal company that you can recommend?

A: Depending on the specifics of your situation, we have a few companies that we can refer you to. For details, contact Kristy Villanueva at 323-728-9500 ext. 215 or Kristy@piasc.org.

Using a collection service

Q: Do you offer a good collection service to your members?

A: Yes, we have two partnerships, both of which are very experienced with PIA members. You can reach out to AG Adjustments at www.agaltd.com/clients/piasc/ and Printing Industry Credit Bureau at https://picb-us.com/collection/.

BILL’S SHORT
ATTENTION SPAN
SALES TIPS:
RAISE THE BAR

An e-mail comes in. It’s a quote request. The client has included a copy of your competitor’s bid and asks you to submit pricing.

A Sales Vault client of mine called me this morning with this very situation and asked for advice.

What would you do in this situation? You could certainly provide pricing. But what’s to say that client wouldn’t just go back to the other vendor? He has already proven himself to be devoid of integrity. You could no-bid the job out of principle.

Here’s a third option...

First, I suggested he call the customer and ask, “Why aren’t you going with this other vendor?” On the surface, it seems this guy is just shopping around to get low prices, but maybe there’s another reason. Perhaps they’ve had a bad experience with that vendor. By asking this question, you eliminate assumptions, and it allows you to get to a more important question:

“What kind of vendor relationship are you looking for?”

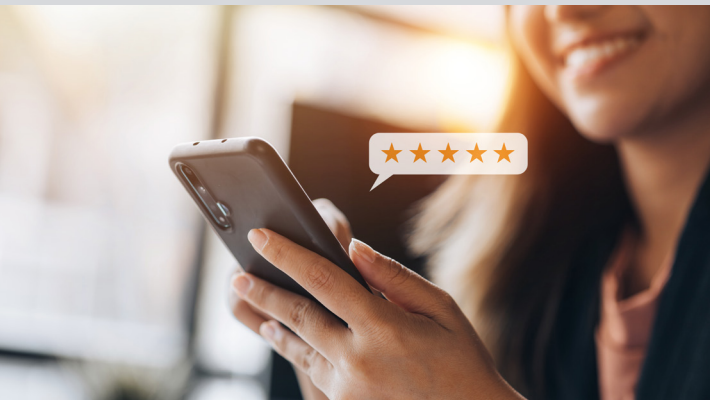
This is what you really want to know. If this guy is going to shop around constantly, at least you know what you’re dealing with and you can decide if you want to play his game. But if he’s open to another possibility, define the relationship in your terms.

Say, “I want to be working with you 10 years from now. I believe a good vendor is as important as a good customer and if those words mean anything to you, let’s get together.”

There is always a lower price out there. No matter what the number is, there’s another idiot willing to go lower. I hope you raise the bar in the minds of customers. Clearly define who you are and what you are capable of doing for the client.

The right kind of customer will raise their standards to meet your definition.

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



LOOKING FOR:

Wide Format Inkjet Printer 24” for educational High School Program. Donations can go through PIA’s R.A.I.S.E. Foundation. Contact Kristy Villanueva, kristy@piasc.org.

Washout booth for educational High School program. The program has received a screen printer and is looking for a donation, which can go through PIA’s R.A.I.S.E. Foundation. Contact Kristy Villanueva, kristy@piasc.org.

Halm Super Jet 2 or 4 Colors Envelope Press. Please Contact Bill Rivera at brivera@thedotcorp.com or (949) 422-8330.

Crathern Glue Laminator. Contact Tammy Weatherly at tammy@piasc.org

FOR SALE:

Konica Minolta 3080 Digital Press purchased in 2019. Clicks: 391,808 black & white; 2,528,092 color.

Konica Minolta 4080 Digital Press purchased in 2023. Clicks: 47,348 black & white; 177,371 color.

Also for sale: book binder, paper drill, light tables and much more. Contact Tammy Weatherly at tammy@piasc.org.

BY THE NUMBERS

52%

of adults say that receiving direct mail feels more important than receiving an email from a brand.

Source: 2024 Statista survey (bit.ly/ConsumerAttitudesDirectMail)

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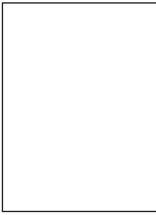
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AMPLIFY PRINT 2025
June 10 – 12, 2025
Rosemont, IL
http://amplifyprint.org

PACK EXPO LAS VEGAS
September 29 – 30, 2025
Las Vegas, NV
https://packexpolasvegas.com

UTAH 1ST ANNUAL PAR-TEE ON THE GREEN
Tuesday, June 3, 2025
Stonebridge Golf Club
West Valley City, UT
bit.ly/PIA-UTGolf

LOS ANGELES TIMES FESTIVAL OF BOOKS
Saturday, April 26, 2025 – Sunday, April 27, 2025
University of Southern California
Los Angeles, CA
https://events.latimes.com/festivalofbooks

EVENTS
CALENDAR

For full list of events, please visit www.piasc.org/events

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Mark your calendar now for Graphics Night, PIA's annual celebration of print. From the cocktail reception and live entertainment to the recognition of the PIA Executive of the Year, opportunity to ogle the winning entries in the Print Excellence Awards, and more, this fun evening will have it all! For more information contact Kristy at Kristy@piasc.org or Karissa at Karissa@piasc.org.

SPOTLIGHT EVENT
GRAPHICS NIGHT:
ONCE UPON A PRESS
Thursday, May 29, 2025
Disney's Grand Californian
Hotel & Spa
Anaheim, CA

NATIVE
NEWS
APRIL 21, 2025 | ISSUE 180

