

## UTAH PAR-TEE ON THE GREEN

Our 1st Annual Utah Par-Tee on the Green took place on June 3 in West Valley City, at the beautiful Stonebridge Golf Club. What a fabulous day of excellent weather, bright smiles and just plain fun!

In addition to having a fabulous time, we also raised \$1,370 for scholarships to support young professionals entering our industry. Thanks to all who attended, sponsored and played in the tourney!

### Congratulations to our winners:

#### 1st Place

Troy Ebanks, HP  
Charlie Alexander, Alexander's  
Print Advantage  
Nick Alexander, Alexander's  
Print Advantage  
Jeff Alexander, Alexander's  
Print Advantage



#### 2nd Place

John Van Leeuwen, Verativ  
Andy Wayman, Paragon Press  
Kevin Singson, Stampin' Up  
Brooks Harrison, Paragon Press



#### 3rd Place

Rick Coyne, Fujifilm  
Chris Cohara, Fujifilm  
Brian Moser, Fujifilm  
Greg Houser, Fujifilm



#### Men's Longest Drive

Rick Coyne, Fujifilm

#### Women's Longest Drive

Judy Ferrin, Hudson Printing

#### Longest Putt

Jon Solomon, West Wind Litho

#### Closest to the Pin

Rick Coyne, Fujifilm

#### Closest in 2

Victor Ramirez, Interform

**\$1,370 RAISED FOR SCHOLARSHIPS  
TO SUPPORT YOUNG PROFESSIONALS  
ENTERING OUR INDUSTRY.**

## HUMAN RESOURCES

### WHY GOOD EMPLOYEES CAN MAKE BAD DECISIONS

Have you ever justified bending the rules? Maybe you skipped a small step in a process to save time or kept quiet about something that felt "not your place" to address. Now imagine how often those moments happen across your workforce.

Most workplace misconduct isn't about bad intentions — it's about unconscious justifications. Understanding these psychological traps is key to building a stronger, safer workplace culture. That's where Code of Conduct training can help.

#### Code of Conduct violations happen more than you think

In a recent Traliant survey of U.S. employees ([bit.ly/CONDUCT-REPORT](https://bit.ly/CONDUCT-REPORT)), 57% of respondents reported they've observed behavior that seemed like a potential Code of Conduct violation. Over one in five admitted to unknowingly committing a Code violation. Worse yet, 39% of respondents that committed or observed a Code of Conduct violation said they didn't report it to anyone.

With constant pressure to meet deadlines, employees may feel tempted to cut corners — especially if they believe leadership values results over process. It's important for employees to see company leaders address unethical behavior, not just reward outcomes.

#### Cognitive biases that drive misconduct

- The slippery slope:** Small compromises can gradually snowball into major ethical violations. Employees may think, "It's just this once." Over time, these seemingly harmless decisions can normalize behavior that contradicts company policies. An employee who shortcuts documentation procedures to save time may eventually overlook more critical safety steps, increasing risk without recognizing the escalation.
- The bystander effect:** People assume someone else will report a problem, especially when misconduct seems "obvious" to the group. This mindset is especially dangerous in hierarchical environments where employees defer responsibility to more senior staff. The larger the group witnessing an incident, the less likely individuals are to speak up, believing others will act instead.
- Overconfidence bias:** High-performing employees may believe their strong track record justifies

cutting corners. These individuals may feel immune to oversight or be convinced their expertise allows them to make "exceptional" choices. This misplaced confidence can lead to rationalizing behavior like ignoring safety protocols, fudging numbers to meet goals or disregarding conflict-of-interest policies.

- Moral licensing:** Employees may mentally excuse risky behavior by recalling past positive actions: "I've worked overtime all month — I deserve to bend this rule." This self-permission mindset makes employees more vulnerable to ethically questionable behavior, such as skimming time on tasks, ignoring data discrepancies or failing to follow proper reporting channels.

#### The power of unwritten rules

Invisible workplace norms can quietly undermine your official Code of Conduct and leave employees confused or frustrated. For example, your Code may emphasize fairness, inclusion and respect, but your culture's unwritten rules may whisper something else:

- "We don't speak up when leadership makes questionable decisions."
- "If you leave at 5:00 pm, people will assume you're not committed."
- "Bringing up concerns makes you look like a troublemaker."

When these silent rules take hold, employees may believe that following social norms is safer than following official policies.

#### Code of Conduct awareness doesn't mean ethical preparedness

More than a third (37%) of Traliant survey respondents said they have faced an ethical situation at work where they were unsure how to proceed. This was especially true of Gen Z (49%) and Millennial (41%) respondents. The good news



is that most said ethical decision-making at their company could be improved with Code of Conduct training that uses more relatable, real-world examples that are applicable to their daily work.

In addition to Code of Conduct training, HR leaders can expose and address hidden cultural risks with intentional strategies:

- Encourage employees to pause and ask themselves, "If this decision were made public, would I still feel good about it?"
- Host small group sessions where employees can anonymously identify informal workplace norms. Ask questions like, "What behaviors are rewarded here? What behaviors are quietly punished?"
- Talk to managers about reducing undue pressure to achieve results. Employees report feeling the most pressure to compromise workplace standards when their supervisors only care about meeting targets.
- Encourage managers and supervisors to talk about the importance of ethical conduct and regularly remind employees of the existence of your Code of Conduct and the processes in place to receive and respond to reports of suspected wrongdoing.
- Hold employees at all levels accountable to your organization's values and standards. Reward employees who display conduct that exemplifies core values. Communicate the results of investigations and disciplinary actions when misconduct is substantiated.

By providing employees with effective Code of Conduct training and making them aware of cognitive biases, you'll empower them to make better choices — and build a stronger culture of integrity.

#### How Traliant can help

Traliant's groundbreaking Code of Conduct TV series is a bold new way to turn your policies into everyday practice. It's training that doesn't feel like training — binge-worthy, mesmerizing and memorable. It transports your workforce to the center of challenging real-world moments where doing the right thing isn't always clear. Delivered through gripping episodes, cliffhangers, real-world dilemmas and fan-style podcasts, employees live your Code policies, understand the stakes, and remember to act when it matters most.

You can watch the trailer and learn more about Traliant's Code of Conduct training course at [bit.ly/CONDUCT-TRAINING](https://bit.ly/CONDUCT-TRAINING).

Source: Traliant, [www.Traliant.com](https://www.Traliant.com)



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

- Reverse discrimination claims – A recent U.S. Supreme Court ruling makes it easier for people to pursue reverse discrimination claims. For more information, see the article at [bit.ly/DISC-CLAIMS](https://bit.ly/DISC-CLAIMS)

## UPDATE FROM OUR LOBBYIST: HUMAN RESOURCES BILLS

If you’ve been following legislative activity in California for any length of time, it will be no surprise to you that this year there have been a number of bills related to human resources issues. The following provides an update on three of them...

### We stopped a particularly harmful bill

First the good news. Already this year a coalition of business interests, including PIA, has been successful at stopping SB 310. This bill would have completely undone last year’s efforts to reform the Private Attorney General Act (PAGA), which was being used to exploit employers and allow trial attorneys pathways to pursue employers for alleged labor code violations.

Last year’s reforms included provisions that protect good actors from PAGA abuses. Thanks to these reforms, in the event of a labor code violation, employers now have the ability to protect themselves by correcting the issue. Had SB 310 passed, it would have eliminated these right-to-cure provisions.

### Two human resources bills that PIA members should continue to monitor

Looking ahead, there are two bills in the human resources arena that we are working to stop:

- AB 1331:** If passed, this bill will put stringent requirements on common surveillance activities, such as the use of security cameras, that employers use to protect their worksites and employees. It would ban the surveillance of employees during certain time frames of the day.

It is worth noting that the definition of what counts as a covered surveillance activity is quite expansive, and the definition of when surveillance is not allowed is quite complex. In essence, AB 1331 would curtail your ability to have surveillance of your own business.

- SB 7:** If passed, this bill will restrict the use of the automated decision systems that employers are increasingly using to screen applicants and make hiring decisions. By curtailing the use of these systems, SB 7 would limit California employers from having access to another tool for finding qualified applicants.

These bills will continue to be debated as we race into the September 12 deadline for the legislature to send bills to the governor for consideration. As we move ahead, we will continue to update PIA members on the progress of the legislative session.

## MEMBER BENEFITS

### WEBINAR: LEARN NEW CMYK+ DESIGN SKILLS

Looking to add digital CMYK+ embellishments to your design offerings? FujiFilm’s free live one-hour webinar, “Get Started with CMYK+ Design,” is for you!

#### Topics covered include:

- CMYK+ overview and inspiration
- Base palette setups: get pink, gold, silver, white and/or clear in your files
- Blended palettes
- Adding spot, flood and layered clear embellishments

- Getting a “dull varnish” look with clear
- Electrifying colors with pink
- Making CMYK pop on colored media
- And more

Bring your questions and get ready to learn how to make more impact in print!

To register for one of the upcoming sessions, go to [bit.ly/DESIGNERSEMINAR](https://bit.ly/DESIGNERSEMINAR).



## BUSINESS MANAGEMENT

### BILL’S SHORT ATTENTION SPAN SALES TIPS: SALES QUIZ



Many years ago, the mayor of New York City was a guy by the name of Ed Koch. Mayor Koch is remembered for one quirky act: Whenever he was speaking in public, he would start by loudly asking, “How am I doing?” and, invariably, the crowd would roar back its approval—more as a reflection of his zaniness than an actual answer to the question!

You have probably asked yourself this exact same

question when it comes to your sales, and especially when things aren’t going so well, you added the question, “What am I doing wrong?” As a way to help you with this issue, here are a few points you can ponder in private, thus ensuring the most honest assessment.

On a scale of 1 to 10, answer the following questions:

- “I know the best companies to call on” (1=100% No and 10=100% Yes)
- “I research companies ahead of time and learn about their business needs, trends and direction” (1=100% No and 10=100% Yes)
- “I’m not ‘selling,’ I’m solving” (1=100% No and 10=100% Yes)
- “I have a step-by-step sales process for new business” (1=100% No and 10=100% Yes)
- “I follow that process diligently” (1=100% No and 10=100% Yes)

- “I set specific sales activity goals” (1=100% No and 10=100% Yes)
- “I have someone holding me accountable” (1=100% No and 10=100% Yes)

The answers to these seven questions will give you an idea of what needs improving. Now, if any of them are hard for you to answer, you should see that as a sign. For example, on the subject of researching a company to learn about business needs, if that doesn’t make sense to you, stick a pin in it and spend some time learning why it’s important.

Sales success happens when you know the ingredients and put them together in the right recipe. There is always room for improvement. Hopefully, you will give yourself an honest assessment and start from there.

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

## 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](http://www.piasc.org)

### KEY CONTACTS

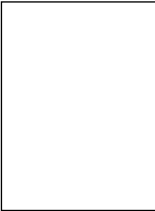
**LOU CARON**  
President/CEO  
Ext. 274  
[lou@piasc.org](mailto:lou@piasc.org)

**KATHY SCHMIDT**  
Director, Insurance Services  
Ext. 223  
[kathy.schmidt@piascins.com](mailto:kathy.schmidt@piascins.com)

**EVIE BAÑAGA**  
Employee Benefits  
Ext. 224  
[evie@pibt.org](mailto:evie@pibt.org)

**KRISTY VILLANUEVA**  
Member Services  
Ext. 215  
[kristy@piasc.org](mailto:kristy@piasc.org)

**SUSAN LEVI**  
Human Resources  
[piasc@jinjihr.com](mailto:piasc@jinjihr.com)



Services for Graphic Communications  
**PIA**  
5800 S. Eastern Ave., #400  
Los Angeles, CA 90040

**PIA NEWS**  
AUGUST 11, 2025 | ISSUE 187



## EVENTS CALENDAR

For full list of events, please visit [www.piasc.org/events](http://www.piasc.org/events)

**PAPER SPECS LIVE**  
Thursday, September 18, 2025  
San Francisco, CA  
[www.paper specs.com/live2025](http://www.paper specs.com/live2025)

**PACK EXPO LAS VEGAS**  
September 29 – 30, 2025  
Las Vegas, NV  
<https://www.packexpo lasvegas.com/>

**CAL POLY CAREER DAY**  
October 8 – 9, 2025  
San Luis Obispo, CA  
To register contact Kristy Villanueva at [kristy@piasc.org](mailto:kristy@piasc.org)

**SAVE THE DATE AMERICAS PRINT AWARDS**  
October 16, 2025  
[www.youtube.com/@americasprintawards](http://www.youtube.com/@americasprintawards)

**SPOTLIGHT EVENT**  
**SURPLUS SALE & WAYZCOOSE CELEBRATION**  
Saturday, August 16, 2025  
9:00 AM – 4:00 PM PT  
International Printing Museum  
Carson, CA  
[bit.ly/AUG16EVENT](https://bit.ly/AUG16EVENT)

A large selection of letterpress equipment, wood and metal type, cuts, supplies, printing presses and more will be available for sale. In addition, the museum will be presenting special letterpress demonstrations, typecasting and more for all attendees.

**THIS ISSUE IN**

**HUMAN RESOURCES:**  
WHY GOOD EMPLOYEES CAN MAKE BAD DECISIONS

**FEATURE:**  
UTAH PAR-TEE ON THE GREEN

**MEMBER BENEFITS:**  
WEBINAR: LEARN NEW CMYK+ DESIGN SKILLS

**BUSINESS MANAGEMENT:**  
BILL'S SHORT ATTENTION SPAN

**SALES TIPS:**  
SALES QUIZ

**ATTENTION SPAN:**  
BILL'S SHORT ATTENTION SPAN