



# RECRUITMENT OPPORTUNITY: CAL POLY GRC CAREER OPPORTUNITY DAY



On October 9 PIA will host a members-only Career Opportunity Day for Cal Poly San Luis Obispo’s Graphic Communications students. Here’s what you need to know...

**Who can participate?**

All members in good standing of either PIA or VMA are eligible to participate. Participation will be capped at 20 companies, with registration taking place on a “first come, first served” basis.

**Why participate?**

A common concern we often hear is that printers are struggling to recruit qualified employees. Knowing that our industry’s future depends on today’s students, this event is designed to help you:

- Showcase your organization to fresh talent.
- Meet and interview potential full-time employees or summer interns who are studying print management, design reproduction, packaging design or UI/UX design.

**What’s the plan?**

**WEDNESDAY, OCTOBER 8**

1:00 – 2:00 pm Hotel Check-in  
A group discount is available at The Wayfarer San Luis Obispo, Tapestry Collection by Hilton, [bit.ly/PIA-CALPOLYSLO-HILTON](https://bit.ly/PIA-CALPOLYSLO-HILTON).

3:00 – 5:00 pm GrC Department Tour

5:30 – 8:30 pm PIA Hosted Dinner

**THURSDAY, OCTOBER 9**

7:00 – 9:00 am Member Set-up

9:00 am – 1:00 pm Career Opportunity Day

**How do you register?**

The suggested donation for participating companies is \$250, all of which will go directly to support the school’s Graphic Communications department. Participating companies get one six-foot table and can have two representatives at the event.

To register, contact [kristy@piasc.org](mailto:kristy@piasc.org).

## MEMBER NEWS

# EMPLOYEE SPOTLIGHT: EMILY HOLGUIN



If you’ve ever called or stopped by the PIA office, chances are you’ve spoken to Emily Holguin. As PIA’s Customer Relationship Coordinator, in many ways Emily is the “voice and face” of PIA. “My primary responsibility,” Emily explains, “is to serve as PIA’s receptionist, making members and others feel welcomed as I connect them to the department or person that can best meet their needs.”

**After over a decade with PIA, Emily is a fount of information**

To ensure that she can direct callers to the right person or resource, Emily makes it a point to stay knowledgeable about what is going on. “I talk to everybody!” she exclaims. “Everyone at PIA knows

they can contact me to keep me in the loop of what is happening.” Consequently, she is familiar with the myriad services that PIA offers, as well as who is in charge of each program.

“Emily is amazing!” says Kristy Villanueva, Director of Member Services for Southern California. “Not only does she seem to know just about everything about the association in order to be able to properly transfer the calls, she also knows many of our members by first name, recognizing their voice or phone number. She does a great job helping us make that first phase of communication warm and personable.”

**Emily spends her days interacting with members**

“I like interacting with people,” Emily shares. “I am a host at heart. I am a good listener, and I love directing people and helping them if I can. I even enjoy the challenge of helping someone who is frustrated to get what they need.”

In other words, Emily is perfectly suited for her job, as she interacts with members all day long.

What types of calls does Emily field? All types! Members count on Emily to direct them to the right person to address their questions about:

- Employment Services
- Insurance Services
- Employment Handbooks
- Human resources issues
- Flexo and packaging

- Logins for PIA’s website
- Referrals to a collection agency
- Issues with their PIA account
- Regulatory or legislative issues
- Placing classified ads
- Obtaining the PIA directory in PDF format
- PIA membership
- Donating material or money to the R.A.I.S.E. Foundation
- And much more

Sometimes Emily has to play detective to determine exactly what a caller needs. “I always want them to feel comfortable,” Emily relates, “so I simply ask more questions in order to discern their problem. If I can’t determine where to direct them, I take down their contact information and speak to one of our Directors for assistance.”

**Emily also helps with office management**

When she’s not busy directing members to where they need to be, Emily is also responsible for a variety of administrative tasks. She handles the mail, orders the office supplies, does the billing for labor law posters and sexual harassment training, makes sure that everything in the office is up to date, sends out forklift training manuals to members who request them and helps with shipping. If something in the office breaks, Emily is the one who contacts the property management company or the appropriate vendor to fix it.

## GOVERNMENT & LEGISLATIVE

ON OUR RADAR

**Proposed regulations and other issues that we’re following:**

- **AI decision making** – If passed, SB 7 (the “No Robo Bosses Act”) will regulate the use of automated decision systems in employment-related decisions. For more information, see the article at [bit.ly/CA-SB7](https://bit.ly/CA-SB7).
- **Heat regulations** – Cal/OSHA has released a draft proposal to revise the outdoor and indoor heat illness prevention regulations. For more information, see the article at [bit.ly/CA-HeatRegulations](https://bit.ly/CA-HeatRegulations).
- **Workplace surveillance tools** – If passed, SB 238 will require employers to provide annual notices to the Department of Industrial Relations (DIR) of all workplace surveillance tools that the employer is using in the workplace. The DIR will then be required to make this employer-provided notice publicly available on the Department’s website.
- **Workplace violence prevention** – Cal/OSHA has released proposed revisions to its draft Workplace Violence Prevention Regulation. For more information, see the article at [bit.ly/CAL-OSHA-REVISIONS](https://bit.ly/CAL-OSHA-REVISIONS).

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

- **FLSA independent contractor rule** – The Department of Labor (DOL) has announced that it will no longer be enforcing a 2024 Biden-era rule regarding independent contractor classification under the Fair Labor Standards Act (FLSA). At this time, the DOL will enforce the

FLSA in accordance with the July 2008 version of its Fact Sheet #13 (see [bit.ly/DOLFactSheet](https://bit.ly/DOLFactSheet)). Note that this is only for the FLSA, and that other rules may apply in other situations.

- **Prospective meal period waivers** – The California Court of Appeals recently held that prospective written meal period waivers for shifts between five and six hours are lawful. For more information, see the article at [bit.ly/CA-MealWaivers](https://bit.ly/CA-MealWaivers).
- **Tariffs** – Want to know where Trump’s tariffs currently stand? Check out the real-time tariff tracker at [bit.ly/TariffTracker](https://bit.ly/TariffTracker). There are tabs for country-specific tariffs, product-specific tariffs, reciprocal tariff exceptions and updates.

**Defeated regulations that we’ve been following:**

- **Wage and hour penalties** – SB 310 would have undermined Private Attorneys General Act (PAGA) reform by creating a new private right of action for wage and hour penalties. A large and varied coalition united to oppose this bill and were successful in forcing Senator Wiener to shelve his bill for the rest of 2025.

## MEMBER BENEFITS

# THIS MONTH’S FEATURED BENEFIT: GROUP HEALTH INSURANCE

Through the Printing Industries Benefit Trust (PIBT), you can choose from over 65 different group medical plans from Health Net, Kaiser Permanente and PIBT Freedom. Dental, vision, mental health and chiropractic coverages are also available. Best of all, when issues, questions or challenges arise,

you or your employee won’t have to deal with it yourself. Our dedicated in-house customer service team is available to handle it for you. For more information visit [www.pibt.org](https://www.pibt.org).





# BILL’S SHORT ATTENTION SPAN SALES TIPS: BIDDING DIFFERENTLY

Imagine you are putting a bid in on a house. It’s just a number, right?

But in response to your offer, the homeowner comes back and says something unusual:

“My house is special. I am interested in knowing its future. You are one of two parties I am considering. Your bids are virtually equal. But I have one question for the both of you and depending on the answer, I will make my decision. My question is, ‘What three changes will you make to the house if you are awarded the bid?’”

As the new homeowner, you are coming in with a

fresh pair of eyes. Some of the changes are upgrades while others are just personal preference. But you will undoubtedly do things differently.

Take the same thinking to sales and, in particular, working to gain a new account.

Imagine approaching a prospect’s bid by adding, “Here is my price. Should you decide to make a switch and bring me in, you can expect:

1. I will question assumptions.
2. I will look at everything with new eyes and a fresh perspective.

3. The result will be innovation; a new look from top to bottom and a better way of doing things. You don’t know what you don’t know. “Let’s find out together.”

Differentiation can take on many different forms. Don’t just throw a number at someone. Give them a better reason to look your way.

Changing vendors is scary, but there is an upside, too. Complacency is the enemy of innovation. Remind your prospects of that.

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

# THE HIDDEN DANGERS OF OUTDATED SOFTWARE: WHY YOUR BUSINESS IS AT RISK

Cyber threats are evolving at an unprecedented pace, and businesses that rely on outdated software are putting themselves at serious risk. From data breaches to compliance violations, failing to keep software up to date can have severe consequences. This article explores the dangers of outdated software and how businesses can protect themselves.

**Why outdated software is a cybersecurity risk**

Many businesses hesitate to update their software due to compatibility concerns, cost or lack of awareness. However, outdated software presents multiple security risks, including:

1. **Unpatched vulnerabilities** – Hackers exploit known security flaws in outdated software. If you’re not updating, you’re an easy target.
2. **Compliance violations** – Regulatory frameworks like the FTC Safeguards Rule, PCI DSS and HIPAA require businesses to maintain up-to-date software to protect sensitive data. Non-compliance can result in hefty fines.
3. **Increased ransomware threats** – Cybercriminals often target older systems with ransomware attacks, encrypting critical files and demanding payment for their release.

4. **Software incompatibility & performance issues** – Older software can slow down business operations, create instability and be incompatible with new security tools.

**How to protect your business**

1. **Regularly patch & update software** – Establish a routine for applying security updates and patches.
2. **Perform quarterly vulnerability assessments** – Identify outdated software before it becomes a liability. Shield IT Networks’ CyberWatch program provides comprehensive assessments to uncover security risks.
3. **Enforce strong access controls** – Restrict software usage to authorized personnel and deprecate old systems.
4. **Work with a cybersecurity partner** – Shield IT Networks helps businesses stay compliant and secure by offering proactive cybersecurity solutions tailored to their needs.

Don’t wait for a cyberattack to highlight the dangers of outdated software. By taking a proactive approach to cybersecurity, businesses can reduce risk, stay compliant and avoid costly breaches.

Source: Shield IT Networks, [www.shielditnetworks.com](http://www.shielditnetworks.com)



# EVERYDAY MEMBER QUESTIONS



**We won a Print Excellence Award. We’d like to get an award for our client, to thank them for winning. How do we do this and make this special?**

You can order duplicate Print Excellence Awards for all the awards you received. We recommend that you customize them. The “Additional Award Order Form” allows you to add your client’s name to the top of the recognition and then add your company name below that. Recommended wording includes Produced By, Created By, Printed By, Executed By, etc. You can also request a digital version of each certificate so that your clients can share their recognition online.

**Due to the cost, we are not sure if we want to keep our FSC Certification. Is there any other resource PIA can offer?**

PIA and it’s regional partners have a discounted FSC certification which is approximately half the regular cost (if you have less than 25 employees or printing sales of less than \$10 million). Details are at <https://racgus.org/certification>. In addition, PIA also has a program with PrintReleaf (<https://printreleaf.com>) which enables you to offset your environmental impact through certified reforestation and carbon offset projects. Whichever path you choose, many of your clients will want to feature the certification logo on their product, to showcase their environmental efforts.

## CONTACT US

### ADDRESS

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# EVENTSCALENDAR

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

**PAPERSPECS LIVE**  
Thursday, September 18, 2025  
San Francisco, CA  
<https://paperspecs.com/live2025>

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

**IMPRESSIONS EXPO**  
October 2 – 4, 2025  
Dallas, TX  
<https://impressionsexpo.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)



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**SPOTLIGHT EVENT**

"NAVIGATING THE ALPHABET SOUP OF LEAVE LAWS" WEBINAR

Wednesday, July 23, 2025  
11:00 am - Noon PT  
[bit.ly/LEAVE-LAWSWEBINAR](http://bit.ly/LEAVE-LAWSWEBINAR)

There are multiple federal or state laws under which your employees may be entitled to job-protected leaves of absence. This free PIA members-only webinar will help you make sense out of the various criteria, requirements and instructions.