

COLORADO PAR-TEE ON THE GREEN



Our 14th Annual Colorado Par-TEE on the Green took place on July 30 in Littleton, at the breathtaking Arrowhead Golf Course. A surprising change in weather made the day full of great golf and rare wildlife sightings of turkeys, deer and fox.

Thanks to our gracious sponsors and attendees, we hit record attendance, fundraising and fun! Plus, \$2,720.00 was “R.A.I.S.E.d” 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
Mike Matchinsky, Blend4 – Colorado
Mark Ell
Dan Scribner
Scott Shreeve, The Digital Frontier



2nd Place
Ryan Stuit, Midland
Tamera Rice Ehrman, Mittera – Colorado
Cory Sawatzki, AlphaGraphics Corporate
Chris Wood, AlphaGraphics Corporate



3rd Place
Bryan Clampitt, Clampitt Paper
Frank Griffin, Flat Rate Realty Group
Linda Stiles, State of Colorado
Don Martin, Bloomin

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Men’s Longest Drive
Cullum Clampitt, Clampitt Paper

Women’s Longest Drive
Tamera Rice Ehrman, Mittera – Colorado

Longest Putt
Jim Skoglund, Jimbo’s Wing’n It

Closest to the Pin
Matt Blue, Hampden Press

Closest in 2
Heath Kidd, Konica Minolta

We are looking forward to presenting the next golf tournament on September 24th at the Raven Golf Club in Phoenix, Arizona. For more information, see bit.ly/AZ-ParTeeontheGreen.

MEMBER NEWS

EMPLOYEE SPOTLIGHT: GLORIA VARGAS

Got questions about your membership dues? Gloria Vargas is ready to assist. Want to update your company address, personnel or other information in our database? Gloria’s the one to talk to. Need help figuring out the right person to talk to for a whole range of other issues, such as HR assistance, credit card processing or insurance? Gloria is happy to point you in the right direction.

As a Member Services Associate, Gloria’s role is all about serving our members. Although her primary responsibilities focus on ensuring that members’ dues are current and the information in our Member Database is correct, her overriding goal is to help members any way that she can.

“I dabble in a little bit of everything here,” Gloria says, “which helps me to quickly take care of members’ needs.”

Gloria focuses on relationships

Gloria is very much a “people person,” and this shows in the relationships that she builds with members. In fact, if you ask her what she likes most about her job, she’ll say it’s the opportunity to speak with so many different people.

“I love connecting with our members and developing that relationship!” Gloria exclaims. “And since I work with our members all the time, they often call me with everything, even if it’s not about their PIA membership. Because I have already gotten to know them and their needs, I am able to quickly help them and connect them with the right person. This is a real time saver for them.”

Some of these relationships are so strong that members will call Gloria just to say hello, even if they don’t need any assistance!

Gloria has been with PIA since 2017

Prior to joining PIA, Gloria worked in foreign syndication for the LA Times and the Chicago Tribune. Just like in her position today, that job involved accounting, customer service and relationship building.

When she first joined the Association as a Member Services Associate, Gloria’s main focus was on helping members get set up to receive services and discounts from PIA’s various Preferred Partners, such as for shipping, collections assistance and supplies. This is one of the reasons why she’s so knowledgeable about this aspect of member benefits today.

Gloria’s goal is to make things easier for members

“For example,” Gloria says, “many members don’t realize that there are various payment options for the membership dues. I can do monthly, quarterly or annual billing. I can take payment via check, credit card or ACH. And I can automate the process via recurrent payments to a credit card or ACH. Many members love the way that recurrent payments eliminate the need for them to deal with invoices. It’s something that I can quickly take off their plate.”

Members benefit from Gloria’s attention to detail

“I’m not happy,” Gloria shares, “unless I know that everything has been done correctly. I like to make sure that everything is perfect before it goes out to a member. I want everything to go smoothly for them.”

One of the ways that Gloria’s attention to detail shows is in the way she maintains the Member Database. In addition to making updates based on



member requests on the annual Membership Survey and/or via phone or email throughout the year, Gloria is also very proactive. For instance, if she gets something back in the mail, she’ll immediately reach out to the member to find out what has changed. If someone isn’t answering emails, she’ll take action to figure out what’s going on. She does whatever it takes to keep the database current.

Need to talk to Gloria?

Gloria can be reached at 323-728-9500 ext. 207 or Gloria@PIASC.org.

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

- **ADA and disabled retired employees** – The U.S. Supreme Court has ruled that former employees who cannot fulfill their job duties due to disability cannot sue their former employers under the Americans with Disabilities Act (ADA) regarding changes to their post-employment health benefits. For more information about this ruling, see bit.ly/ADA-NEWS.
- **Enforceability of arbitration agreements** – In a recent case, the California Courts of Appeal held that the circumstances under which an arbitration agreement is signed by an employee can render it unenforceable. For details and recommendations, see bit.ly/CA-ARBITRATION.
- **Leave for survivors of violent crimes notice** – The California Civil Rights Department recently published the required notice

related to last year’s expansion of crime victims’ leave provisions under AB 2499. You can find a link to the notice, as well as a refresher regarding this law, at bit.ly/CA-AB2499.

- **Liquidated damages in FLSA cases** – The U.S. Department of Labor (DOL) has ended its longstanding practice of seeking liquidated damages (which was essentially a doubling of the unpaid wages) in certain Fair Labor Standards Act (FLSA) wage and hour investigations. For more information, see bit.ly/DOL-WAGES.
- **The “One Big Beautiful Bill Act” & Your Business** – The One Big Beautiful Bill Act that was signed into law on July 4, 2025, contains a wide variety of provisions that can impact your workplace and employee benefits. To learn about these, see the articles at bit.ly/BIG-BEAU-BILL/ and bit.ly/TELEHEALTH-BBB.



THE ONE WORD THAT CHANGES EVERYTHING

Jennifer Garner and Netflix probably didn't invent YES DAY (it's actually based on a book by the same name).

I love the concept. Parents, for one day, must say yes to everything their kids want, within some pretty reasonable parameters like budget, geography and duration.

Saying YES. Sometimes it can be scary and uncomfortable. I am asking you to try it more anyway.

Five years after the beginning of the pandemic, the world looks different. And some things we used to take for granted are coming back, maybe with some tweaks.

Here are a few things I am going to ask you to say YES to this year. Let me know how it goes, will ya?

Here are 4 ways to say “Yes!” that will reap great rewards:

1. Go somewhere new!

Maybe a vendor has asked you to come and tour their facility. Maybe a networking group you belong to is having a happy hour next Friday at a new place across town. DO IT! Extending yourself out of your comfort zone is good for you. You will meet new people, find out about a service or product you didn't know was available to you or try some new kind of food you never knew you'd been missing all your life. New = adventure. New = good.

2. Learn something new!

Whether it is how to start a TikTok page for your company or being able to explain the fundamentals behind personalized direct marketing, if there is something going on in your business that you are not comfortable with, now is the time to raise your hand, say you need help and get to learning. There is no downside here. The more you know is not just an NBC jingle from the 90's. It is the truth.

3. Take on a project outside your comfort zone!

Let's say a client asks you to do something you've never done before. It will not require you to go out and buy new equipment or software, but you have not tried something like it before. Before you say no, think about the implications of being able to add that aspect of your offering to all of your clients. Hearing the dollar signs ringing in yet? It is also empowering to your team to give them some latitude to figure out the best way to do it. Yes. You might lose money on the first one. But on each subsequent project you will get better and better and more profitable. Just say yes.

4. Consider a new hire who “gets it”!

There are two whole generations of people who have grown up as technology natives, but who may not look and sound like the kinds of people you typically hire. Talk to them anyway. It is time to start reverse engineering some of the roles within your team. You can look at the person, decide that you admire their energy, vision and manner, and decide that you will find a place for him/her on your team. It may be a title you've never had before. You might invent a title for him/her. New blood is what our industry needs; it's what you need. Fresh perspectives. People who are not afraid to challenge and even defy what you think you know. This industry needs more shaking up. Shake.

Yes. Just say it!

Source: Kelly Mallozzi, www.SuccessInPrint.com. Kelly is a frequent contributor to print organizations across the U.S. She has spent 31 years working in print and writes about sales, marketing and company culture.



BILL'S SHORT ATTENTION SPAN SALES TIPS: SALES OPPORTUNITIES AROUND

Last November, I bought a new car. A recent e-mail from the dealer congratulated me on my purchase, thanked me for the business and then reminded me I get a free oil change.

There's only one problem: I bought an electric vehicle.

One of my kids goes to UMass Boston. In an effort to build community, I received a postcard recruiting Allison and me to a special reception down on Cape Cod. What caught my attention was the \$0.64 they paid in postage.

A few years ago, my brother and I were at a supermarket. Andy, being a label salesman, recognized a candle company which had asked him to bid their labels. Despite his best effort, they gave the job away to someone else. My brother picked up the candle from the shelf, licked his thumb and wiped it across the label, thoroughly smearing the ink. I commented, “Customers don't realize the quality on the outside is a reflection of the quality on the inside.”

Opportunities for business abound. They are all around us. You might get a mailing from a company you did business with 15 years ago. They reference your purchase as if it was yesterday. Opportunity: Help them with their database.

Walking through a store, you look up and see a large banner clumsily tied off at the top corners, causing wrinkles. A manager walks by and you ask about it. She provides valuable information and feedback that you just know will never make it up the chain. Opportunity: Contact a decision maker (oh, and include a picture).

You are given a promotional item. It is cheap, flimsy and easily breaks. Opportunity: Sell someone on a better idea.

Your job might end at 5:00 pm but you should never stop being curious. Pay attention. Look for new sales opportunities all around you. Not only will you find new business, but no-bid business.

And all because you're paying attention.

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



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PAPER SPECS LIVE
Thursday, September 18, 2025
San Francisco, CA
www.paperspecs.com/live2025

33RD ANNUAL PAR-TEE ON THE GREEN – ARIZONA
Wednesday, September 24, 2025
Raven Golf Club
Phoenix, AZ
bit.ly/AZ-ParTeeontheGreen

CAL POLY CAREER DAY
October 8 – 9, 2025
San Luis Obispo, CA
To register contact Kristy Villanueva at kristy@piasc.org

LOS ANGELES PRINTERS FAIR
October 11 – 12, 2025
International Printing Museum
Carson, CA
www.printerfair.com

EVENTSCALENDAR

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

NATIVE NEWS

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SPOTLIGHT EVENT

PAPER & SUBSTRATE SHOW
Tuesday, September 30, 2025
5:30 PM – 9:30 PM
Irvine, CA
www.piasc.org/papershow

Don't miss this opportunity to embark on a Quest of the Paper Jungle to immerse yourself in the latest paper trends and technologies and connect with industry leaders, paper enthusiasts and fellow creatives! For more information or to RSVP, contact Karissa Melara at karissa@piasc.org.

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