

## The Wage & Benefits Survey is Back – And It's Better Than Ever!

PIA is excited to announce the release of our PIA-members-only Wage & Benefits Survey. While the data collected by this regional survey will be similar to what was collected in the national survey that PIA previously participated in, we've made some significant improvements.

Here's what you need to know...

### Why should we participate?

Participating in the Wage & Benefits Survey is the only way to gain access to the survey data, an invaluable source of intelligence and insight that can help you ensure your business is competitive in your marketplace. This will be Graphic Communications industry-specific data that is:

- **Continuously updated**, with real-time reporting
- **Downloadable in Excel or csv format**, so that you can manipulate the data to suit your company's specific information needs (a HUGE improvement over a static PDF!)
- **Available by region** (California, Northwest states, Southwest states) as well as for the Association as a whole

In many ways, the Wage & Benefits Survey data can be your "secret weapon" in hiring and retaining the workforce you need.

### Who can participate?

The survey is open to all PIA members in good standing that are not suppliers or vendors (i.e., all PIA member types other than Associate). There is no charge to participate in the survey and receive the data, which will not be available for purchase by non-participants.

### How do we participate?

Simply create an account at [www.wbsurvey.org](http://www.wbsurvey.org) and then fill out the survey, entering data based on your company's wages and policies as of your data entry date.

Our initial Annual Survey Period will run from now until September 30, 2024. Please plan to complete the survey by September 30. After that you are encouraged to update your data as a standard step in the hiring process and when making periodic compensation adjustments. In this way, data will always be as current as possible.

### What type of data will the survey cover?

- Wages by job title



- Shift differentials
- Overtime policies
- Incentives based on productivity, sales or other metrics
- Holiday, PTO and bereavement pay policies
- Medical insurance details, including plans, deductibles and cost sharing
- Retirement or profit sharing plans
- Absence data
- Employee turnover data

### When will we get the survey report?

Instead of a static survey report, you will have continuous, 24/7 access to continuously updated data, which can be downloaded and manipulated to meet your needs. The initial data will be released in November 2024. The survey has never been done this way before, and we believe this feature will make the data even more useful for you.

Get started now at [www.wbsurvey.org](http://www.wbsurvey.org).

## BUSINESS MANAGEMENT

### Bill's Short Attention Span Sales Tips: Initial Sales Skills

I had an interesting phone call with a client last week. She had just hired a new sales rep and was calling to discuss training options. "First, of course, I need to teach him about the industry," she started. "Product knowledge is paramount."

Is it, though?

I would argue a better place to start would be to teach the rep how to ask qualifying questions. Teach him or her to be curious. I would much rather have a salesperson adept at the skill of

uncovering needs than knowing what the C stands for in CMYK.

Back in the day, we used to call this, "Learning the story behind the piece."

Imagine someone handing you something to quote. From here, you have two choices. You can focus on the specs and ask questions about paper type, ink quality, size and quantity. The other option is to focus on usage and ask questions which take you to another level:

- What is the purpose of this document?
- Who is your ideal customer?

- How do people find you now?
- Why do people buy from you?
- What is your differentiator?

Think of it this way: A customer cares nothing about print. A customer cares about their world, their needs and their challenges. Asking questions that get them talking helps you to uncover clues as to the right solution. From there, this solutions-based sales rep can head back to the plant and talk to someone who knows the ins and outs of print.

Is knowledge of the industry important?

Of course. But is it the first stop on your training journey? I don't think so. Focus first on communication skills, the questions to ask, active listening, reading the room and how to look beyond the specs.

Product knowledge will come in time. Teach them first how to get the client talking.

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

## HUMAN RESOURCES

### Navigating AI: A Guide for HR Professionals



According to a Glassdoor report, in the year after the launch of ChatGPT, usage of that tool or those like it by professionals in the workplace more than doubled! Are you using an AI tool to help you with your work tasks? Have you considered doing so? If so, read on. There are advantages to be had and risks to note.

### What is AI?

Artificial intelligence (better known as AI) is an umbrella term for a machine's ability to make predictions, recommendations, decisions and perform other tasks that would normally require human intelligence. Generative AI models, for instance, can create text, image, audio and video in response to user prompts. ChatGPT is a kind of generative AI tool called a large language model. It functions similarly to the text predictor on your text messaging app—the feature that predicts and suggests

what your next word will be—but at a much greater scale and with much more sophistication.

It's important to note that AI is not actually intelligent. It isn't cognitive or aware. If you asked ChatGPT to give you a compliment, the AI model would say something nice about you, but it wouldn't mean it. It isn't capable of feelings, perceptions or opinions. Given this limitation, AI should not be used as a substitute for human judgment.

### The legal landscape

All the laws that govern employment still apply when you use AI to help make decisions or take action. Hiring and promotional decisions based on AI must still be free of discrimination. AI used in conjunction with providing and administering employee benefits must comply with the Employee Retirement Income and Security Act (ERISA) for covered employers. Using AI for data

analysis must still comply with the Health Insurance Portability and Accountability Act (HIPAA), the Health Information Technology for Economic and Clinical Health Act and other laws. AI does not absolve you of your compliance obligations.

As more and more AI solutions enter the market and AI becomes further integrated into the workplace, we can expect legislative and regulatory activity.

### Best practices

If you decide to leverage AI for HR and compliance purposes, we recommend the following practices:

- **Be diligent when considering and testing AI tools.** No AI tool will be perfect, but some may be more reliable than others. Consult with an attorney when vetting AI vendors and reviewing contracts.
- **Maintain the highest level of privacy practices** and standards with all information exchanged with an AI tool.
- **Implement and enforce an AI policy** or set of guidelines so employees understand how they should and shouldn't use AI at work.
- **Rely on human expertise to evaluate** what AI creates for you. As when using any knowledge-supporting tool (e.g., a search engine), assume it can and will make mistakes.
- **Set aside time to fact check information** and materials created by an AI tool and monitor AI use for discriminatory outcomes and other unlawful practices.
- **Make sure any AI product your organization uses** aligns with and contributes to your business needs.
- **Keep your actual pain points in mind** when thinking about ways to leverage AI tools. Survey employees about aspects of their work they dislike the most and areas of their work they think may benefit from an AI solution.
- **Develop an AI strategy** that explains what you're using AI to accomplish and how you'll measure success. Periodically evaluate your uses of AI against those goals and metrics. For example, if a goal for using AI is to save time, does using it in fact save time?
- **Be transparent with employees** regarding your point of view and intentions related to AI. Not everyone is excited about AI and what it means for their jobs. People have very strong feelings about it, positive and negative. As you develop and implement AI practices, monitor morale, solicit employee feedback and show your appreciation for it. You'll likely get more buy-in from employees if they have a say in how AI changes their work.
- **Encourage employees to share how they're using AI** and what's working and not working. Ensure that everyone feels safe raising concerns, asking for help or admitting that AI isn't working as the company may have hoped.

*Continued on back*

# 4 Must-Haves for Marketing Print



With the bulk of the sales process completed before a buyer even reaches out, the importance of your marketing efforts cannot be overstated. To maximize your sales effectiveness, your company should, at the very least, be excelling in four key areas:

1. **Website superiority** – Is your website better than those of your three to five closest competitors? Does it boast client-centric blog content, seamless navigation and prominent social media links? It's crucial, as your website serves as the initial point of contact for 67% of prospects.

2. **Social media presence** – How strong is your social media presence? Regular updates and a solid following are essential, as 83% of prospects will scrutinize your LinkedIn profile before engaging with your outreach efforts.

3. **Outreach strategies** – Are your outreach efforts diversified? From direct mail and print to email campaigns, securing a spot among the three to five brands that prospects recall is vital. Drip marketing is particularly effective in targeting the 97% of prospects not ready to buy immediately, ensuring you're their

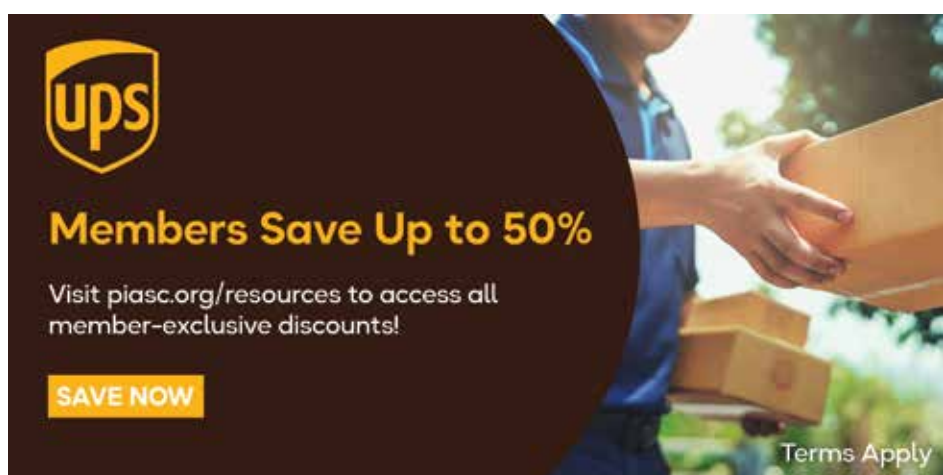
go-to when needed.

4. **Sales team support** – How well-equipped is your sales team with content? Do they have access to blogs and social posts for easy sharing? Additionally, leveraging marketing automation to stay in touch with inactive leads is crucial. Your sales staff should feel confident in their leave-behinds and be actively referring prospects to your website.

Failure to meet these benchmarks could result in lost sales opportunities. If you're seeking an easy, practical and cost-effective solution to enhance your marketing efforts, I encourage you to schedule a quick demo with me. I would be happy to have the opportunity to

discuss how we can elevate your marketing strategy.

Source: Patrick Whelan, Great Reach Communications, <https://greatreachinc.com>



## 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  
Ext. 274, [lou@piasc.org](mailto:lou@piasc.org)

**NORA WOLKOFF,**  
VP, PIASC INSURANCE  
Ext. 222, [nora@piascins.com](mailto:nora@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)

**RODNEY BOLTON,**  
HUMAN RESOURCES  
[piasc@hrbizz.com](mailto:piasc@hrbizz.com)

## HUMAN RESOURCES

*Continued from front*

- **Plan for continued education and constant monitoring.** AI technology is advancing rapidly. Employees will need regular training as models develop and new laws pass.

- **Continuously monitor federal and state law.**

#### Practices to avoid

Some practices may spell trouble for your organization. We recommend avoiding the following:

- **Assuming an AI model or its output complies with federal and state laws.** When asked to draft a termination letter, for example, an AI tool may produce a letter that cites reasons for the termination

that it pulls out of thin air—and those reasons may even be unlawful. Don't hand over AI-generated resources or publish AI-produced copy without thoroughly vetting it.

- **Assuming AI's sources are reliable or real.** Just because AI tells you a law, regulation or court case exists or says a certain thing doesn't mean it does.

- **Allowing yourself to be persuaded by AI's confident tone.** AI can sound authoritative when what it's telling you is wrong or completely made up.

- **Relying on AI to make employment-related decisions.** AI does

not provide you with a "get out of liability free" card.

- **Using AI technology to analyze employee data** containing protected health or personally identifiable information.

- **Creating legal or legally required documents** with generative AI.

- **Uploading anything into an AI model** that you wouldn't want shared publicly.

- **Replacing human expertise with AI content.**

Source: HR|BIZZ

## CLASSIFIED

#### FOR LEASE:

52,250 square foot property in Commerce, CA. Structure description: Free standing, concrete tilt up, single story dock-high building with a double wood bow truss roof (remodeled 1999). Building size: 25,200 square feet. For more information, contact Virla Clark at (310) 897-9411 or [virlaclark@gmail.com](mailto:virlaclark@gmail.com).

#### FOR LEASE:

Huge price reduction! 17,480 square foot industrial building in Bell Gardens, California, with heavy power and yard. For more information, please call Lui Salazar at (213) 270-2229.

#### FOR SALE:

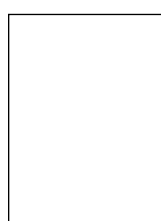
2001 IBERICA-105 Machine Model: JR-105-5; Serial#: 2001261; Max Sheet size: 750mm x 1050mm; Min Sheet Size: 350mm x 400mm; Max Speed: 9,000 Impr/Hr; Machine Hours: 20,768 hrs; Cycles: 90,170,859,997. For more information, please contact Blanca Polanco at [blanca@preferredpnp.com](mailto:blanca@preferredpnp.com).

#### FOR SALE:

Seal 62 Laminator, Model # 63600, Serial # 600m039, Measures 80" L, 51" H, 31" D. In good working order. Pictures available. For more information please contact Lane Weatherly at [lweathery@portlandpuzzle.com](mailto:lweathery@portlandpuzzle.com).

#### FOR SALE:

Polar Mohr 78, 30.7" guillotine paper cutter; HP Laser Jet Enterprise 700 Printer; Epson Perfection scanner, 4490 Photo, Model 192A; Letro jog paper jogger; Challenge Paddy Wagon padding press; RICOH full color, sheet-fed printer; Hewlett Packard full-color wide format, roll-fed printer; Canon full color; and Image Program iP8100. For more information, please contact Carol Prael at [rcprael@olympus.net](mailto:rcprael@olympus.net) or at (360) 379-4922.



5800 S. Eastern Ave., #400  
Los Angeles, CA 90040



- **LabelExpo Americas 2024**  
TUESDAY - THURSDAY,  
SEPTEMBER 10 - 12  
Rosemont, Illinois  
[bit.ly/LabelExpo2024](http://bit.ly/LabelExpo2024)
- **Save the Date: 2024 Americas Print Awards**  
THURSDAY, OCTOBER 17

- **Printing United Expo**  
TUESDAY - THURSDAY,  
SEPTEMBER 10 - 12  
Las Vegas, NV  
[bit.ly/PrintingUnited24](http://bit.ly/PrintingUnited24)

- **Save the Date: R.A.I.S.E. Paper Drive**  
THURSDAY - FRIDAY OCTOBER 17 - 18  
Anaheim, CA  
Contact Kristy Villanueva at [kristy@piasc.org](mailto:kristy@piasc.org)
- **Mail Design Consultant Workshop**  
OCTOBER 21, 22 AND 23  
FROM 10:00 AM TO 11:30 AM PDT  
& OCTOBER 24 FROM 10:00 AM TO 12:00 PM PDT  
Via Zoom  
[bit.ly/MailDesign2024PIA](http://bit.ly/MailDesign2024PIA)

<b>8 August</b>						
SU	MO	TU	WE	TH	FR	SA
			1	2	3	
	4	5	6	7	8	9
	10	11	12	13	14	15
	16	17	18	19	20	21
	22	23	24	25	26	27
	28	29	30	31		
FOR FULL LIST OF EVENTS, PLEASE VISIT <a href="http://WWW.PIASC.ORG/EVENTS">WWW.PIASC.ORG/EVENTS</a>						

ISSUE 163

JULY 29, 2024

THE WAGE & BENEFITS SURVEY IS BACK!

SHORT ATTENTION SPAN SALES TIPS: SHOTS S.T.I.B

INITIAL SALES SKILLS

NAVIGATING A V.I.V FOR HR PROFESSIONALS

MUST-HAVES FOR MARKETING PRINT

Feature

Business Management

Human Resources

Business Management

