

BIGGER DOT & THE NEW 1 MINUTE PRINT CHANNEL



Picture this: You're out in the field selling print when you realize that your prospect has absolutely no idea how complex today's printing technology really is. You say, "digital printing" and they picture their office printer...not the 30-foot-long 5-color commercial press on which the job will run.

Wouldn't it be great if there was a source for entertaining and engaging videos that you can use in these situations to educate people about what it takes to get things produced? Now there is, and it's called 1 Minute Print. This new channel can be found on YouTube as well as all the major social media sites (Instagram, TikTok, X, Facebook, LinkedIn).

A fresh approach to spreading the word about print technology

Launched and sponsored by PIA member Bigger Dot, the 1 Minute Print channel aims to serve the entire industry with intriguing videos that are actually fun to watch. Having racked up over 800,000 views since launching in February 2024, 1 Minute Print is already achieving its goal of drawing people in, educating them about the process of print production and getting them interested in print.

"At this point we're putting our own marketing dollars into the 1 Minute Print channel," says Joel Lueb, CEO + Global Steward of Bigger Dot. "However, 1 Minute Print is a separate entity that isn't about Bigger Dot. Now that the channel is gaining traction we're looking to bring additional sponsors on board to make it self-sustaining."

Sponsorship can be a great way to align with high-quality content and showcase your brand. For more information, see www.1minuteprint.com/partner.

Meet Bigger Dot, the production studio behind the 1 Minute Print channel

"To be relevant today," Joel declares, "we have to be innovating. The 1 Minute Print channel is one of the many ways that Bigger Dot is innovating."

Much more than "just" a print broker, Bigger Dot (www.BiggerDot.com) is a global production studio with offices in Long Beach, Los Angeles and Amsterdam, and clients around the world.

"At our core," Joel explains, "We are a project management company that functions as an extension of our clients' internal marketing and design teams. Organizations come to us for our extremely deep printing-related project management and procurement expertise, and we help them bring their projects to life."

Filling a void

"It used to be that a lot of organizations would have in-house print production management expertise," Joel points out. "Now most do not, as many people coming out of school are great project managers but don't have the production knowledge. We are experts in both."

The common thread amongst Bigger Dot's very diverse range of clients is that they are all looking to outsource their production procurement and manufacturing management to people who know what they're doing and have the necessary industry connections in place to get the work done.

While many of Bigger Dot's projects are strictly about managing an "ink on paper" job, quite often getting something physically produced is just the starting point. Overseeing fulfillment, mailing services, white glove assembly of limited edition influencer packages and other services is frequently integral to the company's work as well.

Helping the community

While he is quite excited about the 1 Minute Print channel and the impact it can have on the printing industry, what Joel is most passionate about is DSF Werks, a non-profit organization that he founded in 2019.

DSF Werks aims to give underserved youth, including emancipated youth who have aged out of the foster care system, an opportunity to be part of a community while learning tangible and marketable trade skills.

DSF Werks combines two of Joel's interests: cars and media. "We have a 3,200 square foot facility in Signal Hill [California]," he shares, "at which we teach car restoration and media arts skills. Every Monday evening we have 20 to 40 people in the shop to share a meal and take part in open garage time. We have a mentorship program that teaches transition-age youth a variety of skills related to automotive restoration and media arts. Plus we have two paid full-time internships in a project management program that we would love to expand."

To learn more about DSF Werks – including the many ways in which you can get involved – visit dsfwerks.org.

TO BE RELEVANT TODAY, WE HAVE TO BE INNOVATING.

-Joel Lueb, CEO + Global Steward of Bigger Dot

NATIONAL NEWS

TWO EXCITING CHANGES ANNOUNCED FOR AMERICAS PRINT AWARDS COMPETITION



Sponsored by the Americas Printing Association Network (APAN), which is composed of 10 regional graphic communications associations from across the country (including PIA), the Americas Print Awards is a highly-exclusive national graphic communications competition. Entry is only open to the top winners of 10 regional printing competitions. This year APAN has announced two new additions to the competition: Honorable Mentions and Nominee Banners.

Honorable mentions

"What we have seen," shares Cathy Skoglund, Chair of this year's Americas Print Awards, "is that the caliber of the entries is so high it has become extremely difficult for the judges to narrow the entries down to no more than 20 'Best of' winners. The new Honorable Mention designations are a way to bring attention to some of the other pieces that the judges felt still needed to be recognized."

While the "Best of" awards are chosen by category, such as "Best of Color Reproduction," the new Honorable Mentions are awarded based on the reason why the judges felt a particular piece deserved this recognition. Examples from this year's awards include "Honorable Mention for Outstanding Color Consistency and Digital Printing" and "Honorable Mention for Great Photography and Pre-Press Work."

Nominee banners

Also new this year: Every nominee will receive a custom-made fabric Nominee Banner that can be proudly displayed. This banner is meant to acknowledge the fact that simply having an entry in this prestigious national competition is a significant honor of its own.

In addition to the Nominee Banner, Honorable Mentions will also receive a customized, special

embellished oversized certificate, while "Best of" winners will also receive a customized glass trophy.

Watch the replay of this year's awards presentation

The winners of the 2024 contest were announced during a live YouTube broadcast on October 17 which was sponsored by Canon. The 2024 Honorable Mentions were recognized via a video that was shown both before and after the live awards show. If you missed it, don't worry – a recording of the awards ceremony can be viewed at www.youtube.com/@americasprintawards.

Enter PIA's 2025 Print Excellence competition

Want to compete in next year's Americas Print Awards? Remember, the only way to be entered into the national competition is to first compete in – and win – at the regional level. So go to www.piasc.org/printexcellence and submit your best work to PIA's 2025 Print Excellence competition today!

MEMBER NEWS



DID YOU GET YOUR PIA MEMBERSHIP DIRECTORY?

Printed copies of the 2024-2025 PIA Membership Directory were mailed out to all PIA members in October. Thank you to our paper sponsor, Kelly Spicers, for helping to make this possible! Be sure to keep this directory handy, as the information it contains can be an invaluable resource for your business.

Also, be aware that this data is also available online, where you have the ability to do searches by state and keywords. To access the online Directory, go to

the www.PIASC.org homepage and click on "Members." There is a full Directory and a Vendor Guide to select from, and your login credentials are required for access.

If you need additional copies and/or assistance accessing the online Directory, please contact your local Member Services Director.

Going forward, our plan is to print the directories every other year.



2 HR QUESTIONS

Do you have to get permission to run a background check?

You certainly do! The Fair Credit Reporting Act (FCRA) requires you to get permission from an applicant or employee before conducting a background check. It also has specific notice requirements, such as providing the applicant or employee a summary of their FCRA rights and the appropriate adverse action letters if you decide not to hire them or terminate their employment because of the background check. A number of state laws also have background check requirements.

Legal requirements aside, telling applicants what to expect as part of the selection process is considered a professional courtesy, especially if you'll conduct background checks or any other kind of screening that digs into history that may not be directly related

to the work they will be doing.

Do you have to allow unpaid time off?

If an employee runs out of paid time off, do you have to allow them to take unpaid time off? The answer depends on why your employee needs the unpaid time off and what you've done in the past.

In some situations, such as those that would be covered by the Family and Medical Leave Act, Americans with Disabilities Act, Pregnant Workers

Fairness Act or a similar state law, the employee may be legally entitled to unpaid leave. In those cases, you would need to approve the unpaid leave at least to the extent required by the applicable laws.

In the absence of any legal requirements, if you've historically granted similarly-situated employees unpaid time off, you should continue to do so. Inconsistency can lead to discrimination claims. (You can make a permanent change in policy and stop granting unpaid time off when it's not required by law, but that's the kind of policy shift you'd want to share widely, and if possible, with some advance notice.)

If neither of the above situations apply, you could deny a request for unpaid time off, but be sure to let the employee know why. People appreciate transparency, especially when being told "no."

PEOPLE APPRECIATE TRANSPARENCY, ESPECIALLY WHEN BEING TOLD "NO."

MEMBER NEWS

EXECUTIVE OF THE YEAR NOMINATIONS NOW OPEN

Each year the PIA Executive of the Year award honors an individual for being a long-term major contributor to the graphic arts industry in the 13 Western states that PIA serves. Past recipients have shared that receiving this extremely prestigious award was a highlight of their career.

To be considered for this honor, an executive must:

- Be nominated by a PIA member or member employee
- Be a C-level executive or the equivalent
- Be successful in his or her chosen profession
- Be a person who shares time and talent to work toward the advancement of the printing industry

- Have at least 20 years of work experience in the graphic arts industry, with at least 10 or more of those years in the 13 Western states that PIA serves (California, Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming)

Know someone who fits the bill? Nominate them today!

Nomination forms for the 2025 Executive of the Year award can be downloaded from the "Member Resources" section of the PIASC.org website, under "Nomination Forms." Forms must be submitted by December 6, 2024.

GOVERNMENT & LEGISLATIVE

ON OUR RADAR

The following state bills have been signed into law:

- **Changes to required notices** – While a variety of new laws might affect notice and poster requirements, two new laws are specifically about notices. AB 1870 makes changes to workers' compensation notices in the workplace, while AB 2299 adds a requirement to post the specific notice that the Labor Commissioner is now drafting regarding employee rights and responsibilities under existing whistleblower laws.
- **Driver's license requirements in job postings** – SB 1100 greatly limits an employer's ability to require that employees have driver's licenses. The law prohibits you from including a driver's license requirement in a job advertisement, posting, application or other material, unless you "reasonably" anticipate that driving will be an essential job function that cannot be comparably performed (in terms of travel time or cost to the employer) through the use of an alternative

form of transportation. In addition, SB 1100 also amends California's Fair Employment & Housing Act (FEHA) to prohibit discrimination in the hiring process based on the lack of a driver's license.

- **Forced work meetings for religion and politics** – SB 399 bans employers from holding mandatory meetings (also known as "captive audience meetings") that discuss religious or political matters. Note that "political matters" are defined here to include the decision to join or support a labor organization. The new law does not apply to mandatory training to comply with an employer's legal obligations.
- **Freelance workers** – SB 988, the Freelance Worker Protection Act, creates protections for independent contractors who are paid at least \$250 for their services. Among other requirements, the law stipulates that the hiring party must provide and retain a signed written contract with a variety of specific details. For more information, see the article at bit.ly/freelance-protection.

- **Intersectionality of protected characteristics** – SB 1137 clarifies that the California Fair Employment and Housing Act (FEHA) prohibits discrimination on the basis of individual protected traits as well as on the basis of the intersectionality of two or more protected traits. For an explanation of what this means, see the article at bit.ly/intersectionality-anti-discrimination.

- **Job-protected leave for crime victims** – AB 2499 expands uncapped job-protected leave for an employee who is a crime victim or has a family member who is a crime victim. For more information, see the article at bit.ly/leave-crime-victims.

- **Paid family leave** – AB 2123 eliminates an employer's ability to require employees to exhaust up to two weeks of accrued vacation before receiving state Paid Family Leave benefits.

WE'RE LOOKING OUT FOR YOU!

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

KEY CONTACTS

LOU CARON
President/CEO
Ext. 274
lou@piasc.org

NORA WOLKOFF
VP, PIASC Insurance
Ext. 222
nora@piascins.com

EVIE BAÑAGA
Employee Benefits
Ext. 224
evie@pibt.org

KRISTY VILLANUEVA
Member Services
Ext. 215
kristy@piasc.org

RODNEY BOLTON
Human Resources
piasc@hrbizz.com



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

EVENTS CALENDAR

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

Scout Merit Badges
November 16, 2024
9:00AM – 3:00PM
Carson, CA
bit.ly/scout-merit-badge

Holiday Crazy Krafts Day
December 14
International Printing Museum
Carson, CA
bit.ly/crazy-kraft-day

Book Arts Patch Day For Girls
November 9
9:00AM – 3:00PM
Carson, CA
bit.ly/book-arts-day

NATIVE NEWS
NOVEMBER 4, 2024 | ISSUE 170

IN THIS ISSUE:

- NATIONAL NEWS:** CHANGES ANNOUNCED FOR AMERICAS PRINT AWARDS
- MEMBER NEWS:** DID YOU GET YOUR PIA MEMBERSHIP DIRECTORY?
- GOVERNMENT & LEGISLATIVE:** ON OUR RADAR
- FEATURE:** BIGGER DOT & THE NEW 1 MINUTE PRINT CHANNEL

SPOTLIGHT EVENT

HOLIDAY KRAZY KRAFTS DAY
Saturday, December 14, 2024
10:00AM – 4:00PM

Join the International Printing Museum for a creative day of printing and crafts for the whole family: **KRAZY KRAFTS DAY**. During this special event they will be offering themed activities throughout the day. These include letterpress printing cards, bookmarks, keepsakes, colorful paper marbling, typing on vintage typewriters, screen printing t-shirts, bookbinding, special tours, and more!

The International Printing Museum
315 West Torrance Boulevard, Carson, CA 90745

