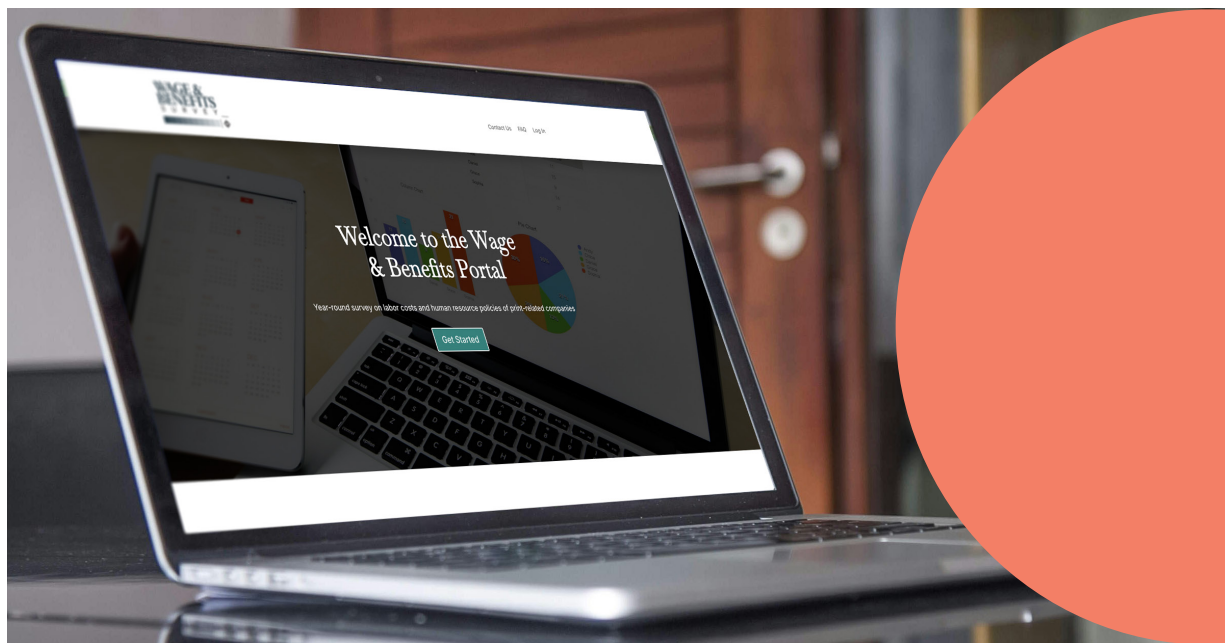




FIRST SET OF WAGE & BENEFITS DATA HAS BEEN RELEASED



PIA's new PIA-members-only Wage & Benefits Survey was launched in 2024. A number of members participated in the initial data collection, which is now reflected in the very detailed data that was released in February 2025. Those who participated can now download the data in Excel or csv format and then manipulate it to suit their company's specific information needs.

Available data, which is available by region as well as for the Association as a whole, covers wages by job title, shift differentials, overtime policies, incentive

pay, time off policies, retirement plans and more.

This is an on-going survey

Now that the initial data has been released, the survey results will be continuously updated. So if you missed the initial deadline, don't worry – it's not too late to participate and thereby gain access to the survey data.

TO PARTICIPATE, GO TO WWW.WBSURVEY.ORG

BUSINESS MANAGEMENT

NEWSLETTER MARKETING: ENHANCING CUSTOMER RETENTION AND ACQUISITION



Maintaining a connection with your customers is paramount in the business world. Newsletter marketing stands out as a powerful tool for this purpose. Producing a print newsletter can significantly boost customer retention and acquisition, particularly for printers.

Newsletters are not just a means of communication but an opportunity to engage, inform and build a loyal customer base. Let's explore why printers should consider incorporating newsletters into their marketing strategy and how they can yield substantial benefits.

The power of print newsletters

Print newsletters provide a tangible connection between a company and its customers. Unlike digital communications, a physical newsletter can uniquely capture attention. When customers receive a print newsletter, they are more likely to engage with its content, leading to better retention of information. This tactile experience creates a lasting impression, making it a vital tool for reinforcing brand identity and values.

Moreover, print newsletters help distinguish a business in an increasingly digital world. While digital marketing is undeniably important, the inundation of online content can overwhelm customers. A print newsletter cuts through the digital noise, offering a refreshing and personal touch. This distinctiveness can enhance the perceived value of your brand, fostering increased customer loyalty and acquisition.

Engaging content for customer retention

Creating compelling content is essential for the success of a print newsletter. Printers can keep their customers informed and interested by delivering valuable, relevant and engaging content. Highlighting industry trends, offering tips or sharing customer success stories can effectively engage readers. It positions the business as an industry leader and builds trust and credibility.

Furthermore, a well-crafted newsletter can showcase the printer's capabilities, demonstrating their quality and creativity. Including visually appealing graphics and personalized touches can enhance customer engagement. By consistently delivering high-quality content, printers can ensure their newsletter remains a valuable resource for their customers, ultimately boosting retention rates.

New customers through targeted distribution

Print newsletters can also play a pivotal role in acquiring new customers. Businesses can tailor their newsletters to appeal to potential customers by targeting specific demographics. Strategic distribution at events, trade shows or in collaboration with complementary companies can expand reach and attract new clientele.

Additionally, newsletters can serve as a powerful tool for lead generation. Including calls to action, promotional offers or exclusive content can entice prospects to engage further with the brand. Printers can turn potential leads into loyal customers by capturing their interest. This targeted approach ensures that newsletters retain existing customers and actively contribute to business growth.

Newsletter marketing is a strategic investment

Newsletter marketing is a strategic investment. The unique benefits of print newsletters—tangible engagement, distinctive branding and targeted distribution—make them an invaluable component of a comprehensive marketing strategy. Printers can foster stronger relationships with existing customers by delivering engaging content and creatively showcasing their capabilities while attracting new ones.

As businesses seek innovative ways to connect with their audience, print newsletters remain a timeless and effective solution. Embracing this powerful tool can set printers apart in a competitive market, ensuring sustained success and growth.

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

HUMAN RESOURCES

STAYING LEGAL DURING THE INTERVIEW PROCESS: WHAT QUESTIONS TO AVOID

Hiring the right candidate is one of the most important responsibilities that HR professionals and managers have. Having a well-structured interview not only helps identify the best talent but also ensures compliance with employment laws.

Unfortunately, even the best intentions can lead to legal risks if the wrong questions are asked during an interview. According to software company Greenhouse, over one-third of job candidates experience discriminatory interview questions about their age, race or gender.

Why certain questions are off-limits

Federal and state laws prohibit discrimination in hiring based on characteristics such as race, color, religion, sex (including pregnancy, gender identity and sexual orientation), national origin, age, disability or genetic information. Asking questions related to these protected characteristics can unintentionally suggest bias or lead to claims of discrimination.

By focusing on the candidate's qualifications, experience and ability to perform the job, you not only create a fair process but also protect your organization from potential legal liabilities.

Questions to avoid

Here are some common areas where questions can cross the line and what you should avoid asking:

Age

- Avoid asking: "How old are you?" or "What year did you graduate from college?"
- Why: Age is a protected characteristic under the Age Discrimination in Employment Act (ADEA).
- Ask instead questions that focus on skills and qualifications: For example, "Tell me about your

experience with [specific task or technology]."

Marital or family status

- Avoid asking: "Are you married?" "Do you have kids?" or "Do you plan on having children?"
- Why: Questions about family status can lead to claims of gender discrimination or bias against caregivers.
- Ask instead: "Are you available to work the schedule required for this position?"

Religion

- Avoid asking: "What religious holidays do you observe?" or "Do you go to church on Sundays?"
- Why: Religion is a protected characteristic under Title VII of the Civil Rights Act.
- Ask instead: "Are you able to work the schedule required for this position?"

Disability

- Avoid asking: "Do you have any disabilities?" or "Have you ever been injured on the job?"
- Why: The Americans with Disabilities Act (ADA) prohibits discrimination based on disability.
- Ask instead: "Are you able to perform the essential functions of this job with or without reasonable accommodation?"

National origin

- Avoid asking: "Where are you from?" or "What's your native language?"
- Why: National origin discrimination is prohibited under Title VII.
- Ask instead: "Are you legally authorized to work in the United States?"

Gender or sexual orientation

- Avoid asking: "Do you identify as male or female?" or "What's your partner's name?"
- Why: Questions related to gender and sexual orientation may violate anti-discrimination laws.
- Ask instead questions that focus on professional qualifications and experience.

Arrests or convictions

- Avoid asking: "Have you ever been arrested?"
- Why: Questions about arrests may lead to claims of racial discrimination, as arrest records are not always indicative of guilt.
- Ask instead: "This role requires a background check. Are you comfortable proceeding with one?"

Tips for staying legal and professional

Focusing on qualifications is key to creating a positive and legally compliant interview process to build trust with candidates. Follow these tips to avoid inappropriate questions and safeguard your company.



Continued on back

PIASC.ORG | 323.728.9500

HUMAN RESOURCES

Continued from front.

- Stick to the job description.** Every question should directly relate to the skills and qualifications needed for the role. Review the job description before the interview to ensure your questions are aligned.
- Don't collect irrelevant personal data.** Be cautious about collecting personal information that isn't relevant for employment purposes. Stick to what's legally required or job-related.
- Use structured interviews.** A standardized list

of questions for all candidates helps reduce bias and ensures fairness.

- Train your team.** Provide training to managers involved in the interview process on what to ask and what to avoid.
- Know your state laws.** Some states have additional protections that go beyond federal requirements. For example, many states restrict questions about salary history or credit history.

How Traliant can help

Our Interviewing and Hiring Lawfully training (see bit.ly/traliant-interview-training) teaches practical skills for lawfully and effectively interviewing applicants for hire or promotion. Course users learn how to interview effectively, avoid unlawful or poorly phrased questions or comments during an interview and select the best candidate and properly document the selection.

Source: Traliant, www.traliant.com.

TECHNOLOGY

CYBERSECURITY CHECKLIST

Every 11 seconds ransomware hits businesses big and small – a statistic that beats the rate of car crashes in the U.S.! Want to eliminate the most common mistakes and missteps made by even the largest companies that are hit with cyberattacks? Use this checklist to help safeguard your company's health and reputation.

- ✓ **Cyber insurance** – If cyber hell breaks loose, is your company covered? Be prepared to repair the damage as a result of a cyberattack. P.S.: Most cyber insurance policies require each item in this list before your company can be covered.
- ✓ **Email protection** – Over 90% of hacks originate through email. Every company big or small needs to have AT LEAST an up-to-date spam filter and Advanced Threat Protection (more commonly known as "ATP").
- ✓ **MFA login policy** – Multi-Factor Authentication, also known as Two or Dual-Factor Authentication, needs to be utilized on EVERY available application. This additional layer will protect you even if your password is compromised.
- ✓ **System updates** – Keep your office and personal technology updated, and turn on auto-update if available. Typically every software update includes new security protections designed to protect against the latest known cyberattacks.
- ✓ **24/7 monitoring** – Do you have a solution in place that monitors your network 24/7 to detect and respond to cyber threats? Breaches happen at all hours, so a 24/7 vendor or in-house tech security is vital to your company's safety.
- ✓ **Dark web scans** – This refers to real-time monitoring of the dark web to actively respond to stolen credentials that are listed for sale. This tool is one of our top, most cost-efficient

recommendations for preventing a company-wide data breach.

- ✓ **Team awareness** – Are your employees trained on cybersecurity practices? Does your company have phishing simulations and a training solution in place? Your company's data and reputation are only as strong as your weakest link.
- ✓ **Admin controls** – Are your admin accounts constantly locked down and only strategically accessed? You can significantly reduce the chances of entire networks being compromised by managing who has access and placing them on strict cybersecurity.
- ✓ **Antivirus software** – Is there active company-wide antivirus software that is constantly updated? This is a huge step in protecting company data from malware and viruses that can track and store valuable data.



- ✓ **Modern firewall** – Outdated firewalls are the equivalent of last year's flu shot. Though they may have a little strength remaining, they will make your company much more prone to cyberattacks and intrusions that could be avoided.
- ✓ **Data backups** – If your network was breached and data held hostage, you could still be on your merry way if you have proper data backups. External drives and/or cloud platforms could save your company from complete disaster.
- ✓ **4G failover** – Is your company prepared if your internet and phones go down? Whether from a cyberattack or bad weather, a down network could cost you more than you realize. Many providers offer 4G auto-failover to keep you up and running.
- ✓ **Response plan** – Your office most likely has an emergency fire plan. Does it also have an emergency cybersecurity plan? If your company goes under attack, an internal response plan is a must to find and regain access to your sensitive data.
- ✓ **PEN tests** – Penetration tests dive deep into your network, its configurations and your users' behaviors to help uncover the issues that could lead to a cyberattack. These tests identify real-time vulnerabilities and cybersecurity risks.

Missing any checkmarks?

If this checklist is having you question your company's cybersecurity status and processes, go to bit.ly/cybersecurity-appt to schedule a cybersecurity assessment with us, to see how we can help. This free cybersecurity assessment may uncover more vulnerabilities than expected.

Source: Shield IT Networks, www.shielditnetworks.com.

CLASSIFIED

LOOKING FOR:

Wide Format Inkjet Printer 24" for educational High School Program. Donations can go through PIA's R.A.I.S.E. Foundation. Contact Kristy Villanueva, kristy@piasc.org.

Washout booth for educational High School program. The program has received a screen printer and is looking for a donation, which can go through PIA's R.A.I.S.E. Foundation. Contact Kristy Villanueva, kristy@piasc.org.

Halm Super Jet 2 or 4 Colors Envelope Press. Please Contact Bill Rivera at brivera@thedotcorp.com or (949) 422-8330

FOR SALE:

Konica Minolta 3080 Digital Press purchased in 2019. Clicks: 391,808 black & white; 2,528,092 color.

Konica Minolta 4080 Digital Press purchased in 2023. Clicks: 47,348 black & white; 177,371 color.

Also for sale: book binder, paper drill, light tables and much more. Contact Tammy Weatherly at tammy@piasc.org

EDITOR'S NOTE:

The "On Our Radar" section of the last issue included an announcement that the updated version of California's Family Care & Medical Leave and Pregnancy Disability Leave poster can be downloaded at bit.ly/CFRA-leave-poster. We just want to clarify that if you purchased a 2025 "California State and Federal" labor law poster from PIA, this poster is already up to date and compliant.

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

SUSAN LEVI
Human Resources
piasc@jinjhr.com



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

PAPER MARBLING
Sunday, March 30, 2025
9:00AM – 3:00PM
International Print Museum
Carson, CA
bit.ly/Paper_Marbling

DIRECT TO FILM EXPO 2025
April 1 – 2, 2025
Mesa, AZ
<https://dtxexpo.com>

AMPLIFY PRINT 2025
June 10 – 12, 2025
Rosemont, IL
<http://amplifyprint.org>

**SAVE THE DATE
PRINTING UNITED EXPO**
October 22 – 24, 2025
Orlando, FL
www.PrintingUnited.com

SPOTLIGHT EVENT

SAVE THE DATE
GRAPHICS NIGHT
Thursday, May 29, 2025
Disney's Grand Californian
Hotel & Spa
Anaheim, CA

Mark your calendar now for Graphics Night, PIA's annual celebration of print. From the cocktail reception and live entertainment to the recognition of the PIA Executive of the Year, opportunity to oggle the winning entries in the Print Excellence Awards, and more, this fun evening will have it all!

IN THIS ISSUE:

FEATURE: FIRST SET OF WAGE & BENEFITS DATA HAS BEEN RELEASED

BUSINESS MANAGEMENT RETENTION AND ACQUISITION

NEWSLETTER MARKETING: ENHANCING CUSTOMER BENEFITS

LEGAL DURING THE HIRING PROCESS

SECURITY CHECKLIST

TECHNOLOGY

HUMAN RESOURCES

PIA NATIVE NEWS
MARCH 17, 2025 | ISSUE 178

