

Visual Media Digest



» Label & Packaging Edition

Communicating the most important industry information, programs, and events for our members.

**VISUAL MEDIA
ALLIANCE**

Program Manager: Jim Frey + Editor: Noel Jeffrey

JULY 2018

New Independent Contractor Definition Emerges »

With the recent California Supreme Court decision about independent contractors, employers must now examine their employee classifications to ensure they are in compliance. This now means employers are held to a higher standard when trying to hire independent contractors. The “gig” or “on-demand” economy has now been put on notice. The California Supreme Court held that it is the burden of the employer to establish that a worker is an independent contractor who was not intended to be included within the applicable wage order’s coverage. To meet this burden, the employer must now establish each of 3 factors, commonly known as the “ABC test.” You can read more about this online. Please direct your questions to VMA’s Human Resource consultant, Cheryl Chong, 800.659.3363 or cherly@vma.bz. **MORE** ⇨



Robert C. Tapella To Become GPO Director »



Robert C. Tapella

On June 12th President Donald J. Trump announced his intent to nominate Robert C. Tapella as Director of the U.S. Government Publishing Office (GPO). The Director serves as the chief executive officer of the agency, which opened on March 4, 1861. Tapella serves as professional oversight staff of the Committee on House Administration of the United States Congress with expertise in the areas of printing, publishing, and security credentialing. He served as the 25th Public Printer of the United States under President Bush and continued his service under President Obama. Tapella, a 1991 graduate of Cal Poly San Luis Obispo, was designated as an honored alumni in 2008 and presently serves as chairman of the Dean’s Council on the library, and is also a member of the graphic communication department advisory board. **MORE** ⇨

HP Introduces One Package Workflow Suite »

HP Inc. has announced the HP One Package workflow suite for PageWide Industrial corrugated presses, the industry’s first ecosystem for digital corrugated printing. HP One Package offers software and solutions from HP and partners to help converters maximize the flexibility of digital production. The suite supports a range of industry third-party workflow solutions, including MIS and prepress, HP’s powerful print servers, color management tools, and PrintOS cloud-based management applications. **MORE** ⇨

Heidelberg Selling New Charging System for Electric Cars »

Heidelberg has launched its new charging system for electric cars in Germany. The Heidelberg Wallbox Home Eco is the first ever product for end customers in a company history that spans almost 170 years. The system is aimed at individuals and also at businesses and local authorities that want to use the charging station to recharge the electric vehicles in their own fleets as well as those of customers and visitors. **MORE** ⇨



Shepard Takes Lead in Reducing 600,000 Tons of Waste »

The Sustainable Green Printing Partnership (SGP) announced its first certification of an event agency print product. As an agency that provides services (including printing) for organizers and exhibitors, Shepard sought certification to reduce the environmental impact of its activities and help customers achieve sustainability goals. **MORE** ⇨

MEMBER BENEFITS

YOU HAVE A HR CONSULTANT



Cheryl Chong is VMA’s Human Resource expert and is available to address all of your human resource

situations including hiring, terminations, leave, discrimination, wage and salary administration, and is available for on-site training and consultation via our hotline. Think of her as an extension of your HR department, courtesy of VMA. Please feel free to reach out for answers by calling 800.659.3363 or cherly@vma.bz.

2018 SGIA EXPO, LAS VEGAS, OCTOBER



The printing industry is changing faster than the Las Vegas Strip, and if you want to be part of what’s ahead, you need to be at the 2018 SGIA Expo there from October 18-20. SGIA Expo attendees print everything – t-shirts and apparel, nameplates and electronics, banners and packaging – and they’re seeking new ideas. The SGIA Expo is North America’s largest printing industry trade show – period. Expect more than 600 exhibitors and 10s of thousands of printing industry professionals. www.SGIA.org/18

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PRIMIR Insights Conference »



WED., JULY 18 • 3 DAYS • SAN FRANCISCO

Energize your business with strategies to boost your competitive position and bottom line. At the PRIMIR Insights Conference, you will learn to leverage the evolving graphic communications industry landscape to your advantage. Stay ahead of the game with answers to your business challenges.

VMA Members pay \$100, saving \$395! MORE

Upcoming Events & Activities »

- 07/10 ODG Director of Augmented Reality & Head of UX/UI Design | SF • 7-9pm
- 07/11 Design a Brand Identity for Your Business | SF • 6:30-8pm
- 07/17 How a 1st Time Graphics Entrepreneur Made \$1 Million | Online • 2-3pm EST
- 07/19 How to Ease the Pain of Change | Online • 2-3pm EST
- 07/26 The Gray Area Festival 2018 | SF • 4 Days
- 08/15 Showcase Awards Dinner | Oakland • 5:30-8:30pm
- 09/13 OSHA Ready! | Online • 10am-2pm
- 09/30 VMA Day at the Ballpark - SF Giants vs. LA Dodgers | SF • 10:30am-5pm
- 10/18 SGIA Expo | Las Vegas • 3 Days

Upcoming VMA Education & Training »

- 07/05 FileMaker Pro Intermediate: Getting Ahead as a Developer | Online • 9am-4pm • 2 Days
 - 07/07 Intro to Mac OS X: Get Around Your Mac Efficiently | Online • 9am-12pm • 1 Day
 - 07/10 Excel Expert Techniques | Sacramento • 9am-4pm • 1 Day
 - 07/12 Python Advanced | Sacramento • 9am-4pm • 2 Days
 - 07/16 Word Beginning: Your First Document | Online • 9am-12pm • 1 Day
 - 07/18 Lightroom Classic CC: Transform Your Photos | Online • 9am-4pm • 1 Day
- For more information or to register, please visit vma.bz**

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Want an Easy Fix for Expense Reimbursement Fraud?

Automation cuts fraud in half

Rob Starr, *Small Business Trends*



Reputation Management Tips For Small Businesses

Businesses of all sizes must be concerned about what their customers are saying about them

Kalin Kassabov, *Forbes*



What Makes a Great Place to Work? Here's What Thousands of Employees Had to Say

As the job market tightens, attracting and keeping key talent is critical

Greg Harris, *Aaron Brown Inc.*



The 6 Ways to Grow a Company

Companies dedicate insufficient resources to support innovation

Gino Chirio, *Harvard Business Review*

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Sonoco to Host Idealliance G7 Certification Training »



Idealliance and The Sonoco Institute for Packaging Design and Graphics at Clemson University have partnered to offer G7 Training and Certification at the institute's world-renowned facility in Clemson, S.C., August 7-9, 2018. Registration is now open for this three-day in-depth flexography-based training session at www.idealliance.org.

ArtPro+ Packaging Editor Ready for Production »

Esko has announced a major new release of its packaging and labels prepress editor, ArtPro+. It is part of the Esko Software Platform 2018, the latest version of Esko's portfolio of integrated software solutions for design, prepress, workflow automation, color management, and supply chain collaboration in the packaging, labels, display, and sign markets. With this version, prepress completes the work 40% faster. It requires fewer clicks to complete tasks, features faster opening and saving files with native PDF, and faster trapping. **MORE**

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