

# Visual Media Digest



» Printers Edition

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

VISUAL MEDIA ALLIANCE

Program Manager: Laura Vargas + 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](mailto: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** ☞

## 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** ☞



## Scodix Offers Free Webinar »



Scodix Live Demo, a free interactive webinar will run on July 17 at 10:00 am PDT for 45 minutes. During this webinar, they will present digitally enhanced printing on uncoated substrates with the Scodix Ultra2 Pro with Foil press to show the unique capabilities you can print on uncoated substrates. Demo will be in real-time and show samples printed on the Scodix Ultra2 Pro with Foil press and explain the operations of that press. Scodix Live is available on WIN, MAC, Android and iOS devices. **MORE** ☞

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

The Sustainable Green Printing Partnership (SGP), the leading authority in sustainable printing certifications for print manufacturers, announced its first certification of an event agency print product with SGP certification of Shepard. Shepard’s achievement marks the first time an SGP certification has been awarded to a company that offers general services outside of printing. As an event management agency that provides services (including printing) for event organizers and exhibitors, Shepard sought SGP certification to reduce the environmental impact of its printing activities and help customers achieve their own sustainability goals. **MORE** ☞



## The New US Dollar »

We don’t know much about these designs other than they appear to be created by AVUGUST DESIGN of Minsk, Belarus. We just had to share. No matter your politics, these are elegant. Check them all out online. **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](mailto: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](http://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](http://vma.bz)

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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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## Watch the Replay: Multichannel Made Easy »



Catch the Multichannel Made Easy webinar replay here and learn how to create a fully functional multichannel campaign in under an hour!

The webinar takes you through the complete workflow of setting up and executing a multichannel campaign using XMPie Circle marketing automation software. This webinar is suitable for XMPie users who haven't

yet made the leap into multichannel and omnichannel campaigns. It's also valuable for printers interested in learning more about multimedia offerings. MORE

## Komori Adds New Eight-color Lithrone G37P »

Komori America has introduced an eight-color Lithrone G37P perfecter capable of one-pass double-sided printing. Combining functionality and design, the Lithrone G37P is designed with a compact body size. Moreover, the press can be equipped with a wide range of options, including Komori's proprietary H-UV or H-UV L (LED), both of which are extremely efficient curing systems. The perfecting mechanism of this new press does not require any gripper change as the sheet is flipped; instead, the entire gripper mechanism rotates after taking the tail of the sheet from the vacuum cylinder. This design adds stability and reliability when turning the sheet, with a huge reduction in maintenance requirements. MORE

Read Full Story or  Register Online at [vma.bz/digest](http://vma.bz/digest)

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