



Train to Avoid Sexual Harassment—It's Mandatory »

S.B. 1343 requires that all employers of 5 or more employees provide 1 hour of sexual harassment and abusive conduct prevention training to non-managerial employees and 2 hours of sexual harassment and abusive conduct prevention training to managerial employees once every two years. Existing law requires the trainings to include harassment based on gender identity, gender expression, and sexual orientation provided by trainers or educators with knowledge and expertise in those areas.

The bill also requires the Department to produce and post both training courses to its website, which employers may utilize instead of hiring a trainer. DFEH expects to have such trainings available by late 2019. In the interim period, DFEH is offering a prevention toolkit that employers may use in conjunction with an eligible trainer. **MORE** ➤



In Memory »



Hubert Ray Poole, a Northern California industry icon, passed away peacefully on January 11, 2019, in Elk Grove at the age of 80. Known as Ray, he was an effective business owner and father to a large family. His career in the printing business started at the early age of 16, and he and wife Arlene went on to run their own company, Dome Printing in Sacramento. He retired at the age of 65. His family has continued his legacy at Dome, with sons

Tim Poole serving as CEO and Bob Poole as CMO. A more detailed obituary appears at www.domeprinting.com. In lieu of flowers, donations may be made to the Alzheimer's Association in memory of Ray Poole. <https://act.alz.org/site/Donation>. **MORE** ➤

Canon Continues As an Innovative Leader »

Ranking third in the number of U.S. patents awarded in 2018, Canon Inc., the parent company to VMA sponsor Canon U.S.A., Inc., a leader in digital imaging solutions, proves it continues to empower future leaders with new and innovative technology solutions. While overall number of U.S. patents awarded is down, according to results issued by the leading producer of global patent databases IFI CLAIMS Patent Services, Canon maintained its standing in the top five spots by being awarded a total of 3,056 patents in 2018. **MORE** ➤



Optician Sans Completes Eye Test Chart Alphabet »



Creative agency Anti has produced a custom font called Optician Sans by adding to the ten letters used in historic optotype eye test charts. Unlike the Sloan typeface commonly used to test patients' sight, Optician Sans has a full set of 26 letters of the alphabet, as well as numbers and special characters. The design of the lettering is based on the characters that are used on a standard eye test. This article previously appeared in Dezeen. By Augusta Pownall. **MORE** ➤

Hidden in Plain Sight: How to Choose Your Brand's Colors »

Whether you're branching out from an existing company or launching a startup of your own, understanding the impact that color can have on customer perception will ensure that your brand is a success...Whether you're creating a product, launching an app or designing your brand's artwork, the color scheme you choose to adopt could significantly impact its chances of succeeding. **MORE** ➤



MEMBER BENEFITS

2019 EMPLOYMENT POSTER SETS



Federal, state and counties poster sets are part of doing business. The 2019 set includes two 27 x 39 laminated

posters, one for state and one for federal. Include postage and tax, other vendors sell all three for \$60 to \$70. Our member rate is \$35. For VMA members on the health or commercial insurance programs, with at least 5 or more employees, the 2-piece poster set is complimentary. To order, please email jessica@vma.bz or call 415.489.7612.

SNOOPY COMES TO VMA

VMA has partnered with MetLife to offer an exclusive benefits program to members of VMA. Effective December 1st VMA rolled out its ancillary program consisting of dental, vision, life, and an Employee Assistance Plan (EAP). By using the purchasing power of our combined membership to aggregate premium, VMA negotiated below market rates on behalf of VMA members. Four dental plans are offered including two PPO plans and two DHMO plans. Vision plans include a wide selection of providers to choose from. Please contact VMA for additional information or quotes.



MORE

SCAN TO READ THE WHOLE STORY!

Read the full story by visiting vma.bz/digest or by scanning the QR code with your smartphone. DIGEST is targeted towards our specific industry segments: Creative, Label & Packaging and Print. It is sent out via mail once a month and email twice a month. Subscribe to Digest, by contacting us.



PIA/SGIA President's Conference »



SUN., MAR 3 • 3 DAYS • PHOENIX, AZ

What happens when the leaders from print companies large and small meet to share and learn together for three days in a beautiful desert setting? The 2019 President's Conference is a gathering of ideas with unlimited potential. Get ideas on how you can:

- Expand your business
- Improve company culture
- Tap into the Millennial mind
- Be a better leader
- Thrive through innovation
- Market your way to better sales

MORE ↗

Upcoming Events & Activities »

- 02/05 February Field Days: Designers | Fairfax • 9am-5pm
- 02/06 Change by Design Summit | SF • 4-5:30pm
- 02/07 National Design Awards in San Francisco | SF • 6:30-8:30pm
- 02/10 Chalk Lettering Workshop with Angie Chua | San Jose • 2-4pm
- 02/13 DMA: Web UX and Usability Workshop | Online • 10am-12pm
- 02/15 Continuum: Fellows Awards 2019 | SF • 6-9:30pm
- 02/19 Don't Worry, Be Happy, Creative & #Social | SF • 6-8:30pm
- 03/17 2019 TAGA Annual Technical Conference | Minneapolis, MN • 4 Days

Upcoming VMA Education & Training »

- 02/04 HTML Fundamentals | Sacramento • 9am-4pm • 2 Days
- 02/05 Word Intermediate | Sacramento • 9am-4pm • 1 Day
- 02/06 CSS Fundamentals | Sacramento • 9am-4pm • 2 Days
- 02/07 Photoshop Advanced: Practical Techniques | Online • 9am-4pm • 2 Days
- 02/11 Access VBA | Sacramento • 9am-4pm • 2 Days
- 02/13 Project Fundamentals | Sacramento • 9am-4pm • 2 Days
- 02/14 Illustrator Advanced: Practical Techniques | Online • 9am-4pm • 2 Days

For more information or to register, please visit vma.bz

Visual Media Digest

» Creative Edition | FEBRUARY 2019



**VISUAL MEDIA
ALLIANCE**

665 Third Street
Suite 500
San Francisco
CA 94107

VMA.bz

INTELLIGENCE FOR RUNNING YOUR BUSINESS

The best articles from the industry delivered to your door. To find out more, visit our digital edition online.



More companies want to pay off your student loan debt

More companies are offering to help recruits with student loans — but the value of that perk varies widely.

Danielle Paquette, *Washington Post*



Classifying Workers Correctly Under IRS Regulations

Misclassification of an employee as an independent contractor can lead to significant troubles.

Rick Roddis, *Small Biz Daily*



Remote Meetings of the Future Will Be Face-to-Face

The future of business networking may vary dramatically

Ivan Misner, *San Francisco Chronicle*



More than half of digital transformation efforts get stalled or abandoned

Companies abandon the transition because of challenges they face while undertaking these projects.

Bob Violino, *Digital Insurance*

This edition is sponsored by



SPICERS | PAPER **KELLY** | PAPER®

FIX8 Disrupts the World of Kombucha »



What started as an ancient Chinese beverage has grown into a beloved drink around the globe beyond the “hippie liberals” who used to homebrew it for fun. Even with major corporations like PepsiCo launching their own batches of kombucha, mom and pop brands like FIX8 are trying to disrupt

the scene with their vivid, abstract designs and exceptional flavors. By Casha Doemland. **MORE** ↗

8 Signs You Need Extra Graphic Design Training »

The design industry is constantly changing, and even hardworking designers can feel like their portfolio isn't quite up to scratch. It's common to feel like you're moving backwards instead of forwards. This post previously appeared in GDUSA and offers eight signs that additional training may be helpful. **MORE** ↗



↗ **Read Full Story** or **Register Online** at vma.bz/digest

P 800.659.3363 F 800.824.1911 E info@vma.bz