

Visual Media Digest



» Printers Edition

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

VISUAL MEDIA
ALLIANCE

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FEBRUARY 2019

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 of success 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. This marks the 33rd consecutive year that Canon ranked in the top five for number of U.S. patents awarded and the 14th consecutive year that Canon was the top recipient of U.S. patents among Japanese companies. **MORE**



Heidelberg Assistant Turns One »



One year on from its market launch, the Heidelberg Assistant digital customer portal has over 700 users and has just won the 2019 Digital Edge 50 Award in the United States. One year ago, Heidelberger Druckmaschinen AG (Heidelberg) entered a new era of digital customer communication by launching the Heidelberg Assistant digital platform in the pilot markets of Germany, Switzerland, the United States, and Canada. The digitization solution is now operating successfully at more than 400 print shops in these countries, with over 700 users – a number that is increasing rapidly. The rollout in Japan, Poland, and Austria has also started. **MORE**

RRD Lands New GPO Contract for 2020 U.S. Census Materials »

The U.S. Government Publishing Office (GPO) has awarded the contract for 2020 Census printing materials and mailing services to R.R. Donnelley & Sons Company (RRD) following a competitive procurement process. RRD is a Chicago based company, and production will take place at several of its facilities across the country. The contract was awarded for \$114,557,201.27, which is well within the U.S. Census Bureau's budget. It covers the production of materials that will help the public respond to the 2020 Census, including questionnaires, letters, inserts, postcards, and envelopes. GPO and U.S. Census Bureau employees will conduct quality control and testing throughout the contract period. **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.

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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**

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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*

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Tower Releases New UV Roller Lubricant Technology »

Tower Products, Inc., a leading manufacturer of environmentally sensitive pressroom chemistry has released Tower UV ROLLER LUBE, a new roller lubricant technology specifically formulated for EPDM and UV roller compounds. Unlike petroleum-based products, this advanced formula will not swell or attack EPDM rollers and is not hazardous or flammable. UV ROLLER LUBE lubricates rollers when printing half web or on sheetfed printing units running without ink. **MORE**



X-Rite Offers News eXact Auto-Scan »



X-Rite Incorporated, a global leader in color science and technology, and Pantone LLC, announced the release of eXact Auto-Scan, a versatile scanning solution that provides press room flexibility for measuring color with spot, manual, and automated scanning capabilities. With the push of a button, it minimizes human error when scanning to maximize speed, reduce rework, and deliver a finished product that meets the tight tolerances customers require. The eXact Auto-Scan is part of the recently expanded eXact family. It was on display at the Color19 Conference, hosted by Printing Industries of America and SGIA, in mid-January. **MORE**

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

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