



PIASC WEEKLY UPDATE

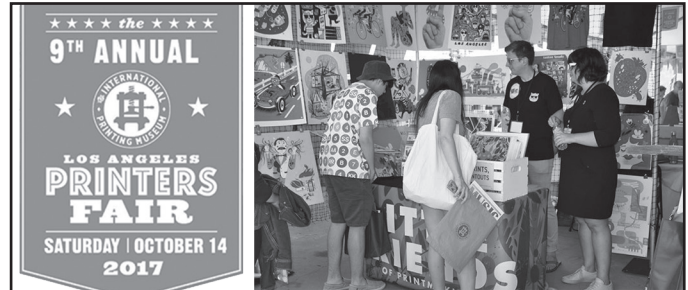
Printing Industries Association, Inc. of *Southern California*

October 9, 2017

The Next Disaster

One of the first things that came to mind with Hurricanes Harvey and Irma and the Mexico City earthquake is employer preparedness for natural disasters. In California, one of the disasters we face is earthquakes. We had Sylmar and Northridge and we don't know when another natural disaster will strike. Some of the things we need to consider are:

- 1) Is your workplace physically safe? Are tall cabinets, bookcases, file cabinets, etc. secured to walls to prevent them tipping over?
- 2) How do we keep our employees safe at work if a natural disaster hits? Is there a disaster plan, or disaster readiness plan, in place AND is it accessible by everyone?
- 3) How will the workplace communicate during a natural disaster? This applies to employees, vendors and customers. Employers have to know how they will communicate with employees on the status of the workplace, and whether employees should show up to work or not, etc. The same applies to customers in terms of deliverables and ETA's for goods and services. There should be a plan with options for how to communicate with customers during a crisis (via website, phone calls, etc.)
- 4) How will your valuable documents and data be kept safe? On site, do you have your valuable documents in fire and water proof storage and would it be accessible? Or is your data safe offsite in a secure server and would it be accessible? Is there a plan to relocate to temporary offices? Do you have a generator for electrical power? Is it sufficient to power, and for how long, critical equipment (i.e., presses, computer systems, etc.)? What is required for employees to resume work safely and as quickly as possible?
- 5) Have you considered how or if you will assist employees during and after a crisis? You may have employees who will need to put their lives back together and get back to work as soon as it is possible. What is available to these employees such as financial and relocation assistance during a crisis. Multiple government agencies may be able to give assistance at the federal, state and local levels. Keep in mind you may have to consider such things as leaves of absence due to health issues during such disasters.
- 6) How should one pay their employees during and after a crisis? Keep in mind labor laws surrounding work during a crisis and be mindful of the differences between salaried and hourly employees.



The 9th Annual Los Angeles Printers Fair, held at The International Printing Museum in Carson, CA, features over 70 printing, paper, and book arts vendors. Some highlights of the fair include an exhibit of screen printer Earl Newman's posters, an exhibit on printing in the movies, paper making, printing on the Vandercook, and screen printing.

7) Be wary of websites that ask for monetary donations during a crisis. When people are in trouble, you may want to help and that is good. However, only donate to legitimate sites. Don't donate over the phone or to a website unless the identity of the caller or site can be verified. There are many scammers and hackers that prey on the emotional side of people and take advantage of their identity and finances. The bottom line is be proactive in terms of preparing for a natural disaster. Get a plan started. Call Cheryl at Ext. 218 (email: cheryl@piasc.org) or Lou at Ext. 274 (email: lou@piasc.org) for help with disaster policies and employee assistance programs.

Statutory Employee

Sales reps whose job it is to sell the products of their employer are correctly classified as employees and their employers must withhold income and payroll taxes from them. This causes frustration, not because they're paying taxes (since they would have to do so as a 1099 independent contractor), but because they cannot deduct various business expenses including a home office. Fortunately, the Internal Revenue Code recognizes this and has created the classification of “statutory employee” which applies to outside sales reps. If they are employed in outside sales, they may deduct legitimate, unreimbursed business expenses including a home office. All that is required is that their employer check the statutory employee box on their W-2. If you want further help, call Cheryl at Ext. 218 (email: cheryl@piasc.org).

Thought for the Week

Mistakes are doorways to discovery.

Upcoming National Events Calendar 2017	10/11-10/12 OSHA Compliance for Printing 2018	PIA Headquarters, Warrendale, PA	Gary Jones	412-259-1794	gjones@printing.org
	1/13-1/16 Color Conference	San Diego, CA	Jenn Strang	412-259-1810	jstrang@printing.org
	2/22-2/24 Graphics of the Americas	Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009	gabe@flprint.org
	3/4-3/6 Presidents Conference	Hyatt Regency San Antonio, San Antonio, TX	Adriane Harrison	412-259-1707	aharrison@printing.org
	3/18-3/21 TAGA Annual Technical Conference	Sheraton Inner Harbor Hotel, Baltimore, MD	John Bodnar	412-259-1706	jbodnar@printing.org

For more information on any of the following events, go to www.piasc.org.

PIASC October-December Activities

<p style="font-size: 2em; font-weight: bold;">Oct. 11 <i>thru</i> 12</p> <p style="font-size: 0.8em;">REGISTER AT: http://bit.ly/2017OSHACompliance</p>	<p style="font-size: 0.8em;">Event Number</p> <p style="font-size: 1.2em; font-weight: bold;">OSHA</p> <hr/> <p style="font-size: 1.2em; font-weight: bold;">8 a.m.</p> <p style="font-size: 0.8em;">Cost: \$395/ members \$550/non-members</p> <hr/> <p style="font-size: 0.8em;">Location: Printing Industries of America Headquarters 301 Brush Creek Road Warrendale, PA 15086</p>	<p>2017 OSHA COMPLIANCE FOR PRINTING WORKSHOP Contact: Gary Jones, (412) 259-1794, gjones@printing.org</p> <p>OSHA regulations seem difficult to understand and daunting to execute. Let Printing Industries of America's EHS Team take the confusion out of compliance. Join us for our OSHA Compliance for Printing Workshop: a hands-on comprehensive OSHA compliance program.</p> <p>During the workshop, participants will gain an understanding of key OSHA regulations, compliance strategies, elements of required written programs, and how to respond to an OSHA inspection. Participants will receive an OSHA compliance information package complete with written program templates, PIA's OSHA Primer, and other valuable resources.</p>
<p style="font-size: 2em; font-weight: bold;">Oct. 14</p> <p style="font-size: 0.8em;">Purchase tickets at: bit.ly/2017PrintersFair</p>	<p style="font-size: 0.8em;">Event Number</p> <p style="font-size: 1.2em; font-weight: bold;">IPMLAPF</p> <hr/> <p style="font-size: 1.2em; font-weight: bold;">10 a.m.-5 p.m.</p> <p style="font-size: 0.8em;">Cost: \$10 / adults \$5 / kids under 12</p> <hr/> <p style="font-size: 0.8em;">Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p>	<p>THE 2017 LOS ANGELES PRINTERS FAIR <i>Presented by the International Printing Museum</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org</p> <p>This year's Printers Fair will feature a special exhibit, <i>Printing on the Silver Screen</i>, featuring printing presses and artifacts that the Printing Museum has rented to Hollywood over the last 75 years. These presses have been featured in many movies and Westerns, including <i>The Man Who Shot Liberty Valance</i> (1962), <i>Have Gun Will Travel</i> (1957), even John Boy's Press on <i>The Waltons</i> (1971). More modern rentals include TV's <i>Gilmore Girls</i> (2004), <i>NCIS</i> (2010), <i>Seven Pounds</i> (2008), and the critically acclaimed film <i>Inception</i> (2010). Guests will have a chance to print a special "Newsies Banner" keepsake on the actual press rented for the cult hit <i>Newsies</i> (1992).</p> <p>The Fair is suitable for all ages. General admission is \$10 for adults and \$5 for kids under 12 years of age. Students, educators, enthusiasts, collectors, typophiles, bibliophiles, graphic designers, artists, and professionals will enjoy the varied demonstrations and array of vendors. Children are welcome but need to be accompanied by an adult at all times.</p> <p>The Los Angeles Printers Fair is sponsored by PIASC. Tickets can be purchased online by visiting: http://bit.ly/2017PrintersFair.</p>
<p style="font-size: 2em; font-weight: bold;">Oct. 19</p> <p style="font-size: 0.8em;">Check here to REGISTER</p>	<p style="font-size: 0.8em;">Event Number</p> <p style="font-size: 1.2em; font-weight: bold;">BGR</p> <hr/> <p style="font-size: 1.2em; font-weight: bold;">10:00 a.m.</p> <p style="font-size: 0.8em;">Cost: FREE / member \$25/ non-member</p> <hr/> <p style="font-size: 0.8em;">Location: on your computer</p>	<p>WEBINAR: BUILD GREAT RELATIONSHIPS WITH YOUR CUSTOMERS VIA NURTURE MARKETING <i>Presenters: Brian linuma, Manish Bhardia and Eric Klauss</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Learn how to use these methods of direct marketing to acquire and retain customers through repetitive marketing actions.</p> <p>You will learn how nurture marketing leverages an e-mail automation tool to send out targeted messages on a periodic basis. Social media marketing calls for the regular posting of relevant content on social media networks, perhaps pointing back blogs, articles, and other information on the website.</p> <p>For more information and to sign up online visit: http://bit.ly/BuildGreatRelationships</p>

Quick Registration

- Mark your choices from listings above
- Fill out the form at the right
- FAX page(s) to (323) 724-2327

Company _____ Phone (_____) _____

Attendees: _____

Bill Company Credit Card # _____

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

Other Industry Events	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	11/2	AIGAOC 2017 OC Design Awards	[seven-degrees], Laguna Beach	Orangecounty.aiga.org	
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

<p>Oct. 24</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> PABIM</p> <hr/> <p><i>breakfast</i> 8:15 a.m.</p> <p><i>meetings</i> 9:00 a.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>PIBT'S ANNUAL BENEFITS INTRODUCTION MEETINGS Contact: Joanne Cadenas, Ext. 256, joanne@piasc.org</p> <p>PIBT offers the best possible cost containment programs plus our personalized customer service to benefit employers as well as employees. Attending either of the following events will better assist you in selecting the most convenient plans to offer your employees in 2018. Please mark your calendars early and be sure to join us.</p> <p><i>Check the box(es) below to register for any of these upcoming Meetings:</i></p> <p><input type="checkbox"/> Oct. 24th – Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202</p> <p><input type="checkbox"/> Oct. 25th – Embassy Suites Brea - North O.C., 900 East Birch Street, Brea, CA 92821</p>
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<p>Oct. 25</p> <p><small>Purchase tickets at bit.ly/2017PrintersFair</small></p>	<p><small>Event Number</small> KONICA</p> <hr/> <p>9 a.m.-4 p.m.</p> <p>Cost: FREE!</p> <hr/> <p>Location: <small>1900 S State College Blvd., Suite 600 Anaheim, CA 92806</small></p>	<p>PIASC AND KONICA MINOLTA PRESENT <i>Create Impact: Bringing Life to digital print, label and packaging</i> Contact: Dave McCormac, Ext. 299, dave@piasc.org</p> <p>Join us to preview the revolution of digital print. See how our innovative technologies help you increase clients, revenue and profit. Discussions about business solutions and print workflows that you have never seen before ... Embellishment has gone digital!</p> <p>The first 100 individuals that register before October 15th will receive a free bottle of wine.</p> <p>A Day Filled with:</p> <ul style="list-style-type: none"> - Product Demonstrations - Informative Presentations - and Refreshments
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<p>Dec. 9</p> <p><small>Purchase tickets at bit.ly/2017DickensHoliday</small></p>	<p><small>Event Number</small> IPMDHC</p> <hr/> <p>10 a.m.-4 p.m.</p> <p>Cost: \$25 group of 4: \$80</p> <hr/> <p>Location: <small>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small></p>	<p>THE DICKENS HOLIDAY CELEBRATION <i>Presented by the International Printing Museum</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org</p> <p>Your transportation back in time will cause the Museum's galleries to be transformed into Fezziwig's Warehouse with special presentations, tours, carolers, music, and the chance to print your own Victorian cards on antique presses from the 1850's. You will have the chance to meet characters from various Dickens novels including the nefarious Fagin, the mad Miss Havisham and the dreamer Mr. Micawber, as well as enjoy the vintage holiday music from "Captain Jack" and his 1895 Concert Roller Organ.</p> <p>The highlight of your visit will be with Mr. Charles Dickens himself entertaining guests in the Museum's Heritage Theater; he will retell his most famous story, A Christmas Carol, becoming Scrooge and randomly using his audience as cast members.</p> <p>It is important that you make your reservations early as this event sells out quickly each year. You may purchase your tickets by calling the Printing Museum at (310) 515-7166, or tickets can be purchased online by visiting: http://bit.ly/2017DickensHoliday.</p>
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Bill Company Credit Card # _____

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401(k)

If you want to attract the best people to help you grow, having a retirement savings program is a key asset. The only practical options for a small employer are 401(k) plans which are becoming universal in America. These plans enable employees to put aside money from their pre-tax earnings. This is not only a win for them, but it reduces the employers' payroll taxes and workers' comp insurance as it lowers total payroll. Of course, for the program to work for both employees and their employer, the employees have to agree to contribute money (which will remain their money and for which they will control the investment vehicle). It's much more likely that they will make a contribution if it is matched to some extent by an employer contribution, which they will not own until they have been in the plan for some time. The employer can also take advantage of the tax deferred savings and investment feature, but they are limited by the contributions that the employees choose to make. This limitation can be avoided with a "safe harbor" plan. Also, while the expenses of administration can be charged to the employee participants, it is unwise if the employer is a major participant. To check on your plan or consider establishing a new one, call Joanne at Ext. 256 (email: joanne@piasc.org) for help.

Employee Classification

The IRS, the U.S. Department of Labor, and the State of California are bearing down on questions of employee classification. Classifying employees as exempt from

the payment of overtime when they are not (California rules on this are more restrictive than the federal ones), will lead to substantial back pay awards. Particularly with sales reps, there can be pressure to classify them as independent contractors and not as employees. They are employees if they are employed to sell the work of the firm to its customers and prospects at the prices determined by the management and are prohibited to sell for other firms. Classifying them as independent contractors will lead to penalties against the employer for failing to withhold income tax and pay the proper employment taxes. Simply designating them as statutory employees on their W-2 will address their tax concerns about deductibility of business expenses. For help on this call Cheryl at Ext. 218 (email: cheryl@piasc.org).

Keep Them On Side

Here are three strategies to engage your people:
Make work meaningful. A sense of purpose is a key motivator. Millennials, especially, value purpose but the desire for purpose spans all generations. **Build relationships.** Relationships with colleagues shape workplace engagement. When we have a best friend at work, we're likelier to perform better and feel our work has meaning. **Give them a seat at the table.** Employees do the work, so they have firsthand knowledge of how to improve day-to-day operations and processes.

See our e-Classifieds section on the web at www.piasc.org.

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