

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 17, 2006

## Immigration Protest

The punitive provisions of the House of Representatives Bill on immigration has produced unprecedented levels of protest among the immigrant population in our country (both legal and illegal). It is not impossible that your employees may wish to join these protests on May 1st. If this happens, you should know that if they were to come to you saying that a group wishes to take off work on that day it would probably be "concerted, protected activity" under the terms of the National Labor Relations Act and therefore they could not be discharged or disciplined for their action. Of course, they need not be paid for the time lost. They could make up the time (under the usual California overtime rules) or take vacation time subject to your discretion. Since you cannot stop the process, it would be wise to accept it with good grace and plan around any disruption that may occur. If you have any questions, call Doug Moore at Ext. 218 or Bob Lindgren at Ext. 214.

## W-2 NOT 1099

It seems that it's getting more common that both sales reps and their firms are entertaining the thought that the reps are independent contractors with the result that the reps can be excluded from withheld taxes, FICA and SDI taxes, Workers' Comp premiums, 401(k) contributions and other benefits and that their compensation can be reported on a 1099 rather than a W-2. In every case that we have seen, the reps are employees and not independent contractors under the law and must be treated as such. The key issue usually is that their employer forbids them to sell for other firms—thus, no independence. A print broker (who is a legitimate independent contractor) is free to sell for a number of printers and actually does so. Also, when thinking about the practicalities of this issue, remember that employees who meet the definition of outside sales rep are totally exempt from the wage and overtime provisions of the California Labor Code, that they have to pay income taxes regardless of their status, that their Worker Comp premium cost is limited by the low manual rate assigned to the outside sales class and that the basis for employer 401(k) contributions is limited to "maximum considered compensation" number which is currently \$220,000. Before classifying anyone as an independent contractor, call Doug Moore at Ext. 218 (email: [doug@piasc.org](mailto:doug@piasc.org)).

The logo for PrintFest 2006 features the word "PrintFest" in a bold, sans-serif font with a stylized swoosh underneath. Below it, the year "2006" is written in a similar font.

Don't miss the new PrintFest 2006 Conference and Expo May 11-13, 2006, at the Long Beach Convention Center. Register online at [www.printfest.com](http://www.printfest.com) or call 1-888-676-EXPO.

## Powerpoint Problems

More than any other facet of the printing industry, digital printers are the unhappy recipients of Office documents. While the printability of Word and PowerPoint have both improved in recent years, upgrades to Microsoft's Office suite can actually be the cause of new problems.

*This presentation cannot be edited because it contains a read-only embedded font.*

When you're given a customer's PowerPoint file and receive this message it can be maddening! This problem has been plaguing Windows users since Microsoft launched PowerPoint 2003. The cause? An embedded font that is not available on your system. To avoid violating font licensing restrictions, Microsoft will only allow editing of the document if all embedded fonts are also available on your PC. If the only available copy of a font is what's in the presentation, PowerPoint treats the file as a "read only" document, making it impossible to edit or save the file in PowerPoint 2003. To cure this problem, try one of the following: Update your PowerPoint program with Microsoft Office 2003 Service Pack 2 (SP2). To check if you need this update, go to "Help" and then to "Check for updates." Ask the customer to resave the file without embedding fonts. Try to install the embedded font that is causing the problem. This can be akin to finding a needle in a haystack and is usually more frustrating than the original problem. Open the offending file in an earlier version of PowerPoint such as 2000 or XP and uncheck "embed fonts". Save the file and then open in PowerPoint 2003. Open the offending file in the free OpenOffice program and save in PowerPoint format. This suite is available from [www.openoffice.org](http://www.openoffice.org).

## Thought for the Week

*Failure should be our teacher, not our undertaker. Failure is a delay, not defeat. It is a temporary detour, not a dead end street.*

<b>PBT</b>
<i>Event Number</i>
<b>Cost:</b> <b>\$5</b>

**Date & Time:**  
Apr. 18th, 2006  
7:30 A.M.

**Location:**  
Mimi's Cafe  
17231 E. 17th Street  
Tustin 92780

**"Printers' Breakfast Table"**  
**Contact: Socorro Garcia, Ext. 229**

The Breakfast Meetings are a wonderful opportunity to meet with others and learn from their experiences. The regulars know that it's the best investment of their time they make!

**Upcoming Breakfast Meeting:**

- Apr. 27th** – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813
- May 2nd** – Tamayo's • 5300 E. Olympic Blvd. • Los Angeles 90022
- Jun. 13th** – Coco's Bakery Restaurant • 4360 Mills Circle Rd. • Ontario 91764
- Jun. 14th** – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Jun. 15th** – Abe's Deli • 19626 Nordhoff Street • Northridge 91324

<b>SHPT</b>
<i>Event Number</i>
<b>Cost:</b> <b>\$35</b>

**Date & Time:**  
April 19, 2006  
Registration: 9:00 A.M.  
Program: 9:30 A.M. -12:00 Noon

**Location:**  
PIASC Conference Room  
5800 S. Eastern Ave  
Suite 215  
Los Angeles, CA

**Sexual Harassment Prevention Training**  
**Speaker: Doug Moore**  
**Contact: Diane Bejarano, Ext. 257, [dianeb@piasc.org](mailto:dianeb@piasc.org)**

Effective January 1, 2006, all employers with 50 or more employees (includes independent contractors and temporary service workers) must provide "sexual harassment" training to all of their supervisors. California law defines a supervisor as anyone with authority to hire, transfer, suspend, lay off, recall, discipline or fire other employees, or the responsibility to either direct or manage other employees. Another condition is that any employee as of July 1, 2005 and thereafter, who assumes a supervisory position must receive their "initial" sexual harassment training within 6 months of his or her assignment. This is your opportunity to comply by sending new supervisors or those who have not been trained.

<b>PEA</b>
<i>Event Number</i>
<b>Cost:</b> \$85/ person or \$750/ table of 10

**Date & Time:**  
April 20, 2006  
Entry Viewing and  
Hosted Cocktail Party: 6:00 P.M.  
Dinner: 7:00 P.M.  
Awards Presentation: 8:00 P.M.

**Location:**  
Pacific Palms Resort  
One Industrial Hills Parkway  
Industry Hills, CA

**Second Annual Print Excellence Awards Banquet**  
**Contact: Monica Vargas, Ext. 299, [monica@piasc.org](mailto:monica@piasc.org)**

PIASC is proud to present its Second Annual Print Excellence Awards program. This gala event will showcase the entries submitted and will culminate with the honoring of the "Best" in their individual categories as well as the presentation of the "Best of Show" entry. This is a perfect opportunity for you to invite your key employees and clients, to thank them for making this all possible. It is a great way to solidify your relationship with your client and to demonstrate to them "why" they made the right choice.

Come and enjoy a wonderful evening in a relaxed atmosphere honoring those who submitted entries to PIASC's Second Annual Print Excellence Awards Program.

**PIASC Information/Registration Sheet**

WUD - 4/17/06

(Please circle the number of the mentioned event above. Check off whether this is a Registration Request or for Further Information)

Event Number	Registration	Information	Attendee Name(s)
<b>PBT</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>SHPT</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>PEA</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>SCSMG</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>GAMA</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>EMS</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Company \_\_\_\_\_ Phone ( ) \_\_\_\_\_

(Please FAX this form to PIASC (323) 724-2327 or send to PIASC address on page 4 of this newsletter)

**ALL NO SHOWS AND CANCELLATIONS LESS THAN 48 HOURS PRIOR TO MEETING WILL BE BILLED.**

**Craftsmen Club Calendar Section**

Club Name	City	Contact	Next Meeting	Topic
High Desert Graphic Arts Club	Lancaster	Viktor Hungerford (661) 942-5102	Wed, May 3rd	TBA
Graphic Arts Club of L.A.	Los Angeles	Richard Jones (626) 675-0990	Wed, Apr. 19th	Internet Tech. and Your Business
Santa Clarita Valley Club	Santa Clarita	Will Sherwood (661) 287-0017	Wed, Apr. 21st	Networking Lunch
Santa Monica Bay Club	Santa Monica	Emil Rozek (310) 823-3811	Wed, May 10th	TBA

<b>SCSMG</b>
<i>Event Number</i>
<b>Cost:</b> \$20

**Date & Time:**  
April 27, 2006  
12:00 (Noon) – 1:30 PM  
Lunch will be served

**Location:**  
PIASC Conference Room  
5800 S. Eastern Ave  
Suite 215  
Los Angeles, CA

**Southern California Sales Managers Group**  
**Sales Managers Roundtable**  
**Contact: Socorro Garcia, Ext. 229, [socorro@piasc.org](mailto:socorro@piasc.org)**

The Sales Manager’s Roundtable will meet to discuss a Vital Topic as well as hold an Open Discussion of the Key Challenges that we are faced with as Managers/Owners. The Vital Topic is “Motivating Your High Earning Sales Representatives”. This Interactive Discussion will tackle the sensitivities and challenges of arousing the Killer Instinct in our Top Reps and activating them to reach their potential. The secrets of guiding the reps to do EXACTLY what they want to do will be highlighted. Not to be missed...

The second portion of our meeting will be dedicated to identifying the HOT BUTTON topics that we are all faced with today. This meeting will be the springboard for our growth as Managers/Owners and help us to move our company sales forward. Don’t miss it...

<b>GAMA</b>
<i>Event Number</i>
<b>Cost:</b> GAMA Members: \$15/ session  PIASC/Non- GAMA members: \$80/ session (includes GAMA Membership)

**Date & Time:**  
May 2nd  
May 9th  
May 16th  
May 23rd  
Registration: 9:00 A.M.  
Program: 9:30 A.M.-11:30 A.M.

**Location:**  
Hampton Inn & Suites  
11747 Harbor Blvd.  
Garden Grove

**Topics:**  
5/2 - The Technique of Coaching & Influencing Others  
5/9 - Developing and Using Effective Communication Skills  
5/16 - Hiring the Right People/Evaluations/Process for Firing  
5/23 - Managing Change/Legalities

**Graphic Arts Management Association**  
**Better Managing Skills - Enrichment Series**  
**Contact: Diane Bejarano, Ext. 257, [dianeb@piasc.org](mailto:dianeb@piasc.org)**

This series will help educate new supervising managers, and to update and improve current individual printing industry managers, owners and supervisors. Anyone, current or new to managing people will benefit; anyone whose responsibility is for supervising, coordinating, and/or evaluating any number of the employees of the company.

**The value of this series for you:**

- insightful knowlege on "How to manage and direct people" under your supervision
- knowing What to Do in a situation and How to Do it Legally
- a "beginning middle and end" awareness to labor management in Printing
- a "PIASC Management Training Certification" will be awarded to all who complete the four seminar course
- each attendee enrolled for the four seminars will receive a one year membership in the Graphic Arts Management Association (GAMA) organization of PIASC

<b>EMS</b>
<i>Event Number</i>
<b>Cost:</b> \$65

**Date & Time:**  
May 3, 2006  
12:00 (Noon) – 1:30 PM  
Lunch will be served

**Location:**  
The New Otani Hotel  
120 S. Los Angeles St.  
Los Angeles

**Executive Management Series**  
**Price Doesn't Count! presented by Gary Cone, V.P. Litho Craft**  
**Contact: Monica Vargas, Ext. 299, [monica@piasc.org](mailto:monica@piasc.org)**

When a customer says, “Your price is too high, You’re not getting the job”...don’t presume these two statements are connected. Price is an excuse, not a reason, and is the most convenient and readily acceptable excuse for sending a print salesperson on their way.

This fast-paced presentation is a road map to “Selling before the price is quoted.” Contrary to what many print buyers and salespeople think, it is never a comparison of “apples-to-apples.” This session looks at how to deal with customers’ budgets, and uncovering techniques to let the customer give you the answers to their own questions.

**Dear Brad...**

Does basis weight effect blistering? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: A higher basis weight sheet likely contains more moisture making it more apt to blister. The porosity of the sheet will also have an impact on blistering. A less porous sheet is more likely to blister. As the moisture is turned to steam, it expands, unable to escape the sheet causing blistering.

**How Things Change**

Thirty years ago, Frank Romano founded a magazine called "Type World" which later became "Electronic Publishing." The printed version of this has now ceased but will continue in the form of e-newsletters and webcasts.

**The Right Color Bar**

Dan Remaley, process control manager for PIA/GATF, advises the use of a 'good' color bar at press. This means one that can measure solid ink density, gray balance, mid-tone dot gain, trapping and print contrast. The measurement of solid ink density is not enough to control color on press. We print dots, not solids! The control of mid-tone gain and gray balance is essential for excellent color matching on press.

**Embezzlement**

PIASC receives calls constantly from employers with an employee on a leave from the company who have learned during this time the employee is taking the company to the cleaners. This may be a good time to

look at your vacation policy and if you are not already doing so, inform employees (especially in financially sensitive positions) that at least one full business week of vacation time or non-paid time must be taken by them each year. You might be surprised what you find.

**Right to Inspect**

Employees have the right to inspect the contents of their personnel files at reasonable times. They also have the right, along with applicants for employment, to ask for a copy of anything they have signed including application blanks. This right can extend to an employee after his or her termination. When allowing the inspection, it is a good idea to have a personnel person or manager with the employee to make sure nothing is altered or taken from the file. The employee has a right to take notes of items in their personnel file. It might be a good time to inspect personnel files to assure we are not later embarrassed by their contents and their undesirable consequences to company interests. Separate files should be maintained for all I-9's, medical information including fitness for duty notes, financial issues such as garnishments, and investigations where the confidential information of several sources may be found.

**For Sale**

Hamada Press C248E, Great condition (1994) with low mileage. Crestlines 2 Tower press, 3 form rollers, pull guides, \$18,000 OBO. Baum Folder Model 714 B2 Air Feed Great Condition Steel Fold Plates, Rack & Pinion Side Guides, Load & Unload from same end, \$1,000 OBO. Challenge Paper Cutter 193 Maintained well. \$750.00 OBO. Call Steve at (949) 215-9060.

*PIASC's Pick of the Week*



**Nine Steps to Effective and Efficient Press OKs**

by Diane J. Biegert

Fear and intimidation are common for print customers conducting a press check, but the press check is vital for a quality printed job. Through her unique nine-step approach, the author walks you through the process of preparing for and performing your press OK.

**PIASC Members \$20.00 ea\*.  
Non-Members \$30.00 ea\*.**

\*Prices do not include tax and shipping.

To purchase your copy, visit [www.gain.net/store](http://www.gain.net/store).

*Address:*

**5800 South Eastern Avenue, #400  
P.O. Box 910936  
Los Angeles, CA 90091-0936**

*Telephone Number:*

**(323) 728-9500**

**or 808-9990 for area codes: 213, 310, 562, 619, 714, 818, & 951**

*Web Site:*

**<http://www.piasc.org>**

*Print Access Site:*

**<http://www.printaccess.com/piasc>**

*Fax numbers:*

**Association (323) 724-2327  
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**Printing Industries Association of Southern California**

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