



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 22, 2018

## 1095 Time

If your firm employed 50 or more persons in 2017, you must give your employees a Form 1095 and file it with the IRS by March 3rd. This form shows whether they were covered by employer sponsored health insurance during the year. It demonstrates that your firm is in compliance with the “employer shared responsibility” provisions of the ACA and also shows that the employee does not have to pay the penalty for not having insurance. If your firm’s health insurance is provided by PIBT, you have already received the necessary data for the completion of the forms. For help and information, call Evie at Ext. 224 (email: [evie@piasc.org](mailto:evie@piasc.org)).

## Did You Really Mean?

The January 1<sup>st</sup> issue of *Update* advised lowering the numbers in estimates enough to get the hit ratio up and help fill plant capacity. A reader wondered if that wouldn’t involve charging customers less who were already buying. Of course not! The key point to realize is that estimating systems should be exercises in pricing strategy, not cost prediction. Thus, the estimating system needs to charge more to the client who views the firm as a virtual sole source and less to one who buys only on price or who we are just trying to get to know.

## Copyright Concerns

A client may supply images or copy that they have lifted from another source without permission and thus may expose the printer to a legal action from its owner. For that reason, the copy from the PIA Best Business Practices should be in your terms of sale.

**Copyrights:** The client warrants that the subject matter to be printed is not copyrighted by a third party. The client also recognizes that because subject matter does not have to bear a copyright notice in order to be protected by copyright law, absence of such notice does not necessarily assure a right to reproduce. The client further warrants that no copyright notice has been removed from any material used in preparing the subject matter for reproduction. To support these warranties, the client agrees to indemnify and hold the supplier harmless for all liability, damages, and attorney fees that may be incurred in any legal action connected with copyright infringement involving the work produced or provided.



**CALL FOR ENTRIES:**  
**PIASC REGIONAL PRINT COMPETITION**  
**Deadline:**  
**Friday, February 16<sup>th</sup>, 4:00PM**  
See page 3 for details!

If the images or copy is, on its face, someone else’s property, it should not be reproduced without written permission from its owner as the indemnification agreement above will not be much help if the client is judgment proof.

## Consequential Damages

Generally, the printer’s responsibility in the event of error is to reprint the defective work without additional charge. For this reason, the copy from the PIA Best Business Practices should be in your terms of sale.

**Disclaimer of Implied Warranties:** The supplier warrants only that the work will conform to the description contained in the purchase order. The supplier’s maximum liability, whether by negligence, contract, or otherwise, will not exceed the amount specified in the contract. Under no circumstances will the provider be liable for specific, individual, or consequential damages.

Generally, this addresses the problem as the client simply does not use the defective job. However, there are situations where the job is distributed without any ability on the part of the client to address the error. Examples of this include the production of game cards with an inadvertent number of winners or the mailing of a direct mail piece to the wrong list. When this occurs, the disclaimer above may not help and more importantly, won’t satisfy the client. For this reason, a Printer’s Errors and Omissions insurance policy may be considered useful. For full info, call Joanne at Ext. 256 (email: [joanne@piasc.org](mailto:joanne@piasc.org)).

## Thought for the Week

*Life isn’t about finding yourself. Life is about creating yourself. ~ George Bernard Shaw*

<b>Upcoming National Events Calendar 2018</b>	1/25	Webinar: Making the Needle Move: Selecting Metrics that Drive Results	Sam Shea	412-259-1747	sshea@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
	4/8-4/11	Continuous Improvement Conference	Loews Chicago O'Hare Hotel, Rosemont, IL	Jim Workman	412-259-1710	jworkman@printing.org
	6/19-6/20	Print & Packaging Summit	Washington Marriott Marquis Hotel, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
	10/17	Franklin Event	New York City, NY	Kim Tuzzo	716-691-3211	ktuzzo@pialliance.org

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC January-March Activities**

<p><b>Jan.</b> <b>25</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>LWL</b></p> <hr/> <p><b>11:30 a.m.</b></p> <p><small>Cost:</small> \$35 / member \$70 / non-member</p> <hr/> <p><small>Location:</small> ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</p>	<p><b>LUNCH WITH LESLIE: HIRING, ON-BOARDING, AND MANAGING SALES PEOPLE</b> <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p><i>(for owners, sales managers, HR professionals)</i> We will discuss how to hire new reps and what to look for while making an effective assessment. You know who you want to hire and what your criteria is, and we must make sure their goals are in line with yours!</p> <p>When we onboard new reps it's important to establish benchmarks and common goals. Creating a training/support system for a new hire is imperative as well as providing them with a designated mentor.</p> <p>Visit <a href="http://www.piasc.org/lunch">www.piasc.org/lunch</a> for more!</p>
<p><b>Jan.</b> <b>26</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>LL</b></p> <hr/> <p><b>10:30 a.m.</b></p> <p><small>Cost: FREE / member</small> \$299 / non-member</p> <hr/> <p><small>Location:</small> on your computer</p>	<p><b>FYI WEBINAR: LABOR LAW UPDATES FOR 2018</b> <i>Presenter: Kristine Kwong, PARTNER, Musick, Peeler &amp; Garrett LLC</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p>The webinar will cover new laws regarding harassment, discrimination and retaliation claims and:</p> <ul style="list-style-type: none"> <li>• Ban on applicant salary history inquiries</li> <li>• NEW parental leave law</li> <li>• Immigrant worker protections &amp; CFRA rights expansion</li> <li>• NEW Mandatory sexual harassment training topics</li> <li>• CA joint liability for subcontractor's unpaid wages &amp; fringe benefits</li> <li>• Mandatory e-filing with EDD</li> <li>• Workers' Compensation Medical treatment due to terrorist attacks</li> <li>• Transgender rights posting</li> <li>• CA minimum wage increases</li> </ul>
<p><b>Feb.</b> <b>6</b></p> <p>Register at right</p>	<p><small>Event Number-</small> <b>CWC</b></p> <hr/> <p><b>7:30 a.m.</b></p> <p><small>Cost:</small> \$5</p> <hr/> <p><small>Location:</small> see locations at right</p>	<p><b>COFFEE WITH CHERYL - NEW LOCATIONS!</b> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p><b>Labor Law Updates</b></p> <p>Do you know about all the new labor law updates for 2018? Do you have questions about 2018's new employment law updates? Join Cheryl Chong, PIASC's HR Director, for a lively round table discussion about your options and remedies.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Feb. 6th</b> - Citrus Café, 1481 Edinger Ave, Tustin, CA 92780</li> <li><input type="checkbox"/> <b>Feb. 13th</b> - Mimi's Café, 3890 Grand Ave., Chino, CA 91710</li> <li><input type="checkbox"/> <b>Feb. 21st</b> - Mimi's Café, 2925 Los Feliz Blvd., Los Angeles, CA 90039</li> <li><input type="checkbox"/> <b>Feb. 27th</b> - Hof's Hut, 2147 N. Bellflower Blvd., Long Beach, CA 90815</li> </ul>



**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.

<b>Other Industry Events 2018</b>	1/22	AAF Open House	Sixty6 Sports Bar, Rancho Cucamonga, CA	aaf-inlandempire.com	
	1/26	Grc Career Day	San Luis Obispo	lsing@calpoly.edu	805-756-2645
	1/26	CreativeMornings OC: ANXIETY	Eureka Building, Irvine, CA	orangecounty.aiga.org	
	1/26	[NBFF, OCMA] FILM: Ex Libris	Orange County Museum of Art, Newport Beach, CA	orangecounty.aiga.org	
	2/10	Art Deco Lettering Workshop	Helms Bakery District — Design Center, Culver City, CA	losangeles.aiga.org	
	2/12	Ad Bowl Rewind	Duke's Bar and Grill, Riverside, CA	aaf-inlandempire.com	
3/22/18	AAF-OC Addy Awards	Balboa Bay Resort, Newport Beach	Aafoc.org/events		

**Feb.**  
**7**

Check here to REGISTER

*Event Number*  
**SSSWC**

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**10:00 a.m. & 1:00 p.m.**

Cost:  
**Members: FREE with RSVP**

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**Location:**  
PIASC  
5800 S. Eastern Ave.,  
4th Floor  
Los Angeles, CA 90040

**STRATEGIES FOR SAFETY & SAVINGS: WORKERS' COMP**  
*Speaker: Jan A. Beaver, VP Risk Advisors*  
 Contact: **Vanessa Davila, Ext. 284, [vanessa@piasc.org](mailto:vanessa@piasc.org)**

HIGH EX-MOD? Do you feel at the mercy of the workers' compensation system? How about feeling like you have no control over the premiums you pay or how the insurance company is managing an employee's injury? PIASC Insurance Services is holding an informational session on Safety & Risk control.

These sessions will include:

- Information for those who have the responsibility of risk control, safety compliance or employee injury management.
- Define the "mysterious" line of insurance and provide you with insights and best practices that help you contain costs and ensure injured employees return to work as soon as medically possible.
- Modification factors, pre & post employee injury management best practices
- How to gain support from employees to promote workplace safety

**Feb.**  
**16**

Download entry form at [www.piasc.org](http://www.piasc.org)

*Event Number*  
**C4ED**

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Cost: **PIASC members first entry is FREE!**  
*(when more than one entry is submitted)*

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**Location:**  
PIASC Offices  
5800 S. Eastern Ave  
Suite 400  
Los Angeles, CA 90040

**14TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE**  
 Contact: **Kristy Villanueva, Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org)**

Printing Industries Association, Inc. of Southern California proudly presents "Call for Entries" for the 14th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it's Best of Category, People's Choice Award, Award of Excellence or Certificate of Merit, a Print Excellence Award is the single most powerful promotional tool your business can have. It demonstrates your award-winning capabilities to customers and potential customers, and tells your employees how proud you are of the work they produce.

Start gathering your best pieces from 2017 today! Save the date for the Call for Entries deadline on **Friday, February 16, 2018.**

**Mar.**  
**4 thru 6**

Check here to REGISTER for this event

*Event Number*  
**PC2018**

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Cost: **\$995/ members**  
\$1,195 /non-members

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**Location:**  
Hyatt Regency  
San Antonio Riverwalk  
San Antonio, TX

**2018 PRESIDENT'S CONFERENCE**  
 Contact: **Socorro Garcia, Ext. 299, [socorro@piasc.org](mailto:socorro@piasc.org)**

Join us at the 2018 President's Conference, March 4–6 in San Antonio, Texas. This year the focus is "Innovations in Leadership" to explore strategies and resources designed to help you better serve your customers while improving your operational and financial objectives.

In addition to the opportunity to network and learn from industry peers, we also will be honoring Best Workplaces in the Americas (BWA) winners during a luncheon presentation. The BWA and the new Safety Shield program are open to any U.S. or Canadian printer and graphic communications company or supplier to the industry. Winners exemplify print industry excellence in human relations and safety. You can learn full details of the BWA program at [www.printing.org/bwa](http://www.printing.org/bwa). Let's put innovation at the forefront of leadership excellence.

Member's receive an additional \$200 discount by calling Socorro at Ext. 299.

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

Attendees: \_\_\_\_\_

Bill Company     Credit Card # \_\_\_\_\_

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

**Empathy Vs. Sympathy**

Even though many people believe empathy and sympathy are similar, they are in fact completely different qualities.

Empathy is the ability to understand the thoughts, emotions and experiences of another individual, whereas sympathy provokes feelings of pity and sorrow for someone else's misfortune. In other words, empathy is the ability to step into someone else's shoes, being aware of their feelings and considerate of their needs. How can you develop empathy in the workplace? Pay attention. Most of the time, we forget to take into consideration how other people are feeling because we are so preoccupied with our own thoughts. This mindset can cause misunderstandings and conflict among the team, consequently creating a toxic and pressured environment. It is for this reason that employees need to be self-aware and more aware of others, taking the time to understand the other person's feelings before passing judgment. For instance, when speaking to your colleagues, do not just take what they are saying at face value; think about what is being said and how they are saying it. Are there certain facial expressions, gestures or pace of speech that are contradicting what they are saying? Being aware of the non-verbal cues and reflecting on what has been said will allow your team to recognize and respond in a much more supportive way. Be willing to listen. It takes more than being observant to be empathetic; you also need to be willing to listen. Whether your colleagues want to pitch an idea or they are seeking advice, being prepared to listen

to these queries will increase team collaboration as well as create a more positive and supportive network. Particularly for aspiring leaders or managers, empathy enables you to switch the focus from your personal ambitions to those of the team, helping others with their career development and understanding what is best for the company's success.

*Source: Sydney Lucken via entrepreneur.com.*

**Deal With Negatives - I**

These proactive steps will help you build a positive presence and mitigate the adverse effects of negative links:

- 1. Google your website.** Google your organization's name and negative keywords associated with it to gauge the perception of your online image. Reputation management and digital marketing experts concur that Google's algorithm often favors negative coverage, and even mugshots, which can put any individual or company at a severe disadvantage. Negative content—like a rogue employee's unwise social media post or fallout from a PR crisis—can damage a company's reputation and its ability to attract new clients.
- 2. Stay on top of alert notifications.** Use keyword monitoring tools to notify you of any activity or information posted about your organization. Google Alerts, a free service, will send an email notification when your organization's name or news about key employees appears online. *(Source: Sameer Somal, ragan.com)*

See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).

**Make it your New Year's Resolution to start saving money! PIASC is here to help you!**

As a PIASC member, you are entitled to numerous discount programs that bring you substantial savings. Using just one or two of these discounts may cover—even exceed—your cost of membership.

Start Saving today!  
Question? Contact Maribel Campos at (323) 728-9500, Ext. 210.

[www.piasc.org](http://www.piasc.org)

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P.O. Box 910936  
Los Angeles, CA 90091-0936

**Telephone Number:**  
(323) 728-9500

**Web Site:**  
[www.piasc.org](http://www.piasc.org)

**Print Access:**  
[www.printaccess.com](http://www.printaccess.com)

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