



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 23, 2017

The California Advantage The good news is that we live and work in a state with a bigger population than Canada (we confirm that every day on the freeway) with an enormous number of small and medium sized businesses that are print consumers. The bad news is that we are the national leader for environmental restrictions, high minimum wages and ever increasing benefit mandates. As a reflection of this, the Center for Jobs and the Economy reports that for California in December the average price for gasoline was 18.9% over the U.S. national average and the price for industrial use electricity was 79.8% over the U.S. national average. We all really know that there is no such thing as a free lunch and that the California regulatory model will eventually undermine our economy—which means all of us. We read that the leaders of the legislature have hired a former U.S. Attorney General to fight off the new administration in Washington. Obviously, they like the status quo—do you?

Salary Or Draw? Isn't a sales rep's salary of \$24,000 the same as a draw of \$2,000 per month? They do add up to the same number at the end of the year, but they produce very different outcomes. The salary, because it's independent of sales, necessarily reduces the amount of commission that can be paid. If our economics permits 8% of sales to be spent on sales compensation and we assume \$500,000 in sales, there is \$40,000 available. If there is a salary of \$24,000, we can pay a 3.2% commission. If it is a commission with a draw, we can pay 8% commission with a \$2,000 monthly draw against it. Which do you think will produce more sales?

How's Your Handbook? When a new year rolls in, one very practical and essential annual business practice is to ensure that your employee handbook is up-to-date with all the relevant policies and procedures. Employers must expect statutory changes and 2017 is no different, especially in California. Having an outdated handbook is a very big liability as well as having no handbook at all. A business is vulnerable when it does not have updated policies and procedures in place to use as a guideline, for ground rules and expectations of the relationship between the employer and employees. Other sorts of claims may arise due to the uncertainty of rules and regulations,

LUNCH with LESLIE

Wednesday, February 15th
11:30 am - 1:00 pm
Santa Ana, CA

Mastering Effective Prospecting

See page 3 for details!

the application of those rules and regulations, and also due to the lack of federal and statutory notifications to employees, regardless of the company size. While a handbook is not a bullet proof way to not get sued, a well written and updated handbook may very well be the written documentation to assist you in times when the need arises. The rules governed in the handbook have to be fair, uniformly applied and executed, and applied with the correct information. This can be a way to demonstrate fair and accurate practices of the company. When a handbook is updated, it should be distributed promptly as well as the collection of signatures acknowledging receipt of the changes and updates. A meeting explaining the changes would be helpful, if that is not practical, perhaps a brief memo outlining some of the changes. Employees are more likely to embrace changes if they feel the employer is not attempting to hide information, however minor or pertinent. As a member of PIASC, employers have access to a complimentary sample employee handbook that has been written by an attorney in the industry. This sample handbook is updated annually at the beginning of the year and is available for download from the Human Resources section of the Graphic Arts Resource Center at www.pic-gov.org. For questions about the handbook or assistance in reviewing the policies and procedures for your company handbook, contact Cheryl at Ext. 218 (email: cheryl@piasc.org).

Thought for the Week

There is no chance unless you take one.

Upcoming National Events Calendar 2017

3/12-3/15	2017 President's Conference	Hilton Long Beach, Long Beach, CA			
3/20-3/22	TAGA Annual Technical Conference	Houston Marriott West Loop, Houston, TX	John Bodnar	412-259-1706	jbodnar@printing.org
4/2-4/5	Continuous Improvement Conference	Omni William Penn, Pittsburgh, PA	Jim Workman	412-2591782	jworkman@printing.org
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org

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

PIASC January-February Activities

Mar. 7

Register at right

Event Number-
BWB

7:30 a.m.
Cost: \$5

Location:
see locations at right

BREAKFAST WITH BOB AND CHERYL

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

California is the world leader in restrictive labor laws and hungry trial lawyers. All you're trying to do is to run your business and hire folks who will do decent work, but it's easy to make a mistake and become a victim of the system. Be sure to join Cheryl Chong, PIASC's HR Director and Bob Lindgren, PIASC' President to learn how to be safe rather than sorry.

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

- Mar. 7th** – Mimi's Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730
- Mar. 8th** – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Mar. 9th** – Brent's Deli • 19565 Parthenia Street • Northridge 91324
- Mar. 21st** – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
- Mar. 22nd** – Lenny's Deli • 2379 Westwood Blvd. • Los Angeles 90064
- Mar. 23rd** – West Bistro • 3900 Atlantic Ave. • Long Beach 90807



Jan. 24 and 25

Register at right

Event Number
PBPM

9:00-2:00 p.m.
Cost: \$99/
members
\$199/non-members

Location:
Southwest Offset
Printing
13555 S St Andrews Pl
Gardena, CA 90249

POSTAL BOOTCAMP

For Printers and Mailers

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

Learn how to avoid disasters in your mailpiece preparation and take advantages of the efficiencies in designing mail for today's postal system.

Featuring National Speaker and Business Leader GEORGE HEINRICH, PPhD, CQMPS, CMQCS, CMDP, The Postal Professor.

Check the box(es) below to register for a morning or afternoon session on either day:

- Jan. 24th** – 8:00 am—12:00 pm
- Jan. 25th** – 8:00 am—12:00 pm
- Jan. 24th** – 1:00 pm—4:00pm
- Jan. 25th** – 1:00 pm—4:00pm

Jan. 25

Check here to REGISTER

Event Number
FPNW

8:00 a.m.
Cost: FREE to
members
\$25/ non-member

Location:
Fullerton College
321 E. Chapman Ave.
Fullerton, CA 92832

FLEXIBLE PACKAGING FOR NARROW WEB

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

The Narrow Web Industry which, has been historically limited to Tag and Label is now moving into flexible packaging. Join us for a half day seminar with industry experts to learn about opportunities and challenges while entering this growing market segment.

Learn about: Narrow Web Press Configurations for Packaging, Different Substrates for Flexible Packaging, Coatings and Adhesives, Proper Ink Systems Selections & Proposition 65 Updates from industry's leading speakers.

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	1/27	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@calpoly.edu	(805) 756-2645
	2/11	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	4/8	Kids Krazy Krafts Day	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	4/20	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@calpoly.edu	(805) 756-2645
	4/22	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	5/13	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
6/24	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166	

<p>Jan. 26</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> LLU</p> <hr/> <p>10:30 a.m.</p> <p><i>Cost:</i> FREE/ member \$99/ non-member</p> <hr/> <p>Location: <i>on your computer</i></p>	<p>LABOR LAW UPDATE WEBINAR <i>Speaker: Kristine Kwong, Partner, Musick, Peeler & Garrett LLC</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>This very informative 90-minute webinar will highlight how recent California regulatory changes may affect your workplace and how to best apply them. Keeping on top of new California employment laws is essential to your HR compliance.</p> <p>What you'll learn:</p> <ul style="list-style-type: none"> New statutes applicable to employers for 2017 New case law on harassment, discrimination New case law regarding employee leaves of absence Best practices in preventing litigation
<p>Feb. 9</p> <p><small>Register at right</small></p>	<p><i>Event Number</i> CAC14</p> <hr/> <p>5:30 p.m.</p> <p><i>Cost:</i> \$25 <i>non-members: \$40</i></p> <hr/> <p>Location: <i>See locations at right</i></p>	<p>COCKTAILS AND CONVERSATIONS Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Connect with other local colleagues, meet some new friends and network, network, network.</p> <p><i>Check the box(es) below to register for these events:</i></p> <p><input type="checkbox"/> Feb. 9th – <i>Karl Straus Brewing Co., 2390 E. Orangewood Ave., #100, Anaheim, CA 92806</i></p> <p><input type="checkbox"/> Feb. 16th – <i>Pour Haus Wine Bar, 1820 Industrial St., Los Angeles, CA 90021</i></p>
<p>Feb. 15</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> LWL</p> <hr/> <p>11:30 a.m.</p> <p><i>Cost:</i> \$35/ member \$60/ non-member</p> <hr/> <p>Location: <i>ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</i></p>	<p>LUNCH WITH LESLIE: MASTERING EFFECTIVE PROSPECTING <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>In order to be a consultative sales rep, we need to be prepared to build a relationship with a new contact which needs a well thought out go to market strategy. This includes many 'touch points' and prospecting tools. We will discuss the timelines that work as well as objection resolution.</p> <p>Join us to learn (or remember) how to approach new contacts with confidence and a plan that helps them accomplish their objectives. Their objectives are the center of our approach and selling process in this new world of solution selling!</p>
<p>Feb. 17</p> <p><small>Download entry form at www.piasc.org</small></p>	<p><i>Event Number</i> C4ED</p> <hr/> <p><i>Cost:</i> PIASC members first entry is FREE! <i>(when more than one entry is submitted)</i></p> <hr/> <p>Location: <i>PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040</i></p>	<p>13TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>Printing Industries Association, Inc. of Southern California proudly presents "Call for Entries" for the 13th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it's Best of Category, Judge's 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.</p> <p>Start gathering your best pieces from 2016 today! Save the date for the Call for Entries deadline on Friday, February 17, 2017.</p>

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Are They Listening?

Are you and your staff on the same wavelength? One way to find out is by listening carefully when an employee responds to one of your questions. Does the response fully address what you asked? If not, don't jump to the conclusion that the employee is trying to evade the issue. He or she may be distracted or might simply not understand what you are asking. Try rephrasing the question and asking it again. Or you could address the issue more directly: "I'm sorry, but I'm a bit confused by your answer. Perhaps you didn't understand my question. What I'm really asking is ..."

Stay Legal

Providing a positive workplace environment requires managers to understand employee rights. To stay on the right side of the law, follow these important guidelines:

- **Get your "acts" straight.** Learn the difference between the Americans with Disabilities Act and the Family and Medical Leave Act and how they apply to an organization your size. In short, the ADA prohibits discrimination based on disability. The FMLA provides earned leave for employees who have worked at least 1,250 hours over the previous 12 months.
- **Focus on the classics.** Be especially mindful of "classic" protected characteristics such as race, color, religion, national origin, gender, age, disability, and sexual orientation. Remember that these issues cannot be a factor in employment decisions. Familiarize yourself with guidelines governing employees who are visually impaired, who have medical conditions such as cancer, etc.

- **Reject the reverse.** In striving not to discriminate against a protected minority, take care that you don't engage in reverse discrimination. The bottom line: Double standards mean double trouble.
- **Beware of innocent banter.** Most managers say that they'd never intentionally discriminate. Just remember that even a seemingly innocent act, such as shortening an ethnic name that's difficult to pronounce or asking when an older employee plans to retire, can lead to problems.

Ring Around The Foil

After foil stamping over a blue spot color, the customer noticed a slight ring around the foil. Why did the ink change color around the foil stamp? The blue pigments may not be heat resistant and may have faded or shifted from the heat used in the foil stamping process. Certain ink pigments, most commonly blues and greens, can change color when exposed to heat or alkaline solutions; this is commonly referred to as "pigment burnout." Foil stamping, laminating, and imprinting on a toner-based digital press with a fuser roller can expose pigments to enough heat to cause pigment burnout. Coatings, especially aqueous coatings, may be alkaline and along with heat from the drying operation can cause pigment burnout. When ordering inks, specify if the ink is to be used with a coating or any additional process involving heat. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

For Lease

6,000—8,000 square feet office & production space in Chatsworth, San Fernando Valley. Share space with small commercial printer/broker. Beautiful building, safe area, ample parking in front, loading in back. Call or text Geoff at (818) 259-9778

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

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

As a PIA SC 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

Printing Industries Association of Southern California

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or 808.9990 for area codes: 213, 310, 619, 714, 818, & 951

Web Site: <http://www.piasc.org>

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