



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 25, 2016

Help Us Help You

Every part of the PIASC family (association, benefit trust, credit union, insurance agency, printing museum) is committed to bring you real value for your dollars and the best possible customer service. But we need to be sure that we're walking the walk and not just talking the talk. So, we need your help. If you feel that you haven't received what you need, if our response is lacking or non-existent, please call Bob Lindgren, PIASC President on his cell (818) 219-3855 or email bob@piasc.org with your concern. We'll make it right.

The Patent Trolls Are Back

After a period of inactivity, the patent trolls are back making assertions that software or equipment owned by firms violate patents they own and they are demanding payment of licensing fees. If you receive a letter like this, it should not be ignored. Your first step should be to share it with Gerry Bonetto at Ext. 248 (email: gerry@piasc.org). The obvious question is: what about the supplier that you bought the software or equipment from—aren't they responsible? Unfortunately, the answer is: probably not unless there is an indemnity provision governing patent infringements in the purchase agreement. It may be useful to review your documentation to see if you have such an agreement. Most certainly, if you're making a new purchase, you should demand indemnification as you have a reasonable expectation that they are not infringing on someone else's patent.

Palm Desert In March

The PIA Presidents Conference is coming to the JW Marriott in Palm Desert March 6th to 9th. It's the place to be if you want to be in front of where our industry's going. Also, be sure and bring your financial type along as there is a special track for PIFE (Printing Industry Financial Executives). Check out www.piasc.org/presidentsconference for special PIASC member pricing.

Overtime Is Good

The inescapable nature of printing is that we don't produce anything until someone wants it and then they want it NOW. The only way of dealing with this is to work overtime most of the time and straight time only when it slows down. Staffing for the peaks is guaranteed to raise costs to unacceptable levels and then to have everyone

DEADLINE FAST APROACHING!

CALL for ENTRIES

deadline: **FRIDAY FEB12 4:00**

PRINT POWER FLEX YOURS!

See page 3 or visit www.piasc.org/printexcellence for details!

get into bad work habits when it slows down. Also, overtime makes everyone's paycheck bigger and your firm a better place to work. Finally, you never want to turn down an order because it has to be done on overtime as the additional overhead contribution easily pays for the premium.

Form W-2 and Healthcare

For 2015 and beyond, employers with generally 250 or more employees are required to report on the employee's form W-2 the amount of health care premiums paid for them (including their own contributions). This means that almost all PIASC member firms can ignore this requirement (until the IRS changes the rules).

The PIA Technical Experts

I have heard of CxF/X-4. What is it used for? CxF/X-4 is a color exchange format that is based on ISO 17972, which is used to define a spot color throughout the whole production workflow. The use by brand owners increases the consistency of spot color matching while providing ink manufacturers the data to produce inks that achieve the desired color. This then allows standardized colors to be produced within single, or across multiple print facilities and processes.

Thought for the Week

Those who drink to drown their sorrows should be told that sorrows know how to swim

Upcoming National Events Calendar 2016

3/6-3/9	President's Conference	JW Marriott Palm Desert, Palm Desert, CA	Julie Shaffer	412-259-1730	jshaffer@printing.org
3/20-3/23	TAGA 2016	Sheraton Downtown, Memphis, TN	Mark Bohan	412-259-1782	mbohan@printing.org
4/10-4/14	Continuous Improvement Conference	Hilton Milwaukee City Center, Milwaukee, WI	Jim Workman	412-2591782	jworkman@printing.org
6/7-6/8	Print's Voice 16	Washington, DC	Lisbeth Lyons	202-6276925	llyons@printing.org
7/10-7/13	Affiliate Summer Conference	Niagara on the Lake, Ontario, Canada	Tim Suraud	314-962-6780	tim@pmastl.org
9/25-9/28	Graph Expo 16	Orlando's Orange County Convention Center	Chris Price	703-264-7200	cprice@printing.org

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

PIASC January-March Activities

Mar. 22

Register at right

Event Number-
BWB

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

Location:
see locations at right

BREAKFAST WITH BOB

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

YOUR DIGITAL FUTURE IS...

It's hard to find a firm that doesn't have digital output capability. It's also hard to find one who's digital business is growing, although usually still smaller than offset. It's clear that in most cases digital has a role, frequently a key one, of the future of the firm.

This month we'll share experiences to date—toner or ink jet, VDP or short run, page units or large format, banners, posters and everything else.

What are the problems? Which manufacturers do we like? What about supplies and service? Are we buying or leasing and where do click charges fit in?

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

- Mar. 22nd** – Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730
- Mar. 23rd** – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Mar. 24th** – Brent's Deli • 19565 Parthenia Street • Northridge 91324
- Mar. 29th** – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
- Mar. 30th** – Lenny's Deli (formerly Junior's) • 2379 Westwood Boulevard (at Pico) • Los Angeles
- Mar. 31st** – The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807



Jan. 26

Check here to REGISTER

Event Number
FLEXO

8:30 a.m.
Cost: \$20 /PIASC members
\$430/non-member

Location:
Fullerton College, Room 901, 321 E. Chapman Ave. Fullerton, CA 92832

FLEXO WORKSHOP DAY AT FULLERTON COLLEGE

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

This workshop will feature speakers along with Live Demonstrations in the following areas:

- Esko—See Full HD Plate Technology in action, which allows printers to achieve higher quality printing.
- Apex—Learn about the next generation anilox from Apex called GTT, which provides the ability to print tough screens and solids on one plate and resolves many issues associated with conventional hex-cell technology.
- Rotometrics—See a demonstration of its Adjustable Clearance Anvil that eliminates the need for purchasing new dies due to liner changes; it also allows optimum die cutting and can extend the life of the die.

and more! Visit www.piasc.org/FlexoDay for details.

Jan. 27

Register at right

Event Number-
SHPT

Cost: \$75/ member,
\$150/non-member

Location:
see locations at right

SEXUAL HARASSMENT PREVENTION TRAINING

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

Even though the state only requires employers with 50 or more employees to provide the training, Sexual Harassment/Discrimination training is strongly recommended for ALL California employers regardless of size. This class is ideal for companies that have less than 50 employees or for members who missed their 2015 mandatory training and need to catch up on their compliance needs.

Check the box(es) below to register for any of these upcoming sessions:

- Jan. 27th, 9am** – Meridian Graphics Conference Room, 2652 Dow Ave, Tustin, CA
- Feb. 3rd, 9am** – PIASC Conference Room, 5800 S. Eastern Ave, #400, Los Angeles, CA
- Feb. 3rd, 1pm** – PIASC Conference Room, 5800 S. Eastern Ave, #400, Los Angeles, CA

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.

<p>Save the Date for these upcoming events</p>	AAF-OC Big Game Review	Dave & Busters, Irvine Spectrum	2/9/16
	Kids Krazy Crafts Day	International Printing Museum, Torrance	3/19/16
	AAF-OC 2016 Addys	Bowers Museum, Santa Ana	3/23/16
	Graphics Night	Pacific Palms Resort, Industry Hills	4/8/16
	Annual Paper & Substrate Show	Andrei's Conscious Cuisine Event Center, Irvine	5/4/16
	Essential to Success Conference	Fullerton College, Fullerton	6/4/16
Boy Scouts Merit Badge Day	International Printing Museum, Torrance	6/11/16	

<p>Feb. 12</p> <p><small>Download entry form at www.piasc.org</small></p>	<p><small>Event Number</small> C4ED</p> <hr/> <p><small>Cost: PIASC members first entry is FREE! (when more than one entry is submitted)</small></p> <hr/> <p><small>Location:</small> PIASC Offices 5900 S. Eastern Ave Suite 400 Los Angeles, CA 90040</p>	<p>12TH 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 12th 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>Enter your best work, deadline is Friday, February 12, 2016.</p>
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<p>Feb. 25</p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> TOPTEN</p> <hr/> <p>11:00 a.m.</p> <p><small>Cost: FREE! to PIASC members \$99/non-member</small></p> <hr/> <p><small>Location:</small> on your computer</p>	<p>WEBINAR: TOP TEN CAL/OSHA CITATIONS AND HOW TO AVOID THEM <i>Speaker: Gerry Bonetto, PIASC VP Government Affairs</i> Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>Cal/OSHA has updated their statistics of violations and inspections by industry code from October 2013 through September 2014, which relies on the latest data available.</p> <p>For more information and a chart of the top ten citations, visit piasc.org/fyiwebinars.</p>
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<p>Mar. 6 thru 9</p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> PC</p> <hr/> <p><small>Cost:</small> Before 12/31 \$695/member \$495/add'l same co. \$295/spouse includes \$200 PIASC grant</p> <hr/> <p><small>Location:</small> JW Marriott Desert Springs Resort and Spa Palm Desert, CA</p>	<p>PRESIDENT'S CONFERENCE Contact: Socorro Garcia, Ext. 229, socorro@piasc.org</p> <p>By popular demand we are introducing the return of the PIA's Presidents Conference. We pulled out all the stops to make The 2016 President's Conference a top-notch program, developed "by and for printers" with the help of a superb advisory group of leaders from our membership.</p> <p>The President's Conference is the event for business leaders, top managers, and owners of companies that offer printing services! Whether you consider your company a marketing service provider, a packaging solutions firm, a display graphics enterprise or a supply chain management company, if you PRINT, the President's Conference is for you! Sessions focus on topics that matter right now, covering business development, leadership, and finance.</p>
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Stories Get Action

Facts and figures provide information, but stories inspire and motivate. To reach into your employees' hearts and minds, remember these tips for telling stories with a positive impact:

- **Plan it out.** Spend a few minutes thinking about the structure of your story. It should have a clear beginning, middle, and end, with characters your audience can identify with.
- **Use data appropriately.** Don't be too vague about what's happening, or where, or when. Fill in the gaps with solid information so employees fully understand how the story applies to them.
- **Empathize with your characters.** Instead of making fun of people, show their struggles and triumphs. They should overcome obstacles through their own efforts, not luck.
- **Mix up your stories.** Always be on the lookout for good stories to tell. They can be about the founding of an organization, the first success of a team, an individual's setbacks and eventual victory, or anything else that employees can respond to.
- **Ask questions.** You don't always have to tie everything up tight. Develop stories that encourage questions: What could someone do differently? Why did the problem arise? A good dialogue will cement the point of your story in listeners' minds.

Gifts That Count

We often think about giving gifts to our clients, but what about our vendors? Think about the times that one of our suppliers went the extra mile to get us what we

needed so that we could look good. Don't forget that the people who count are the customer service folks who can get the job done for us in a pinch.

Winning at Negotiation

The key to success for any manager frequently depends on the ability to negotiate. Whether you're trying to hire a job candidate, court a client, ask for a raise, or strike any other kind of bargain, improve your chances with these tactics:

- **Plan.** Don't enter a negotiation until you know exactly what you want to get out of it—and what you're willing to give up in the inevitable moment of compromise.
- **Listen.** Be willing to sit back and let the other side talk. Avoid interrupting or being combative. Think of this as a reconnaissance mission—your opportunity to gain a feel for the opposition and plan your strategy.
- **Ask.** You'll have no chance of success if you're not willing to ask for what you want.
- **Share.** The goal is to see that your needs are met, not to annihilate your opponent. If you can succeed while making the result feel like a win for the other side too, so much the better.
- **Confirm and commit.** Close the negotiation by recapping the agreement and getting a firm commitment from the other party.

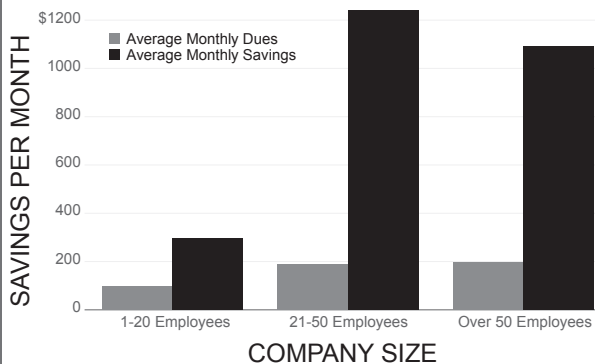
Wanted

Used Kirkrudy Wavejet Inkjet addressing system. Contact John at John@DirectConnectionMail.com or call (909) 392-2334.

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

Make "SAVINGS" your New Year's Resolution

Take a look at how Small, Medium, and Large member companies benefit from our Buying Power Discount.



Contact Maribel Campos at (323) 728-9500, Ext. 210, www.piasc.org



Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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