



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 29, 2018

A Trump Tweet

The President recently tweeted that the USPS is losing billions of dollars by delivering Amazon's packages too cheaply. The reality is otherwise. Amazon's packages (and other similar ones) are delivered by the shipper to the local post office which then makes the "last mile" delivery. This arrangement is exactly like the other "work sharing" discounts that the direct mail industry uses every day. The expansion of the USPS's package delivery business flows naturally from its statutory requirement to deliver to every address in the country six days a week making the marginal cost of package delivery almost nil. The flow of new revenues from this business has enabled the USPS to virtually break even in the face of the dramatic loss of first class mail (provided that Congress passes the postal reform bill to relieve the USPS from excessive pension and welfare costs). The explosion of package shipping and supporting direct mail campaigns are central to the health of our industry as both consume ever increasing amounts of print.

Charging for Credit Cards

It's more and more common for clients to use credit cards for payment. The good news is that you don't have to wait for the check, the bad news is the merchant fee. While it's not illegal to charge the client for the merchant fee, it's tactically unsound to do so as the perception of users is otherwise. A better solution, since you usually know the likelihood of the client using a credit card, is to simply build the fee into your quote.

The Ink Won't Dry, Etc.

The interaction of inks, fountain solutions, substrates and images can produce some weird and frustrating results. If you have a problem but not a solution, call Larry Lester of Ink on Paper Solutions at (714) 323-6219 to get to the bottom of the problem.

The Color Isn't Right

Matching the color is one of the most troublesome things we have to deal with. Going from the appearance of an actual object under particular lighting conditions, to an RGB digital image of that object then to a CMYK representation of that object on press under varying conditions of substrate, pressroom humidity, etc., absolute color fidelity is an impossible dream. For



Strategies for Safety & Savings WORKERS' COMP

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. See page 2 for more details!

**Wednesday,
February 7th**
Session I: 10:00 am
Session II: 1:00 pm

that reason, the following text is included in the PIA Best Business Practices and should be in your terms of sale:

Color Proofing: A color proof is used to simulate how the printed piece will look. Because of differences in equipment, paper, inks, and other conditions between color proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job is to be expected. When variation of this kind occurs, it will be considered acceptable performance and the proof becomes a contract between the client and supplier.

In addition to good color controls, the best protection are clients who are knowledgeable enough to realize that a perfect representation of the object to the printed page is impossible.

No Surprises

No matter how hard you try to deliver the job on time and without problems, the time will come when it doesn't happen. No matter what the cause, the first rule must be to keep the client in the loop. Tell them ASAP that delivery will be delayed and frankly discuss the problem. Full and frank communication is always better than stonewalling. You may also discover that the delayed delivery is not a problem as the client may not need it on the promised date.

Thought for the Week

Life is never fair, and perhaps it is a good thing for most of us that it is not. ~ Oscar Wilde

**Upcoming
National
Events
Calendar
2018**

2/15	Webinar: Tax Cuts and Jobs Act: What it Means for your Business		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
4/25-4/26	OSHA Compliance for Printing Workshop	Warrendale, PA	Gary Jones	412-259-1794	gjones@printing.org
6/19-6/20	Print & Packaging Summit	Washington Marriott Marquis Hotel, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org

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

PIASC February-April Activities

Feb. 6 <small>Register at right</small>	<p>Event Number- CWC</p> <p>7:30 a.m.</p> <p>Cost: \$5</p> <p>Location: <small>see locations at right</small></p>	<p>COFFEE WITH CHERYL - NEW LOCATIONS! Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Labor Law Updates</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>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <p><input type="checkbox"/> Feb. 6th – Citrus Café, 1481 Edinger Ave, Tustin, CA 92780</p> <p><input type="checkbox"/> Feb. 13th – Mimi's Café, 3890 Grand Ave., Chino, CA 91710</p> <p><input type="checkbox"/> Feb. 21st – Mimi's Café, 2925 Los Feliz Blvd., Los Angeles, CA 90039</p> <p><input type="checkbox"/> Feb. 27th – Hof's Hut, 2147 N. Bellflower Blvd., Long Beach, CA 90815</p>
Feb. 7 <input type="checkbox"/> <small>Check here to REGISTER</small>	<p>Event Number SSSWC</p> <p>10:00 a.m. & 1:00 p.m.</p> <p>Cost: Members: FREE with RSVP</p> <p>Location: PIASC 5800 S. Eastern Ave., 4th Floor Los Angeles, CA 90040</p>	<p>STRATEGIES FOR SAFETY & SAVINGS: WORKERS' COMP <i>Speaker: Jan A. Beaver, VP Risk Advisors</i> Contact: Vanessa Davila, Ext. 284, vanessa@piasc.org</p> <p>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.</p> <p>These sessions will include:</p> <ul style="list-style-type: none"> • 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. 15 <small>Register online at www.piasc.org/webinars.html</small>	<p>Event Number TCJA</p> <p>11:00 a.m.</p> <p>Cost: FREE / member \$69/ non-member</p> <p>Location: <small>on your computer</small></p>	<p>THE TAX CUTS AND JOBS ACT: WHAT IT MEANS FOR YOUR BUSINESS <i>Presenter: Chris Falco, Falco Sult</i> Contact: Lisbeth Lyons, (202) 627-6925, llyons@printing.org</p> <p>With the passage of the Tax Cuts and Jobs Act, many things have changed for how businesses will be taxed and how income will pass through to most owners. We will discuss the new tax law changes that will affect those business owners in the graphic arts industry and how to plan for 2018.</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 2018	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	
	4/19/18	Grc Career Day	San Luis Obispo	lsing@calpoly.edu	805-756-2645

Feb.**16**Download entry form
at www.piasc.org

Event Number

C4ED

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

Location:

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

14TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINEContact: **Kristy Villanueva, Ext. 215, 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

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

Location:

Hyatt Regency
San Antonio Riverwalk
San Antonio, TX

2018 PRESIDENT'S CONFERENCEContact: **Socorro Garcia, Ext. 299, 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. Let's put innovation at the forefront of leadership excellence.

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

Apr.**13**Check here to
REGISTER
for this event

Event Number

GN

5:30 p.m.
Cost: **\$100 ticket**
\$1000/table of 10
\$800/table of 8

Location:

Pacific Palms Resort
One Industry Hills Parkway
Industry Hills, CA 91744

2018 GRAPHICS NIGHT*Ideas. Solutions. Achievers.*Contact: **Maribel Campos, Ext. 210, maribel@piasc.org**

PIASC invites printing industry members and partners to join us at the upcoming Graphics Night event, where we will celebrate the ideas, solutions and achievers of 2018. We will honor the PIASC's Executive of the Year and announce the winners of the Print Excellence Awards, regional printing competition.

Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC)
Spa: 626.854.2502 • Golf: 626.854.2531

For all details visit www.piasc.org/GraphicsNight. Sponsorships are available!

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.

We've Lost The Art

Even in the world of digital files, there are occasions when the client supplies original art work. Of course, it remains their property and should be returned. But, it may happen that it is lost or damaged leaving an unhappy client. One firm addressed this by offering the client a high quality digital proof, nicely framed in the same size of the lost art work. This was easy to do as they had the file that was created from it and the client was satisfied (actually, rather pleased).

Don't Ignore Suggestions

Employee engagement and morale are sure to suffer if leaders fail to act upon or implement staff suggestions and concerns. Letting feedback fall through the cracks is one of the fastest ways to degrade your company culture.

1. **It shows you value employee voices.** Employees want to be heard. Asking workers to share their opinions is a meaningful expression of respect, and it affirms that their input matters. This two-way communication cultivates a greater sense of trust, appreciation and understanding throughout the company.
2. **It shows a willingness to change.** Applying employees' feedback to the organization's strategy can motivate, inspire and uplift the staff. To increase morale and productivity, listen to your workers' ideas. That's how you build company loyalty and boost retention.

3. **Feedback sheds light on job satisfaction.** If there is a problem that's consistently raised by employees, it's probably affecting their job satisfaction. Addressing the issue—or showing that you're taking meaningful strides to do so—should improve their work experience. Happy employees are more productive and efficient, and they tend to stay longer.
4. **Taking staff ideas enhances recruiting.** Getting a steady flow of honest feedback can provide a goldmine of insight for savvy leaders. By understanding what people love and what they loathe about their jobs, employers get a better sense about what certain positions entail, and what sorts of personalities would be an ideal fit. That gives you a head start toward attracting—and keeping—talent that makes a great fit for the company.

Source: Amanda McClay, ragan.com

For Sale

30" TEC flood UV coater w/added IR lite system (\$12K), also 60" ledco laminator & cutter & 3 hole Nygren dahly drill w/many bits (900.00). Call Jim at (310) 344-5062 or email jimjr7@aol.com.

2013 Presstek 52DI with coater. This press has only 86,000 impressions. Yes 86 thousand!! It is in like new condition. If you are looking for a new 52DI and want to save \$\$\$ give us a call for more info and pics. Call William Kern at (714) 719-9495, or email slaterleecompany@gmail.com.

See our e-Classifieds section on the web at 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

Printing Industries Association of Southern California

Affiliated with
Printing Industries
of America, Inc.



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