



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 30, 2017

Looking at 2017

Finally, eight years after the Great Recession, the American economy is moving again. We have seen an unexpected change in Washington with the prospect of real tax reform and regulatory relief. The sharp upward movement in the markets looks forward to the strong possibility of regrowth and expansion. It's also fair to say that the power of print to carry a message directly to the consumer or decision maker is gaining credence over the belief that the internet is the only solution. There is growth in print particularly in the direct mail, label and packaging sectors. This growth is fueled by better technology using the latest in color controls and variable data printing tools, all of which can be delivered ever more cost effectively. It's reasonable to assume that the number of establishments in our industry will continue to decline as smaller and less competitive ones decide to merge or cease operations. The remaining ones will be stronger than before. The Association can and does assist this process by consulting in the consolidation process and providing resources to the now stronger survivors. Our industry, as well as all firms in California, continues to be challenged by the absence of a pro-business, pro-growth regime in Sacramento made worse by a host of local bodies. While we understand the motivation behind ever increasing minimum wages and other mandates, we are also conscious of the need to create an environment where there are jobs for all who wish to work.

Is It Vested?

In California, if an employer provides a paid vacation benefit, it vests in proportion to their service. For example, if two weeks are earned after one year and the employee leaves (or is terminated) six months into the next year, they must be paid one week's vacation plus any vacation not yet taken. Employers may limit the amount of vacation that accrues by requiring employees to take their vacation or adopting a policy, that no vacation is earned until the accrued is used. On the other hand, the now mandatory sick pay does not vest and there is no requirement to pay unused days on termination.

They Stole Our Client!

As we strive to meet the needs of our clients, the instances where part or all of the work is farmed out are increasing. Whenever this happens, we have a



March 12-15th

PIASC members get **\$200 off registration** at this event being held in Long Beach this year!

This year's theme is 20/20 with an eye toward finding clarity in a changing world and developing long-term plans for the future of the graphics arts industry. Be a part of the conversation as we explore strategies to improve your bottom line and grow your business. We have an exciting line-up of leadership, finance, operations, and human resources experts ready to discuss the latest issues that are facing our industry. See page 3 for more!

reasonable expectation that the firm we subcontract to will not use the situation to sell directly to our client. If it does happen, we're not happy campers. Before we take any action, it's useful to consider that: they may have already had a relationship with our client, the client may have reached out to them, they may be on a prospect list that the subcontractor is working on, etc. It's also useful to remember that any action taken may give the end user the impression that we're trying to tell them where they can buy printing—that's winning the battle, but losing the war.

Sales Commission No-No

Outside sales reps are unique in their insulation from federal and state regulations concerning their compensation—whatever the rep and the employer can agree on is OK. The one exception to this is that any change resulting in a reduction cannot be made retroactively. It is the view of the California Labor Code that the outside reps' job is to sell and that this occurs when the rep presents the employer with the order and it's accepted by the employer. Obviously, the actual production and then the invoice come later, but the sales rep must be paid on the compensation plan that was in effect at the time of order acceptance and not that in effect at the production, delivery or invoice dates.

Thought for the Week


Notice: Lack of planning on your part does not constitute an emergency on my part.

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 February-March Activities

<p>Mar. 7</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m.</p> <p><small>Cost: \$5</small></p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB AND CHERYL Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>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.</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"> <input type="checkbox"/> Mar. 7th – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Mar. 8th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Mar. 9th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> Mar. 21st – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Mar. 22nd – <i>Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</i> <input type="checkbox"/> Mar. 23rd – <i>West Bistro • 3900 Atlantic Ave. • Long Beach 90807</i> 
<p>Feb. 9</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> CAC14</p> <hr/> <p>5:30 p.m.</p> <p><small>Cost: \$25 non-members: \$40</small></p> <hr/> <p>Location: <small>See locations at right</small></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> <ul style="list-style-type: none"> <input type="checkbox"/> Feb. 9th – <i>Karl Strauss Brewing Co., 2390 E. Orangewood Ave., #100, Anaheim, CA 92806</i> <input type="checkbox"/> Feb. 16th – <i>Pour Haus Wine Bar, 1820 Industrial St., Los Angeles, CA 90021</i>
<p>Feb. 15</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> LWL</p> <hr/> <p>11:30 a.m.</p> <p><small>Cost: \$35 / member \$60/ non-member</small></p> <hr/> <p>Location: <small>ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</small></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>

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	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	lsing@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

**Feb.
17**

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

13TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE
Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

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.

Start gathering your best pieces from 2016 today! Save the date for the Call for Entries deadline on **Friday, February 17, 2017.**

**Feb.
23**



Check here to REGISTER

Event Number
CYBER

10:00 a.m.
Cost: FREE / member \$25 / non-member

Location:
on your computer

CYBERSECURITY: 5 STEPS TO SAFEGUARD YOUR BUSINESS
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

Are you concerned about cybersecurity for your business? Do you think that your computer network has already been compromised? Are you concerned about how much a data breach will cost your company? This Webinar is presented in conjunction with PIASC and the Microsoft Community Connections program.

Attend this webinar and learn:

- What a cybercrime is and who is at risk
- What a data security plan is and why it's important
- The steps that should be taken to secure systems and data
- About the indications that a breach has already occurred
- What to do in the event of a data breach

**Mar.
12 thru
15**



Check here to REGISTER for this event

Event Number
PC2017

Cost: \$995/ members \$1,295 / non-members

Location:
Hilton Long Beach
701 W Ocean Blvd,
Long Beach, CA

2017 PRESIDENT'S CONFERENCE
Contact: **Socorro Garcia, Ext. 229, socorro@piasc.org**

Turn your vision of a more profitable and robust future into a reality. Join us at 2017 President's Conference to explore strategies and resources designed to help you better serve your customers while improving your operational and financial objectives.

Let's learn, network, motivate and inspire together.

Member's receive an additional \$200 discount by contacting Socorro Garcia at Ext. 229.

Additional information available at www.presidentsconference.com.

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.

They Messed Up

The client has supplied the file and OKed the PDF we sent or even the press sheet. After the job is printed, they realize that it contains an error and must be reprinted.

There's no question that it's their fault and we could just do it again and charge them for it. Going down that path is defensible but it's passing up an opportunity to be a hero. If you can reprint the job without charge, you're saving the bacon of the person who let the error slip by and are now more likely to be their go-to source than before—you can collect your reward through more orders and better pricing (you don't have to try so hard to beat out the competition). It useful to bear in mind that what you will spend on the reprint isn't the number on the invoice—it's more like the cost of the paper.

Get Them On Board

Employees are motivated by a combination of factors. Get the best performance possible from your workforce by concentrating on these key drivers:

- **Inclusion.** Make employees feel like full members of the team by welcoming their ideas and listening to their suggestions. Let them implement as many of their ideas as you can so they know no one else will steal the credit.
- **Recognition.** Always praise and reward good performance and behavior. Explain why you're recognizing the work so other employees know what you value. Don't go overboard with rewards, though—they may de-motivate employees who don't receive them.

- **Attention.** Take time to talk to employees about their work and about the rest of their lives. Don't get too personal, but do show an interest in what they do outside the office. You'll get a better view of what they're looking for on the job and what will motivate them.
- **Incentives.** Financial rewards can strengthen performance as long as you're careful with them. Make sure you're focused on measurable, realistic results.

Mill Broke

Mill broke is paper that is discarded at any point during its manufacture and repulped. Mill broke has never been in the consumer stream. Mill broke has always been recycled to reclaim the cellulous fibers, and until recycling became an environmental concern with consumers, mill broke was not included in the description of the paper. Post-consumer waste consists of paper fibers that have been recovered from the consumer waste stream through a de-inking process. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

For Sale

Bank Will consider all offers over \$48,800.00. 2012 Vutek QS3- Pro with GS upgrade, 3.2 meter Grand Format Printer, this has the Upgrade GS Print heads, 2012 Vutek QS3 Pro Hybrid, Mfg date Dec 2012 sold in 2013, Low usage, ran only 4 to 5 hours a day 5 days a week, extremely clean, Rip was updated June 2016 advance, Mac Pro. Rip version FX10.1. 622, 6 color plus 2 with white. All dongles are present. Machine heads have been flushed and fill jet fluid, this is in Beautiful Condition. Call William at (714) 719-9495.

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>

Print Access:
<http://www.printaccess.com>

Choose Print:
<http://www.chooseprint.org>

Fax numbers:
Association (323) 724-2327
Insurance Agency (323) 500-0614
Credit Union (323) 722-8927
Benefit Trust (323) 500-0614

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