



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 5, 2018

If It Seems Difficult, Charge More

The psychology of billing is what the customer perceives is the value rather than the actual cost to produce. If the job looks complicated but is simple to produce, it will sell for more than a complicated job that looks simple to the customer. The sales reps need to understand this so they don't see a tough job as a simple one and then point it out to the customer who then expects a favorable price.

California EITC Notice

You should have already sent W-2's or Forms 1099 as they are due no later than January 31st of any given year. With that being said, another form that is essential in California is the CA Earned Income Tax Credit Notice. The EITC is a tax credit available to workers who do not exceed specific salary and investment income thresholds, have valid social security numbers, and meet certain other requirements. California law requires that employers provide the notice of possible federal and CA EITC eligibility to every employee. This notification must be made in writing, either in person or via first class mail within a week before or after the employer provides an annual wage summary (Form W-2's or Forms 1099). A posting in the office will be considered insufficient. Sample language for this notification form can be downloaded from <http://bit.ly/EITCsample>.

RGB or CMYK

In Photoshop, is it best to color correct images in the RGB or CMYK color space? Many creatives will convert images to CMYK first and then try to color correct images. The most common reason for this is that they want to see what colors will be lost when converting from the larger RGB gamut to the much smaller CMYK gamut, then make color adjustments to compensate for the colors that are impacted. Correcting images in the RGB color space will always yield the best results, mainly because you're working with a much larger gamut, and unlike the CMYK color space, you have not generated the black separation. Photoshop has a tool that shows an on-screen preview of what the image is going to look like when it's converted to CMYK while working in the RGB color space. Simply select View > Proof Colors. This gives you the best of both worlds: The image remains in the RGB color space with the full gamut of colors for correction, while an on-screen



Mark your calendar: New dates February 6th!

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.

See page 2 for details!

preview shows what the image will look like when it's converted to CMYK.

OKs

An essential part of the process of producing a successful job is the submission and the OK of proofs. This is a step which is eliminated only at great risk and should be taken seriously by both parties and documented in writing. A quick glance and a nod is a recipe for an expensive disaster. These belong in your conditions of sale from the PIA Best Business Practices:

Prepress Proofs: The supplier will submit prepress proofs along with original copy for the client's review and approval. Corrections will be returned to the supplier on a "master set" marked "OK," "OK With Corrections," or "Revised Proof Required" and signed by the client. Until the master set is received, no additional work will be performed. Supplier will not be responsible for undetected production errors if: proofs are not required by the client; the work is printed per the client's OK; requests for changes are communicated orally.

Where press checks are required, the same principles must apply.

Thought for the Week

Do one small thing immediately, as often this is all you need to do to get started.

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

Register at right

Event Number-
CWC

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

Location:
see locations at right

COFFEE WITH CHERYL - NEW LOCATIONS!

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



Labor Law Updates

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.

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

- Feb. 6th** - Citrus Café, 1481 Edinger Ave, Tustin, CA 92780
- Feb. 13th** - Mimi's Café, 3890 Grand Ave., Chino, CA 91710
- Feb. 21st** - Mimi's Café, 2925 Los Feliz Blvd., Los Angeles, CA 90039
- Feb. 27th** - Hof's Hut, 2147 N. Bellflower Blvd., Long Beach, CA 90815

Feb. 7



Check here to REGISTER

Event Number
SSSWC

10:00 a.m. & 1:00 p.m.
Cost: Members: FREE with RSVP

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**

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. 15

Register online at www.piasc.org/webinars.html

Event Number
TCJA

11:00 a.m.
Cost: FREE / member \$69/ non-member

Location:
on your computer

THE TAX CUTS AND JOBS ACT: WHAT IT MEANS FOR YOUR BUSINESS

Presenter: **Chris Falco, Falco Sult**

Contact: **Lisbeth Lyons, (202) 627-6925, llyons@printing.org**

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.

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 DEADLINE
Contact: **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 CONFERENCE
Contact: **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

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!

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Education or Motivation?

Sales and marketing guru, Leslie Groene says: "Listening to most teachers—and most parents—it's easy to assume that getting good grades in school is a requirement for professional success. Not always. Tom Corley, an accountant and financial planner, surveyed a number of high net-worth individuals. Many of them are self-made millionaires (not that you have to be a millionaire to be successful, of course). He found most of the people surveyed did not earn high GPAs in school. In fact, only 21% of the self-made millionaires were "A" students. 41% reported they were "B" students, and 29% were "C" students. That's right, more of the self-made millionaires were "C" students than "A" students. And if you're wondering if family background played a part, 59% of the self-made millionaires came from middle-class households and 41% came from poor households—proving where you start does not dictate where you finish. Corley writes: "...success in life does not come easy. It is fraught with pitfalls, obstacles, failures, and mistakes. Success requires persistence, mental toughness and emotional toughness in overcoming these pitfalls. Its pursuit pushes you to the edge emotionally and physically. You must grow a thick skin and become accustomed to struggle if you hope to succeed. Individuals who struggle academically may be more accustomed to dealing with struggle and making it a daily habit to overcome pitfalls." In short, they become mentally tough, which creates a foundation for long-

term success. For example, successful people are great at delaying gratification. Successful people are great at withstanding temptation. Successful people are great at overcoming fear in order to do what they need to do. (Of course, that doesn't mean they aren't scared—that does mean they're brave. Big difference). Successful people don't just prioritize, they consistently keep doing what they have decided is important. All those qualities require mental strength and toughness, so it's no coincidence those are some of the qualities of remarkably successful people.

Wanted

Commercial printer with \$750M+ in sales. Call Bob Lindgren at (818) 219-3855.

For Sale

Royobi 3200CD with Kompac & T51 color head & MONA numbering-both the Royobi and T51 needs work and M0NA needs wiring. Kodak Imagemaker Camera 5060A Number K334-6799. 29 Miehle Single Color Press - Serial # 11542/1131 Built 1954 we have had it since 1975. Baumfolder 520B Model 4 par 20x26 with right angle ZC3-100 1989. Challenge Drill Model 5F - 1979. Challenge Cutter 30.5" 305 Champion MC - Serial #5154 - 1986. Millington Plate Burner VF8 42x32 - 1990. Bostich Stitcher Model 19E - 1979. Olec Light Source Hood - 1990. Ternes Burton Step and Repeat with pins - 1990. FMC J50 Jogger - 1990. Nu Arc Light Table 54x40. Equipment is in Arcadia. Contact Dawn at 626.664.4372 or dawnmeenan@yahoo.com.

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



4G RECYCLING
Since 1910

**WE GUARANTEE
5% MORE REVENUE**
over current Recycling Program

4G sells recyclables to both domestic and international mills in **14 countries**. This ensures that PIASC Members receive **guaranteed pickups** and **premium pricing** regardless of market conditions.

4G will setup a **no-obligation** waste review at PIASC Member locations. They also offer **onsite training** with their team of recycling process experts to improve work flow.

Contact Dominique Storelli:
PIASC@4Grecycling.com - (213) 444-8782

www.piasc.org

Printing Industries Association of Southern California

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www.printaccess.com

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