



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 8, 2016

2016 PIASC Executive of the Year

The Public Relations Committee unanimously selected Douglas Durand Waldron, Jr. as the 2016 PIASC Executive of the Year. Doug was a member of the PIASC Board for twelve years and was its Chairman in 1998. He also served for more than ten years as a member of the Printing Industries of America Finance Committee. He was CEO of Westpro Graphics in Los Angeles and Priority Pak in Sylmar. Doug passed away in December and his wife of 45 years, Candy Waldron, will accept the Ben Franklin Award in his behalf. The presentation will be at Graphics Night on April 8th at the Pacific Palms Resort in Industry Hills.



Douglas D. Waldron, Jr. is the posthumous 2016 PIASC Executive of the Year in recognition of his exemplary industry leadership in his long service on the PIASC Board of Directors and its Chairmanship. He was a key contributor to our national association, Printing Industries of America, through his thoughtful participation in its Finance Committee for more than a decade. He was honored for this by his induction in the Ben Franklin National Honor Society in 2007.

Yes, They're Wrong, But...

There are certainly times when a job goes wrong because the client left out or misstated part of the specs. While there's no question that this is not the printer's fault, it's an occasion for relationship building. Someone at the client's store has dropped the ball. If we take a tough line, getting another order will be a challenge. If we help them out with a credit or an agreement to spread the cost over the next several orders, we'll be a hero to the person who places the orders.

March In Palm Desert

The PIA President's Conference is back at the JW Marriott in Palm Desert and it's bigger and better than ever. Check out the program at www.piasc.org/presidentsconference and then call Socorro Garcia at Ext. 229 (email: socorro@piasc.org) to take advantage of the \$200 exclusive PIASC grant for members.

Print Broker Contracts

The California Labor Code requires that a written agreement be provided to a commissioned sales rep setting their terms of compensation. If the rep is an independent broker selling for their own account, this rule does not apply as the principal concern is that an agreement is reached on the price for the project and the specs are communicated correctly (just as in any other client). If the broker is to bill the project and then pay the producer for the work, the producer needs assurances that the broker is creditworthy. The broker may need protection against the possibility of the producer later selling around them direct to the end user. However, it's really difficult to draft such an agreement as it would have to answer questions

like "what happens if the end user goes to the producer on their own?" or "what happens if the producer calls upon the client many months or years later?" It's more practical to rely on the reality that a producer selling around their brokers has just wiped out their broker channel.

They're Suing...

We were talking to a member firm who had the unfortunate experience of being sued by an irrational customer making a completely unsupported demand. The reality is that anyone can sue about anything by simply filling out a form, paying a fee and then giving the summons to the defendant. Once served, ignoring it is fatal because the plaintiff can get a default judgement for what they're seeking and it has now become a much more difficult and expensive matter to clear up. Because corporations can't represent themselves (except in small claims court), you must and should retain counsel to respond and you should do so immediately.

Capture What You've Learned

When you send employees to professional conferences—or attend them yourself—the notes that result can hold important ideas. Too often, though, those ideas get lost in the middle of less essential information. Get your money's worth from conferences and seminars with an action list: Keep a separate notebook page or laptop file dedicated to ideas to try out as soon as you return from the conference. This will help you and others easily find the most important ideas later on, without having to wade through pages of less relevant notes.

Thought for the Week

Never underestimate the power of stupid people in large groups.

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 February-April 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*



Feb. 12

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

12TH 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 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.

Enter your best work, deadline is **Friday, February 12, 2016**.

Feb. 25

Check here to REGISTER

Event Number
TOPTEN

11:00 a.m.
Cost: **FREE!**
to PIASC members
\$99/non-member

Location:
on your computer

WEBINAR: TOP TEN CAL/OSHA CITATIONS AND HOW TO AVOID THEM

Speaker: *Gerry Bonetto, PIASC VP Government Affairs*

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

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.

For more information and a chart of the top ten citations, visit piasc.org/fyiwebinars.

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.

Save the Date for these upcoming events	3/23	AAF-OC 2016 Addys	Bowers Museum, Santa Ana	Lisa Delaney	www.aafoc.org
	5/4	Annual Paper & Substrate Show	Andrei's Conscious Cuisine Event Center, Irvine	Kristy Villanueva	www.aafoc.org
	6/4	Essential to Success Conference	Fullerton College, Fullerton	Kristy Villanueva	www.piasc.org
	6/11	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	8/13	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org

Mar.

6
thru
9

Check here to REGISTER

Event Number

PC

Cost:

\$695/member
\$495/add'l same co.
\$295/spouse
includes \$200 PIASC grant

Location:

*JW Marriott Desert Springs Resort and Spa
Palm Desert, CA*

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

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.

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.

Mar.

19

Check here to REGISTER

Event Number

KKCD

10:00 a.m.

Cost: \$10
students/seniors,
\$12 general
admission

Location:

*In'tl Printing Museum
315 W. Torrance Blvd.
Carson, CA 90745*

KIDS KRAZY CRAFTS DAY
at the International Printing Museum
Contact: **Mark Barbour, (310) 515-7166, mail@printmuseum.org**

Demonstrations throughout the Museum for kids of all ages and sizes!
Including:

- Papermaking make your own paper from wet, mushy pulp
- Learn about Paper Marbeling!
- Watch paper made into sculptures from scratch
- See cartoons come to life and learn how to do it yourself from our own resident cartoonist Phil Soinski
- Calligraphy lettering demonstrated as you watch
- Use the Museum's own antique printing presses to print your own cards
- Watch demonstrations of the Linotype and Ludlow typesetting machines in all their glory
- Silkscreen your own t-shirt . . . just be sure to bring a nice clean one to print on

Apr.

8

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*

2016 GRAPHICS NIGHT
Celebrating Paper and Ink
Contact: **Maribel Campos, Ext. 210, maribel@piasc.org**

Let's celebrate paper and ink! Join us for an evening celebrating paper and ink—an evening where we'll salute print on paper as the number one communication media, recognize the PIASC Executive of the Year, and crown the winners of the 2016 Print Excellence Awards Competition.

Overnight Accommodations: 1.800.524.4557
Room Reservation Code: PIASC
Spa: 626.854.2502 • Golf: 626.810.4653

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

The Blind Interview

Avoiding the appearance of discrimination is vital when you're hiring. One good practice is to conduct initial interviews by phone instead of face to face. This lets you identify people with the skills and qualifications you need without considering their appearance, race, or age. Be careful, too, about checking out candidates on social media. You may pick up personal information (religion, family, etc.) that could influence your hiring decision—or appear to—if you reject someone who later files a lawsuit for discrimination.

Night Side Protection

A turn on the night shift can disrupt sleep patterns and open the door to chronic insomnia. Many workers try to drown their fatigue with large cups of caffeine-rich coffee, soda, or energy drinks. But drinking heavily caffeinated or sugared beverages during the wee hours can make falling asleep harder when employees finally get home, leading to a vicious cycle of fatigue and stimulants. Help late-shift workers make healthier choices by providing access to caffeine-free alternatives such as juice, herbal teas, and flavored decaf coffees. They'll feel better and get the rest they need.

The PIA Technical Experts

Is it true that production operators can be certified? Yes, experienced operators of sheetfed offset, web offset, and flexographic presses, as well as stitching machines, can be certified through the non-profit

National Council for Print Certifications. Operators take an online certification exam and over 1,000 individuals have been certified since the certifications became available. Companies can promote the certifications to customers and use it as part of training and development. Skill assessments are also available. Visit www.printcertification.org for information.

Why Did They Leave?

Employees who are heading out the door may not seem to be a priority, but they have valuable information that you shouldn't necessarily leave to a human resources administrator. Though administrators or outsiders may be more likely to elicit honest feedback, they aren't in the position to implement what they learn. You are. Even if your company has a procedure for conducting formal exit interviews, find time to ask departing employees to share their thoughts with you. Listen patiently without arguing or growing defensive. Then follow up on what you learn. Even a few informal comments can help you build a more welcoming environment for your employees.


Wanted

Glendale based printing firm is looking to acquire a small to medium size mail house/digital printing company. To learn more please contact Keith George at (818) 335-1928.

For Sale

Commercial Printing company, family owned since 1920. Located in Commerce in a 31,000 sq ft building, 6 Color 40" Litho, DieCut, Foil, Emboss, Cutting, Folding, Drilling, Round Cornering, Padding, Shrink Wrapping capabilities. Call (323) 869-2251 and ask for Jim.

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



FEBRUARY
Buying Power
of the Month


Want to pay less for processing?

Many PIASC members are protecting their business and saving up to 40% on credit card processing.

Receive a free confidential savings analysis and \$50 gift card when you sign up with CardConnect! Fax a recent statement to (913) 953-5325.

To get started Contact Mike Davis at (913) 953-5302, mdavis@cardconnect.com.

For more information or to join go to: www.piasc.org



Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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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



