PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of Southern California

February 15, 2016

See inside!

Is There Anything Else? We have a good client who gives us regular work which we deliver on time. But, do they have other graphics needs that we can help with? Our focus on selling what

we produce may blind us to significant volume from a client who knows us and trusts us. It doesn't take a lot of effort to locate sources to manage these products (print brokers do it all the time) and it will provide meaningful contribution to overhead. In addition, it will make it less likely that competitors will be doing business with our good client.

Get It In Writing This sounds like a bit of obvious advice, but many times arrangements are made on a handshake or telephone call basis. This usually works, but if a significant amount

of money is involved or it's a continuing relationship, getting a written agreement between the parties is much safer and avoids later misunderstandings. Exchanges of emails can work, but they tend to be cryptic and subject to misinterpretation.

March In
Palm DesertThe
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 exculsive PIASC grant for members.

Realistic Promises Broken promises mean lost trust and poor working relationships. When you're asked to make a promise and you're honestly not sure you can keep your word,

avoid the trap of giving an answer that may backfire on you. Instead of a definite yes (or no), offer a percentage: "There's a 50/50 chance I'll be able to get back to you on Friday." This gives the other person a realistic idea of what to expect and reduces the potential loss of trust that might result from a refusal or a broken commitment.

Your Voicemail Message Most of us live on our smart phones. When we're not able to answer a call, it is an opportunity to tell the caller who you are and share your willingness to get

back to them ASAP. Using the default message which just recites the telephone number isn't warm and friendly



and also potentially raises a question in the caller's mind as to whether they dialed the right number. The same principle applies to voicemail messages on your office telephone—make it personal and friendly!

Eagle Rock
Does it!Through the leadership of its instructor,
Glenn Laird, Eagle Rock High School
became the first high school printing
program in California to become PrintEd

certified. PrintEd is a vigorous program of accreditation standards that a program must meet to establish its credentials. The program is established and operated by the Graphic Arts Education and Research Foundation (GAERF) which is funded through GraphExpo.

Vacation Pay Va

While the law does not require paid vacations, they are an almost universal fringe benefit. Bear in mind that once an

employer establishes a vacation policy (e.g., two week's pay after one year, etc.), the vacation pay becomes a vested entitlement as it is earned, for example, one week is vested under this policy after six months. It must be paid as the employee takes the vacation, paid without taking vacation, or paid at termination. The employer is free to change its vacation policy but it can only do so for future periods and not with respect to already earned vacation. It's good policy to require employees in sensitive financial positions to require them to take vacations in at least one or two week increments as people operating embezzlement schemes never take vacation for obvious reasons.

Thought
for the
WeekWhen tempted to fight fire with fire, keep in mind
that the Fire Department usually uses water.

PASC Weekly Update CA

CALENDAR SECTION

(323) 728-9500 • FAX (323) 724-2327

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

PIASC February-May Activities

Mar. 222 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. 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 <i>piasc.org/fyiwebinars</i> .				
Mar. 6 thru 9 Check here to REGISTER	Event Number PC Cost: \$695/member \$495/add'I 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. 				
Quick Regis • Mark your choices f • Fill out the form at t • FAX page(s) to (323)	from listings above he right	Company Phone () Attendees:				

For the latest and complete list of Educational Programs, go to our website: WWW.piasc.org

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Save the Date for these upcoming events	3/23 6/4 6/11 7/2 8/13 10/1	AAF-OC 2016 Addys Essential to Success Conference Boy Scouts Merit Badge Day Independence Day Celebration Boy Scouts Merit Badge Day L.A. Printers Fair	Bowers Museum, Santa Ana Fullerton College, Fullerton International Printing Museum, Torrance International Printing Museum, Torrance International Printing Museum, Torrance International Printing Museum, Torrance	Mark Barbour Mark Barbour Mark Barbour Mark Barbour Mark Barbour	www.aafoc.org www.piasc.org www.printmuseum.org www.printmuseum.org www.printmuseum.org www.printmuseum.org
events	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org

Mar. 19	Event Number KKCD 10:00 a.m. Cost: \$10 students/seniors, \$12 general admission Location: In'ti 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 typecasting 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 Paims 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! 	
Apr. 10 thru 13 Check here to REGISTER	Event Number CIC Cost: \$895/member \$1295/non-member Location: Milwaukee Hilton City Center 509 W. Wisconsin Ave. Milwaukee, WI 53203	 2016 PIA CONTINUOUS IMPROVEMENT CONFERENCE Contact: Jim Workman, (412) 259-1782, jworkman@printing.org the only industry event focused on helping companies achieve operational excellence by using the concepts of Lean Manufacturing and other management and quality systems. Year after year attendees directly link reduced costs, lowered waste, and increased profit margins to ideas gained from conference presentations and networking. Whether you're starting a structured improvement program, or are looking for ways to sustain and improve your existing efforts, the conference has content specifically designed for your knowledge level. The conference is organized around subject areas: Leadership and Culture, Process and Tools—Advanced, and Process and Tools—Fundamental. Learn more by visiting <i>ci.printing.org</i>. 	
Quick Regis Mark your choices Fill out the form at FAX page(s) to (32	from listings above the right	Company Phone () Attendees:	n 48 Hours

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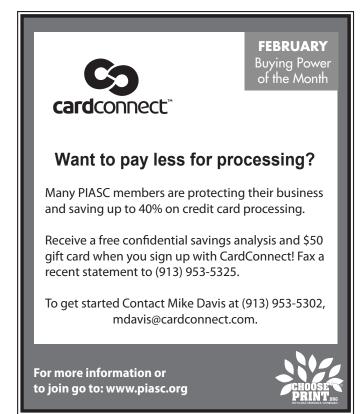
Comp Time A non-exempt (hourly) employee is asked to work on the weekend and is given a day off with pay later. While this seems fair, it is a violation of state

and federal law. In California, hourly employees must receive time and one-half for all hours worked over eight hours per day and forty hours per week. There is a limited provision for employees wishing to work less than a full day to make up the difference in the same week at straight time (make up pay).

Tricky Words Homophones are words that sound the same, but have different spellings and meanings. Using the wrong word when writing an email or memo can be misleading or embarrassing. Be careful with these

sound-alikes:

- **Complement/compliment:** A compliment is something nice you say or write about someone. Complement indicates that things go well together: "Milk and honey complement each other."
- **Principal/principle:** A principal is a highly ranked person (think of your "pal," the principal in school) when used as a noun; when used as an adjective, it means the most important or primary part of something—"the principal idea of the program." Principles are truths or values.
- Aid/aide: When you aid someone, you're helping the individual (you may also send aid in the form of money or



resources). An aide is an assistant—"the teacher's aide."

- Aural/oral: If your doctor gave you an aural exam, she was checking your hearing; if, instead, you received an oral exam, she was checking your mouth.
- **Stationary/stationery:** The bicycle you ride at the gym is stationary—it's fixed in one position. The materials you use to handwrite a letter—paper, pen, envelope—are stationery.
- **Rain/reign/rein:** A monsoon brings rain; kings reign (exercise power over) over their countries; you may allow an employee free rein (no restrictions) on a project—or you may need to rein in (impose restrictions) an employee who has abused his or her privileges.

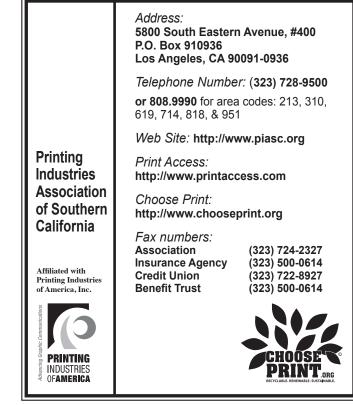
The PIA Technical Experts Why is it important to feed label stock in a specific direction? Paper recovers faster (or has better "snap") when the paper grain is in the same direction as the paper path.

This helps pressure-sensitive label sheets navigate tight turns and high speeds within a press without jamming or labels coming off. As a result, label stock manufacturers normally indicate the proper feed direction on the stock. Also, remember that label sheets should be passed through a printer only once, since sheets are likely to curl during multiple passes.

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.

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



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