



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 15, 2016

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 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.

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

PRINTING INDUSTRIES CREDIT UNION

Do you owe taxes for 2015?

With a low rate of 9.99% APR* for 36 months, Minimum Loan Amount \$2,000, Maximum Loan Amount \$10,000. All checks are made payable to the state or IRS.

Call a PICU Representative today!

Riverside: 951.781.0981 Commerce: 323.728.1866 Toll-free: 800.479.7837

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

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 Week

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

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-May 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. 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.

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.

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 |
| | 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 |
| | 11/19 | Boy Scouts Merit Badge Day | International Printing Museum, Torrance | Mark Barbour | www.printmuseum.org |

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!

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 ci.printing.org.

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.

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.



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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Los Angeles, CA 90091-0936

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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 |



