



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 19, 2018

What's It Worth?

Every owner thinks about the possibility of selling their firm or that of buying another one. Either of these possibilities may make a lot of sense, but the first step is to think about the value of your firm, if you're selling, or the value of the other firm, if you're buying. Realistically, there are a lot of variables in the answer as it is not like going to the store and buying an item off the shelf. Bob Lindgren, PIASC's management advisor can help you with systematic thought about values. Call Bob at Ext. 214 (email: bob@piasc.org).

Direct Deposit

Direct deposit of paychecks is almost universal as it is safe and convenient for your employees as well as a cost reduction for you. However, in California, you may not mandate direct deposit as the Labor Code provides that an employee must receive a paycheck if they wish it.

With Regret...

We report the passing of James J. Woods (Sorg Printing) on December 24th in his 90th year. He was VP and General Manager of the Sorg Printing plant in Los Angeles and was PIASC's President in 1971. He served in the Marines in WWII and was wounded on Iwo Jima during his service. He is survived by his wife, Polly, and many children and grandchildren.

#MeToo

Tucked away in the tax reform bill is language creating Section 13307 of the Internal Revenue Code which makes attorneys' fees and settlement amounts paid in matters involving sexual harassment or discrimination non-deductible.

The File is Lost

Almost without exception, work arrives at our doorstep via electronic file. Almost all of the time, it arrives safely in our system, but there is always a risk of loss. More likely, when it does arrive, it cannot be used without modifications identified by the pre-flight process. For these reasons, your conditions of sale should include this language from the PIA Best Business Practices:

Electronic Manuscript or Image: It is the client's responsibility to maintain a copy of the original file. The supplier is not responsible for accidental damage to media supplied by the client or for the accuracy of furnished input or final input. Until digital input can



be evaluated by the supplier, no claims or promises are made about the supplier's ability to work with jobs submitted in digital format, and no liability is assumed for problems that may arise.

While some files will run without difficulty, others will need help—providing that help gives the printer additional revenue and guarantees a satisfactory job.

It Can Also Mean...

The Washington Post published the winning submissions to its yearly contest, in which readers are asked to supply alternate meanings for common words.

And the winners are:

1. Coffee, n. The person upon whom one coughs.
2. Flabbergasted, adj. Appalled by discovering how much weight one has gained.
3. Abdicate, v. To give up all hope of ever having a flat stomach.
4. Esplanade, v. To attempt an explanation while drunk.
5. Negligent, adj. Absent mindedly answering the door when wearing only a nightgown.
6. Lymph, v. To walk with a lisp.
7. Gargoyle, n. Olive-flavored mouthwash.
8. Flatulence, n. Emergency vehicle that picks up someone who has been run over by a steamroller.
9. Balderdash, n. A rapidly receding hairline.
10. Oyster, n. A person who sprinkles his conversation with Yiddishisms.

Thought for the Week

It doesn't matter which side of the fence you get off on sometimes. What matters most is getting off the fence. You cannot make progress without making decisions.

Upcoming National Events Calendar 2018

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
10/17	Franklin Event	New York City, NY	Kim Tuzzo	716-691-3211	ktuzzo@pialliance.org

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

PIASC February-April Activities

<p>Feb. 21</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> CWC</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>COFFEE WITH CHERYL - NEW LOCATIONS!</p> <p>Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Labor Law Updates</p> <p>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.</p> <p>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <p><input type="checkbox"/> Feb. 21st - <i>Mimi's Café, 2925 Los Feliz Blvd., Los Angeles, CA 90039</i></p> <p><input type="checkbox"/> Feb. 27th - <i>Hof's Hut, 2147 N. Bellflower Blvd., Long Beach, CA 90815</i></p>
<p>Mar. 4 thru 6</p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> PC2018</p> <hr/> <p>Cost: \$995/ members \$1,195 /non-members</p> <hr/> <p>Location: <i>Hyatt Regency San Antonio Riverwalk San Antonio, TX</i></p>	<p>2018 PRESIDENT'S CONFERENCE</p> <p>Contact: Socorro Garcia, Ext. 299, socorro@piasc.org</p> <p>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.</p> <p>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.</p> <p>Member's receive an additional \$200 discount by calling Socorro at Ext. 299.</p>
<p>Mar. 8</p> <p><small>Register online at http://bit.ly/TrumpEffectWebinar</small></p>	<p><small>Event Number</small> TTE</p> <hr/> <p>11:00 a.m.</p> <p>Cost: FREE / member \$39/ non-member</p> <hr/> <p>Location: <i>on your computer</i></p>	<p>PIA WEBINAR: THE TRUMP EFFECT—OSHA'S 2018 AGENDA</p> <p>Contact: Gary Jones, 412-259-1794, gjones@printing.org</p> <p>OSHA has not changed the designation of the printing industry as a high hazard for amputations. This means printing operations are being randomly inspected. On average, OSHA inspects at least one to two printing operations per week and they are finding violations that cost real money.</p> <p>This webinar will review OSHA enforcement activity, rulemaking, and other developments to watch as the year unfolds. We will discuss the top OSHA Issues employers should monitor and understand along with what steps you will need to take to become compliant.</p>



Register at right

Check here to REGISTER for this event

Register online at <http://bit.ly/TrumpEffectWebinar>

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	3/22/18	AAF-OC Addy Awards	Balboa Bay Resort, Newport Beach	Aafoc.org/events	805-756-2645
	4/19/18	Grc Career Day	San Luis Obispo	lsing@calpoly.edu	

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!

Apr. 25

Check here to REGISTER

Event Number
CPR

8 a.m.-1 p.m.
Cost: \$60/
member
\$90/non-member

Location:
PIASC Training Room
5800 S. Eastern Ave, #400
Los Angeles, CA 90040
Inside B of A Building

CERTIFIED FIRST AID AND CPR TRAINING

Includes Bloodborne Pathogen Training!

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

Cal/OSHA Safety Order Section 3400 states: "In the absence of an infirmary, clinic, or hospital, in near proximity to the workplace, which is used for the treatment of all injured employees, a person or persons shall be adequately trained to render first aid."

The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.

Visit www.piasc.org/CPR for full details!

Apr. 25 thru 26

Check here to REGISTER for this event

Event Number
OCFP

Cost: **\$397/**
members
\$550 /non-members

Location:
Printing Industries of
America Headquarters
(Warrendale, PA)

2018 OSHA COMPLIANCE FOR PRINTING WORKSHOP

Contact: **Kaitlin Rundle, 412-259-1779, krundle@printing.org**

Over the past year, OSHA's penalties have spiked and its officials have labeled the print industry as a high-risk occupation. In order to avoid fines and keep employees safe, staying OSHA compliant should be a top priority. However, legal jargon and comprehensive reporting requirements often make it difficult for printers to understand what is required to be compliant.

During this two-day hands-on workshop participants will:

- Gain an understanding of key OSHA regulations
- Dig deep into compliance strategies
- Learn the required elements of written programs
- Get insight on how to respond to an OSHA inspection
- And much more

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Email Marketing That Works - I

Your content must instantly connect with audiences, sustain that connection, and leave readers wanting to hear more from you. Following the six guidelines below will help you craft content that does the trick:

1. **Make it useful.** The most important way to ensure your success is to create content with your audience's needs in mind. It's not about you, your product or service. Your ultimate goal is to compel some sort of action, but your immediate objective is to engage audiences with what you create. To do that, your content must be useful—for them, not you.
2. **Make it personal.** "Research has shown that people not only have a strong desire for control but also a distaste for information overload (particularly if it is irrelevant). Personalization offers a way to address both issues," writes Michelle Manafy at Inc. Personalization will improve your metrics and help you deliver useful information.
3. **Make it emotional.** "People are emotional creatures," writes John Rugh at Relevance. "We decide and take action (including buying decisions) based largely on emotions. So, if your marketing content tries to reach your audience only through a rational approach, there's a good chance it will fall flat." "Crafting emotional content begins with understanding your audience's feelings," Carla Johnson suggests at the Content Marketing Institute. "Are they scared?

Frustrated? Skeptical? Now ask what's the opposite of that emotion? Poke at your audience's emotions to motivate them to take action, whether that action is to look for more content from you, pick up the phone and call, or talk to someone face to face."

Source: By Kristen Dunleavy, via ragan.com

Spot Dimensional Ink

I'm working on a design job that uses spot dimensional ink for digital printing. What's the best way to set up the digital file? When creating artwork for specialty inks, it's best practice to separate the specialty ink from the rest of the artwork by creating a custom layer named "Special Ink." You'll also want to create a custom spot-colors swatch and name it the same way as the layer, "Special Ink." You can make the spot color any color you'd like, although you should make it much different than the background artwork and text to ensure that it is noticeable against the base artwork. When you export the file to a Press Ready PDF in InDesign, open the output section in the PDF export screen, select Ink Manager, and ensure that the custom spot color "Specialty Ink" is exporting as a spot (and not process) color. Illustrator will automatically save the spot color to a PDF when you select Save As PDF.

For Lease

West San Fernando Valley printer has Office, Production and Warehouse space to rent. Below market. 3,000-4,500 square feet available. Ideal for Digital Printer, Label Printer, Broker, Graphic Designer. Attractive industrial building in good area. We'll help you build your business. No lease contract required. Call Colleen or Geoff at (818) 709-1220.

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

Affiliated with
Printing Industries of America, Inc.



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Advancing Graphic Communications

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