



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 26, 2018

A Selfish Attack...

The President's positions on trade have encouraged an explosion of U.S. firms using existing legislation to enhance their profits at the expense of consumers (Whirlpool would like us to pay more for washing machines by driving off Samsung). This has now come home to our industry as North Pacific Paper Company (NORPAC) has filed a petition seeking anti-dumping tariffs against uncoated groundwood paper from Canada. If this petition is granted, its effect will be to enhance their profits at the expense of our industry as U.S. print will become more expensive making us more vulnerable to foreign competition and reducing overall demand. Fortunately, Printing Industries of America is opposing their petition and it is joined by the paper trade's own association, the American Forest and Paper Association.

Do Not Mail

While we understand that the intrusiveness on telemarketers calling at dinner time led to federal and state limitations on telemarketing, it has always been accepted that direct mail was very different. It's unobtrusive as its delivered to your mail box by the USPS. You can glance at it, read it or throw it away at your leisure. Mailers go to great lengths to send you only information that you might be interested in as they don't want to waste their money mailing to people who won't buy. It is printed on paper, but we know that paper is not destroying the planet as it is the most recycled material and is biodegradable. Further, the demand for paper has encouraged the commercial planting of trees and thus there are more trees in our country than twenty years ago. As printers, we also know the importance of direct mail to our industry and the survival of the USPS. Now, in the fact of these facts, Assembly Member Marc Steinorth (R-40th) from the Inland Empire has introduced AB 2021 creating a California "Do not mail" system. If you disagree with Assembly Member Steinorth, you might let him know at 10350 Commerce Center Drive, Suite A-200, Rancho Cucamonga, CA 91730; Telephone (909) 476-5023.

There's Too Much Competition

We were talking to a printer who said that his business was less profitable than it used to be because competition had forced him to lower his prices. That's a perception that we all can understand. However, he also said that he used to run two shifts plus overtime and now

MARCH 4-6 2018 PRESIDENT'S CONFERENCE SAN ANTONIO, TX

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he was down to a shift and a half. The reality is that the drop in profits has far more to do with the drop in profits than lower process. To see why that's true, consider that a \$1,000 printing job involves about \$600 of the billing price for things for which a check will have to be written (paper, buyouts, production wages and commissions) leaving \$400 to pay for the plant, machinery, and front office. If, during the month or year, enough \$400s come in to cover these, the firm makes a profit. Now, if competition forces a 10% price reduction, the \$400 becomes \$300—an impact of \$100. But, if sales fall off and the \$1,000 job becomes zero—the impact on profit is \$400. The key point is that sales volume drives profit, not high prices.

#MeToo

With what has been dominating the headlines recently on sexual harassment claims, it is absolutely imperative that organizations examine their policies regarding the reporting mechanisms for sexual harassment and discrimination. There is an absolute need for some form of awareness training (if not already mandatory by state law). Employers should also examine their fraternization and dating policies. Many employers need to be aware that condoning, ignoring or being blatantly complicit about acts of sexual harassment and discrimination will potentially increase the risk of claims, if not worse. Call Cheryl at Ext 218 (email: cheryl@piasc.org) for assistance on AB 1825 training (CA state mandated training for companies with 50 or more employee). However, training does not have to be limited to state mandates. It should be done as part and parcel of your risk management strategy and as a proactive approach.

Thought for the Week

Life is never fair, and perhaps it is a good thing for most of us that it is not. ~ Oscar Wilde

Upcoming National Events Calendar 2018

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	lyons@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. 27 <small>Register at right</small></p>	<p>Event Number- CWC</p> <hr/> <p>7:30 a.m. Cost: \$5</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>COFFEE WITH CHERYL - NEW LOCATIONS! 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. 27th - <i>Hof's Hut, 2147 N. Bellflower Blvd., Long Beach, CA 90815</i></p>
<p>Mar. 4 thru 6 <input type="checkbox"/> <small>Check here to REGISTER for this event</small></p>	<p>Event Number 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 Contact: Socorro Garcia, Ext. 229, 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 <small>Register online at http://bit.ly/TrumpEffectWebinar</small></p>	<p>Event Number TTE</p> <hr/> <p>11:00 a.m. Cost: FREE / member \$39/ non-member</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>PIA WEBINAR: THE TRUMP EFFECT—OSHA'S 2018 AGENDA 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

Location:
see locations at right

Check here to REGISTER for this event

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

Quick Registration

- Mark your choices from listings above
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- 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
	4/03/18	SGIA Free Webinar: Launching a Strong Sales Effort		http://info.sgia.org/sgia-webinar-strong-sales-effort
	4/18-4/20	Operation Sublimination	Roland DGA Corp, Irvine, CA	sgia@sgia.org 888-385-3588
	4/19/18	Grc Career Day	San Luis Obispo	lsing@calpoly.edu 805-756-2645
	5/8-8/14	AIGA OC's Mentorship Program	Orange County, CA	mentorship@orangecounty.aiga.org

<p>Mar. 14</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> MYPS</p> <hr/> <p>11:00 a.m.</p> <p><i>Cost: Free to members</i></p> <hr/> <p>Location: <i>on your computer</i></p>	<p>MAKING YOUR PLANT SAFER COMPLIMENTARY MEMBER WEBINAR <i>and Preparing for a Cal-OSHA Audit</i></p> <p>Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>Attendees will learn:</p> <ol style="list-style-type: none"> 1. Why CAL-OSHA is targeting California Printers for enforcement audits. 2. Potential owner/supervisor liabilities. 3. What key things the enforcement officers will be auditing. 4. How to prepare your plant for a successful audit result. 5. The safety training and documentation that's required for a good enforcement visit result. <p>Owners, general managers, plant managers, and safety managers should attend.</p>
<p>Apr. 13</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> GN</p> <hr/> <p>5:30 p.m.</p> <p><i>Cost: \$100 ticket \$1000/table of 10 \$800/table of 8</i></p> <hr/> <p>Location: <i>Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744</i></p>	<p>2018 GRAPHICS NIGHT <i>Ideas. Solutions. Achievers.</i></p> <p>Contact: Maribel Campos, Ext. 210, maribel@piasc.org</p> <p>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.</p> <p>Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC) Spa: 626.854.2502 • Golf: 626.854.2531</p> <p>For all details visit www.piasc.org/GraphicsNight. Sponsorships are available!</p>
<p>Apr. 25</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> CPR</p> <hr/> <p>8 a.m.-1 p.m.</p> <p><i>Cost: \$60/ member \$90/non-member</i></p> <hr/> <p>Location: <i>PIASC Training Room 5800 S. Eastern Ave, #400 Los Angeles, CA 90040 Inside B of A Building</i></p>	<p>CERTIFIED FIRST AID AND CPR TRAINING <i>Includes Bloodborne Pathogen Training!</i></p> <p>Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>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."</p> <p>The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.</p> <p>Visit www.piasc.org/CPR for full details!</p>

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Pie In The Sky

A special committee of the California Legislature is holding hearings on the proposal to have a single-payer health plan for California which would cover everyone for everything. There is a consensus that the price tag for this would be in the \$150 billion to \$200 billion range annually. The California Legislative Analyst presented a report showing the income tax rate that would be necessary to raise \$200 billion in revenue. The answers were: incomes from \$64K to \$89K a tax of 22.5%; incomes from \$89K to \$113K a tax of 30.0%; incomes from \$113K to \$577K a tax of 34.9%. Of course, deductions for California income tax are now sharply reduced as a result of federal tax reform. If you think that this is a practical idea, let your Assembly or Senator know. If you don't, let them know as well.

Punctuation Tips

Helping your client avoid mistakes makes you a hero and a go-to resource. In each of the following examples, a colon is mistakenly used. Discussion after each sentence explains why a colon is inappropriate.

- 1. The network is terminating all its business ties to his media company, which includes: ending its distribution of his new program, renaming the original show and separating itself from his merchandise website.**

A colon should precede a list only when what precedes the colon is a complete sentence. This error is easily

rectified by inserting the object “the following” before it, but a better solution is to simply omit the colon.

- 2. The piece was widely criticized for, among other things: failing to provide crucial context, an apparent unfamiliarity with terminology, failing to verify several claims and failing to note that the paper had previously published a similar profile of the organization’s co-founder.**

As in the previous example, the writer assumed that a list must be preceded by a colon, but the punctuation is intrusive when it interrupts the flow of the sentence. In this case, a comma, not a colon, should follow the parenthetical phrase “among other things” to complement the comma preceding the phrase:

- 3. They understand that, to paraphrase something British statesman Winston Churchill once said: Success is not final, failure is not fatal, and it is the courage to continue that counts.**

Here, the assumption is that the proper punctuation for separating an attribution from the quotation (or, in this case, paraphrase) attributed is a colon, but again, what precedes the colon must be a complete sentence. For example, “Here is a paraphrase of what British statesman Winston Churchill once said”: That’s a bit clumsy, but it’s syntactically sound. In addition, because the paraphrase is integrated syntactically into the sentence, capitalization of the first word is erroneous. *Source: Mark Nichol via ragan.com*

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Contact Dominique Storelli:
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www.piasc.org

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