



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 3, 2017

Goodbye, Bob Hello, Lou

On March 28th, the PIASC Board of Directors approved a plan to transition the executive leadership of the Association from Bob Lindgren, who has served as its President/CEO since 1982, to Louis J. (Lou) Caron on June 1st. Lou is a CPA, and has served as CFO of both insurance firms and printing companies and therefore comes with top flight business skills. He has been with our organization since last year as the key player in the launch of Private Choice, the expansion of our employee benefits model into the non-printer world. Bob will continue as a member of the PIASC staff, writing and editing *Update*, consulting with members on management issues, and working with other Association and industry activities as part of our commitment to keep PIASC as the largest and most effective regional printing industry association. Beginning with Henry Henneberg in 1947, PIASC has had only three CEOs—first Henry, then Bob and now Lou—a great record of continuity.

How Should We Run the Job?

When presented with a new project, it's natural for your people to plan the job to run in the most efficient way possible. The rub comes in when we decide which way is most efficient. The decision is usually made using the same approach that we take when we estimate the job—we use hourly rates that include all of the cost of the business (building, depreciation, labor, etc.) which gives us numbers like \$400/hour for the six color. This approach can (and frequently will) lead to bad choices. For example, the job fits perfectly on our 29" 2/c, but the press is fully booked and so we have to run it on overtime. We could print it on the 40"4/c, which is open, but our system says it's too expensive. If we think about it, the actual amount spent to run it on the bigger press is just the cost of two larger plates as the 40" crew is on the payroll anyway. Even worse is the situation where the decision is taken to farm it out because the trade printer will do it for less than our inside estimate. The problem is that what we're going to spend inside is some wage dollars (maybe) whereas we'll have to write a check to the trade printers for their invoice.

Drug Testing

Employers who are concerned with the maintenance of a safe workplace wonder about the efficacy of pre-employment drug testing and random drug tests of



Kids Krazy Krafts Day April 8 at The International Printing Museum is a day for all kids and the "kids-at-heart" to experience a variety of crafts, new and old. Crafts range from letterpress printing, origami, screen printing, cartooning, foil stamping, paper making/marbling, and calligraphy. This is your chance to bring friends and family to experience the joys of printing in a fun, creative environment. See page 2 for details.

employees. The background reality is that recreational drugs are becoming legal in California and a number of other states. More importantly, a significant proportion of younger people use recreational drugs (pot, etc.) and most people indulge in alcohol. Both are intoxicants and can degrade safe, efficient behavior. The challenge is that drug screens will pick up pot use but not see alcohol since it metabolizes quickly. If one is to follow an absolute policy of declining to hire anyone who fails to pass the drug screen or dismiss ones who fail the random test, they are likely to face difficulties flowing from the loss of otherwise useful employees or candidates. Clearly, an employee who appears impaired can be sent home and their condition confirmed with a drug test. If the employer's policy is focused upon dealing with impairment that prevents safe and efficient workplace performance, it's on sound ground. Going beyond this may present difficult discrimination issues and adverse actions may be difficult to defend. There is an exception to these concerns if the employee is a motor vehicle operator or in some government contract situations. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for help on this.

Thought for the Week

*Most of our lives are about proving something,
either to ourselves or to someone else.*

Upcoming National Events Calendar 2017

4/6	Webinar: Are You OSHA Ready?	Gary Jones	412-259-1794	gjones@printing.org
6/20-6/21	Print & Packaging Legislative Summit Washington, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
7/16-7/19	Affiliate Managers Summer Conf. Vintners Inn, Santa Rosa, CA	Tad Parker	508-804-4114	tparker04@pine.org
9/10-9/14	Print 17 McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org
2018				
1/13-1/16	Color Conference San Diego, CA	Julie Shaffer	412-259-1730	jschaffer@printing.org

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

PIASC April - May Activities

<p>May 2</p> <p><i>Register at right</i></p>	<p><i>Event Number-</i> BWB</p> <hr/> <p>7:30 a.m. Cost: \$5</p> <hr/> <p>Location: <i>see locations at right</i></p>	<p>BREAKFAST WITH BOB AND GERRY Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Some things you don't want to get...</p> <ul style="list-style-type: none"> • A CalOSHA citation with a list of violations and a big penalty. • A letter from an attorney notifying you of an action for an injury to a former employee. • A notice from your Workers' Comp insurance carrier that your experience mod has just gone through the roof. <p>While we can't guarantee that none of these will not happen to you, letting PIASC do a safety compliance walk through can make it much less likely and certainly less painful.</p> <p>Gerry Bonetto, our government affairs and compliance expert, will be happy to visit your plant and help you see the areas of potential concern. He can also work with you on initiating specific procedures, like "lockout/tagout" that will avoid injuries, reduce costs and keep you in compliance. As he will be joining us for this series of breakfasts, this will be a great chance to find out how to keep your costs down.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> May 2nd - <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> May 3rd - <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> May 4th - <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> May 9th - <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> May 10th - <i>Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</i> <input type="checkbox"/> May 11th - <i>West Bistro • 3900 Atlantic Ave. • Long Beach 90807</i>
<p>Apr. 7</p> <p><input type="checkbox"/></p> <p><i>Check here to REGISTER</i></p>	<p><i>Event Number</i> GN</p> <hr/> <p>5:30 p.m. Cost: \$100 ticket \$1000/table of 10 \$800/table of 8</p> <hr/> <p>Location: <i>Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744</i></p>	<p>2017 GRAPHICS NIGHT <i>A Night to Remember</i> Contact: Maribel Campos, Ext. 210, maribel@piasc.org</p> <p>Join us at an extraordinary evening filled with sky high festivities where we will honor the Executive of the Year and celebrate the winners of the 2017 Print Excellence Awards Competition. Two Celebrations – One Great Event! Register by 3/10 for 10% off table pricing.</p> <p>Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC / Account #NC3290) Spa: 626.854.2502 • Golf: 626.854.2531</p> <p>For all details visit www.piasc.org/GraphicsNight. Sponsorships are still available!</p>
<p>Apr. 8</p> <p><input type="checkbox"/></p> <p><i>Check here to REGISTER</i></p>	<p><i>Event Number</i> KKKD</p> <hr/> <p>10:00 a.m.- 4:00 p.m. Cost: \$10</p> <hr/> <p>Location: <i>In'tl Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</i></p>	<p>KIDS KRAZY KRAFTS DAY <i>at the International Printing Museum</i> Contact: Mark Barbour, (310) 515-7166, mail@printmuseum.org</p> <p>Demonstrations throughout the Museum for kids of all ages and sizes! Including:</p> <ul style="list-style-type: none"> • Papermaking - get your hands wet with goopy paper fibers while making your own paper • Paper Marbling - see a demonstration on how to marble paper • Cartooning - create your own characters and watch our own quick sketch artist at work • Printing Presses - print your own design on our 19th and 20th century presses *Calligraphy - see how to letter your name in beautiful letters <p>and MUCH more! Visit www.printmuseum.org for details and reservations!</p>

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	4/8	Kids Krazy Krafts Day	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	4/20	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	lising@calpoly.edu	(805) 756-2645
	4/22	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	5/13	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	6/24	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/1	Independence Day Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

Apr.
20

Register at right

Event Number
CAC15

5:30 p.m.

Cost: \$25
non-members: \$40

Location:
See locations at right

COCKTAILS AND CONVERSATIONS
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

Connect with other local colleagues, meet some new friends and network, network, network.

Check the box(es) below to register for these events:

Apr. 20th – *Magnolia House, 492 S Lake Ave, Pasadena, CA 91101*

Apr. 27th – *Rock & Brews, 7777 Beach Blvd., Buena Park, CA 90620*

Apr.
27

Check here to REGISTER

Event Number
CLOUD

10:00 a.m.

Cost: FREE / member
\$25/ non-member

Location:
on your computer

WHAT IS THE CLOUD: HOW TO REDUCE I/T COSTS BY 40%
Presenters: Brian linuma, Strategic System Group, Inc. & Eddie Bader, Companybuilt
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

Separate fact from fiction and learn the true definition of the “cloud” and how you can utilize this platform to reduce your on-site technology footprint and save money. We'll discuss cloud servers (what they are) and what a typical cloud server environment looks like. Learn about VoIP (Voice over IP), which service providers to consider, how this technology is applicable to your business, and how you can leverage it to grow.

Different cloud models, such as software as a service (SaaS) and infrastructure as a service (IaaS) will be discussed and how you might already be using them. Finally, we will cover managed I/T services which allows you to have 24/7 technical support at a fraction of what most companies are currently paying.

May
16

Check here to REGISTER

Event Number
APSS

5:30 p.m.

Cost:
\$30 members
\$40/non-members
\$20/student/
designers
(before May 9th)

Location:
Andrei's Conscious Cuisine, Event Center
2407 Main Street, Irvine

19TH ANNUAL PAPER & SUBSTRATE SHOW
Calling all paper nerds!
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

When you are at a restaurant, do you feel your menu and guess what point of card stock it is? Do you open your mail and get excited when you immediately recognize a soft touch coating? Do you find yourself thinking, "They should have printed that on a semi-gloss since there is so much writing on it."? Your friends think you're nuts, but we can't get enough of it! Come geek out on paper with us at the 19th Annual Paper and Substrate Show. Be inspired with the latest substrates for all types of printing processes along with printed samples. See a demonstration of paper made right in front of your eyes!

Learn more at www.piasc.org/papershow.

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.

Fight For Your Ideas

Some people seem determined to make your life miserable by attacking every idea you suggest. Instead of getting angry or letting them shut you down, outsmart them with these tactics:

- **Stand up for yourself.** Calmly remind naysayers that your ideas deserve the same airing as those of anyone else. People who unfairly knock the ideas of others often back down once confronted.
- **Call a timeout.** If you find yourself being drawn into an argument during a meeting, suggest dealing with the problem later. This drags your nemesis out of the spotlight and likely makes you a hero to others at the table.
- **Ask for evidence.** Don't let your critics blow your idea out of the water with vague statements. Make them explain exactly what they object to. Making doubters back up their bravado with facts often silences them.
- **Acknowledge legitimate points.** You can concede that your attackers may not be completely wrong without backing down from your main point. This tactic shows that you have an open mind while still projecting confidence in your idea.

The Shape of The Dots

Does the shape of a halftone dot affect the amount of dot gain exhibited in a printed screen?. The answer is yes, the greater the perimeter of a dot, the more dot gain it will exhibit. Square dots will exhibit the most gain, and the square screens have a bump or jump when the corners touch in the midtone. Most printers avoid square dots unless they are attempting special effects. Round dots exhibit the least gain and are the least sensitive to

slurring, which is why they are very popular with web printers and packaging printers. Elliptical dots produce smooth midtones and smooth flesh tones, but have problems with shadows. Most RIPs use some type of Euclidean dot, which is a digital hybrid screen that often uses round dots in the highlight and shadow areas and elliptical dots in the midtone. The Euclidean screen is considered to provide the best attributes of the various dot shapes. Stochastic screens composed of very small dots or spots typically exhibit significant dot gain due to the large number of dots that replace larger, conventional screen dots. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

Resignation Letters

No matter how nice an employee is or the longevity of the employee, when an employee resigns from a company, it is always better to get a written resignation letter. This will leave no stone unturned when an unemployment claim (UI) shows up, and the letter can be shown as proof that a job was available, however, the employee chose to leave on their own terms. As the saying goes, if it ain't in writing, it ain't. It will be easier to send off a copy of the resignation letter than to have to take the time to provide an explanation for denial of the UI claim. For assistance navigating employee separations, be it voluntary, involuntary or other employee relations issues, call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org).

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



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www.piasc.org

Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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PRINTING INDUSTRIES OF AMERICA

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