



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 4, 2016

## Hunt Where There's Game

Almost every firm has an informal client cluster—folks that you've gotten to know their businesses and what makes them tick. Most likely, there's more than one because referrals have brought you to similar businesses. Make a list of your client clusters and focus on the more important ones. What do they have in common? What do you do for them? Then, think about what publications they are likely to read, associations/groups that they are likely to belong to, and trade shows that they are likely to go to. When you've identified these, make it a point to be there as well. First, because you want to learn even more about their needs; second, because you have a good chance of meeting prospects who fit your client cluster. You could even ask your friends to introduce you to their industry friends.

## Cool It

We all have certain hot buttons that can cause our tempers to flare or our egos to bruise. But sometimes what we think we hear isn't what the speaker intended. The next time you feel yourself responding emotionally in a conversation, step back and look for clarification. Ask, "Did I hear you correctly?" Then repeat the comment, putting your own spin on it. That way you'll give the speaker an opportunity to clear up a potential misunderstanding and prevent an argument before it occurs.

## Digital Variable Future

The common experience is that digital is growing and the work usually has better margins than offset with the realization that the jobs are usually smaller and so are the dollars. A lot of this is very short run, multi-page projects which are in the digital sweet spot. Real volume usually comes with the variable data capability married to direct mail projects. This is enhanced when the printer is able to capture the mailing in-house. The uncluttered mailbox without a spam filter is a key to this value story as driving traffic to a website with email blasts is cheap but hopeless.

## You Could Stand Out

Printing Industries of America is conducting a very important survey to help members improve their management. The survey study is being conducted through a new on-going partnership between PIA's Center for Print Economics and Management and

## PREVENTING WORKPLACE VIOLENCE TRAINING



including COMPREHENSIVE ACTIVE SHOOTER INCIDENT MANAGEMENT (CASIM)

Friday, April 15<sup>th</sup>  
Morning or Afternoon Training

 Occupational Safety Training Systems  
ostsinc.com

Create a safer work environment and decrease the chance of workplace violence in your organization. PIASC has joined with O.S.T.S., Inc. to offer members 3 hours of training to help manage disruptive and aggressive behavior in the workplace. See page 3 for details!

the Department of Management at Middle Tennessee State University. The study findings will help members gain a competitive advantage over non-members. For completing the study survey, members will receive a comprehensive report of the findings (a \$500 value) as well as a free volume of the ratios (valued at \$99 for members). However, the greatest incentive is for the potential knowledge gained. The survey link is [www.printing.org/managementsurvey](http://www.printing.org/managementsurvey). For more information contact Tai McNaughton at (412) 259-1756 (email: [tmcnaughton@printing.org](mailto:tmcnaughton@printing.org)).

## Buy It Before You Build It

We think that we could open new markets if only we had a new machine to do the work. Before you sign the purchase contract, be sure that you're not blowing smoke at yourself. If you believe that there's a market for its output, prove it by buying the work on the outside and reselling it. Even if you lose money, you're proving that there is a demand and you're learning how to satisfy it. Then, you're in a position to make a capital investment and have a better grasp on what you really need.

## Thought for the Week

*Frustration is not having anyone to blame but yourself.*

**Upcoming National Events Calendar 2016**

4/10-4/13	Continuous Improvement Conference	Hilton Milwaukee City Center, Milwaukee, WI	Jim Workman	412-2591782	jworkman@printing.org
5/30-6/10	DRUPA	Dusseldorf, Germany	Tim Freeman	716-691-3211	tfreeman@pialliance.org
6/7-6/8	Print's Voice 16	Washington, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
9/25-9/28	Graph Expo 16	Orlando's Orange County Convention Center	Chris Price	703-264-7200	cprice@printing.org
10/19	Franklin Luminaiere Awards	Chelsea Piers, New York, NY	Kim Tuzzo	716-691-3211	ktuzzo@pialliance.org
12/3-12/6	Color Conference	The Point Hilton Sqaw Peak Resort, Phoenix, AZ	Julie Shaffer	412-259-1730	jshaffer@printing.org

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC April-May Activities**

<p><b>May</b> <b>3</b></p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> <b>BWB</b></p> <hr/> <p><b>7:30 a.m.</b></p> <p>Cost: \$5</p> <hr/> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB</b> Contact: <b>Emily Holguin, Ext. 262, emilyholguin@piasc.org</b></p> <p><b>HOW DOES PRINTING FIT IN THE ECONOMY OF CALIFORNIA?</b></p> <p>We rightfully believe that print is everywhere. That if you want to get attention, you have to use print or your story will be eaten by a spam filter or a fast forward button. But how big is print and what is its role in the economy of California, an economy larger than many countries (including Canada)? Gerry Bonetto, PIASC VP of Government Affairs will give us the answers.</p> <p>While eating breakfast, he'll be delighted to speculate on the Presidential campaign and more mundane things like the California Sales Tax.</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"> <li><input type="checkbox"/> <b>May 3rd</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></li> <li><input type="checkbox"/> <b>May 4th</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></li> <li><input type="checkbox"/> <b>Mar. 5th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></li> <li><input type="checkbox"/> <b>May 10th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></li> <li><input type="checkbox"/> <b>May 11th</b> – <i>Lenny's Deli • 2379 Westwood Boulevard (at Pico) • Los Angeles</i></li> <li><input type="checkbox"/> <b>May 12th</b> – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i></li> </ul>
<p><b>Apr.</b> <b>7</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>FOCT</b></p> <hr/> <p><b>11:00 a.m.</b></p> <p>Cost: <b>FREE!</b> <b>MEMBERS ONLY</b></p> <hr/> <p><b>Location:</b> <small>on your computer</small></p>	<p><b>FUNDAMENTALS OF COLOR TECHNOLOGY FOR PRINTERS</b> <i>Part 1: Densitometry Webinar</i> Contact: <b>Rose Dorado, Ext. 231, rosed@piasc.org</b></p> <p>Effective use of color technology enables printers to lower cost and improve quality. This program is a 3-part series consisting of 2 webinars followed by a hands-on workshop.</p> <p><b>PART 1: Webinar on Densitometry</b> April 7 @11:00AM</p> <p>Understanding density measurement and how to use it correctly. Learn about the components of a densitometer, important process variables, tips for selecting the right device, handling spot colors, dot gain, hue error/grayness and how to measure plates.</p>
<p><b>Apr.</b> <b>8</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>GN</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p>Cost: \$100 ticket \$1000/table of 10 \$800/table of 8</p> <hr/> <p><b>Location:</b> <small>Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744</small></p>	<p><b>2016 GRAPHICS NIGHT</b> <i>Celebrating Paper and Ink</i> Contact: <b>Maribel Campos, Ext. 210, maribel@piasc.org</b></p> <p>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.</p> <p>Overnight Accommodations: 1.800.524.4557 Room Reservation Code: PIASC Spa: 626.810.4455 • Golf: 626.854.2351</p> <p>For all details visit <a href="http://www.piasc.org/GraphicsNight">www.piasc.org/GraphicsNight</a>. Sponsorships are still available!</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.

<b>Save the Date for these upcoming events</b>	6/4	Essential to Success Conference	Fullerton College, Fullerton	Kristy Villanueva	<a href="http://www.piasc.org">www.piasc.org</a>
	6/11	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	8/13	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>

**Apr.**  
**15**

Check here to REGISTER

Event Number  
**WVPT**

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**8:00 a.m. & 1:00 p.m.**  
Cost: \$37.50 members/  
\$75 non-members

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**Location:**  
PIASC Conference Ctr.  
5800 S. Eastern Ave., #400  
Los Angeles, CA 90040  
(in BOA Building)

**WORKPLACE VIOLENCE PREVENTION TRAINING**  
Contact: **Emily Holguin, Ext. 262, [emilyholguin@piasc.org](mailto:emilyholguin@piasc.org)**

Create a safer work environment and decrease the chance of workplace violence in your organization. As more and more unfortunate events happen due to violence in the workplace or to active shooters, we as employers need to make sure our employees are knowledgeable as to what to do in case either one of these incidents occur. PIASC has joined with O.S.T.S., Inc. to offer members 3 hours of training to help manage disruptive and aggressive behavior in the workplace. For details visit [www.piasc.org/violenceprevention](http://www.piasc.org/violenceprevention).

**May**  
**3**

Check here to REGISTER

Event Number  
**PAPER**

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**5:30 p.m.**  
Cost before 4/26:  
\$30 members  
\$40 non-members  
\$20 Students/Designers

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**Location:**  
Andrei's Conscious Cuisine  
Events Center  
2607 Main St., Irvine, CA

**18TH ANNUAL PAPER AND SUBSTRATE SHOW**  
Contact: **Kristy Villanueva, Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org)**

Get your tickets now for this soon to be sold out event. It's our 18th Annual Paper & Substrate Show. Rock out to tunes, and roll on in to check out the latest paper & substrates, including wall coverings, vinyl, clings, and all things print! Dance from booth to booth to get your hands on the newest freebie swatch books and samples. Meet over 15 rock star vendors while sipping on drinks and listening to some sweet tunes.

Interested in being an exhibitor? Contact Kristy Villanueva, (323) 728-9500 Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org).

**May**  
**10**

Check here to REGISTER

Event Number  
**ADA**

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**10:30 a.m.**  
Cost:  
\$15/member  
\$99/non-member

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**Location:**  
on your computer

**REASONABLE ACCOMMODATION AND ADA WEBINAR**  
Speaker: *Kristine Kwong, Partner, Musick, Peeler & Garrett LLC*  
Contact: **Emily Holguin, Ext. 262, [emilyholguin@piasc.org](mailto:emilyholguin@piasc.org)**

At this webinar you will:

- Understand the rules of ADA Title I as they relate to job accommodation
- Simplify the structure and flow of your reasonable accommodation program
- Use the Interactive Process to navigate even the most difficult requests for accommodation
- Understand the interaction between medical restrictions, essential functions, and reasonable accommodation
- Document your reasonable accommodation process so you can confidently respond to an EEOC investigation

**Quick Registration**

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- FAX page(s) to (323) 724-2327

Company \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Attendees: \_\_\_\_\_

Bill Company     Credit Card # \_\_\_\_\_

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**The Doubters**

Every organization has a few naysayers—people who object to everything new and love to pick apart every idea. Some naysayers can serve a useful purpose, however, pointing out potential obstacles and otherwise preventing teams from rushing forward recklessly. How can you turn their negativity into a positive force? Follow this guidance:

- **Consider the source.** Is your roadblock an otherwise good worker? In most cases, solid employees who continually advise caution believe they're acting in the best interest of the organization. Approach them delicately. Try to find a way to encourage them to speak openly without raining on everyone else's parade.
- **Put naysayers to work.** If some workers seem to have a knack for finding the flaw in any plan, make that their official role. Ask them to keep quiet during brainstorming sessions, then assign them to analyze the various proposals with a skeptical eye, assessing both strengths and weaknesses and coming back with appropriate recommendations.
- **Ask for alternatives.** Another option is to make a rule: Anyone who shoots down an idea must be prepared to suggest something else. Most people can poke holes in an existing idea more readily than they can come up with a better one. By issuing this challenge, you'll prevent negative individuals from acting as spoilers who don't offer anything constructive to the discussion.
- **Insist on an explanation.** Don't allow workers to brush off an idea unless they can give substantive reasons why they believe it won't work. This requires people to think through their objections before they needlessly dampen everyone else's enthusiasm.

**Get It Out of the Way**

Your to-do list probably has at least one or two items you really don't want to do. Instead of shoving them to the bottom, where they won't get done promptly, try this tactic: At the end of every day when you plan your list for tomorrow, pick one unwanted task and put it at the top. Do it right away in the morning, first thing. Once it's out of the way, you'll feel a sense of accomplishment and relief that will help you get started on the rest of your priorities.

**Earn Their Trust**

Trust is essential to a strong relationship between managers and employees. The key to trust is communication. Employees will follow a leader who follows these basic guidelines:

- Be out in front with information when times are tough.
- Be clear and transparent when you speak and write.
- Tell the truth, even when it's complicated or unpopular.
- Talk to employees about your business and organization, and listen to what they have to say.

**Ask The PIA Technical Experts**

What is meant by the word "dryback"? Dryback is when a printed image loses solid ink density as the ink dries. Wet ink will lie flat on the surface of the paper; but as it dries it conforms to the surface of the paper. As it conforms to the surface of the paper, it loses gloss, which lowers the density.

See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).



**APRIL**  
Buying Power  
of the Month

**WE CAN HELP YOU GET YOUR MONEY!**

*Any placements made during the month of April will be a flat in-house rate of 20%!*

Then starting May 1, 2016, the following rates will apply:

- 25% of the first \$3,000 collected, 20% of the remaining balance on claims less than 365 days from last sale.
- 50% on second placements and claims over a year from last sale
- 33% on international claims
- 25% on legal claims
- 35% on litigated claims—a non-contingent suit fee may be required
- Large claims (\$100k and over) can be negotiated on a claim by claim basis

Submit your claim at:  
[www.agaltd.com/clients/piasc](http://www.agaltd.com/clients/piasc) or contact  
Rosemary De Medici at (631) 719-8089.



**Printing Industries Association of Southern California**

Affiliated with Printing Industries of America, Inc.



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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>

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<http://www.chooseprint.org>

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<b>Association</b>	<b>(323) 724-2327</b>
<b>Insurance Agency</b>	<b>(323) 500-0614</b>
<b>Credit Union</b>	<b>(323) 722-8927</b>
<b>Benefit Trust</b>	<b>(323) 500-0614</b>



