



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 18, 2016

**The Winners Are...** Graphics Night 2016 was a smash! Over 300 people applauded as Candy Waldron accepted the posthumous Executive of the Year Award for her husband, Doug Waldron, and the winners of the Print Excellence competition were recognized (listed below). The Best of Category winners will go on to the national Benny Awards whose winners will be announced in Orlando, FL on September 25<sup>th</sup>. **BEST OF SHOW WINNER: Primary Color Systems Corp.** They also won: Best of Division, 9 Best of Categories, 4 Awards of Excellence, and 2 Certificates of Merit.

Adcraft Products Co., Inc. 2 Best of Categories 5 Awards of Excellence 7 Certificates of Merit	Dual Graphics Best of Division 14 Best of Categories 8 Awards of Excellence 4 Certificates of Merit	Minuteman Press Burbank 1 Best of Category 1 Award of Excellence
Automation Printing Co. 1 Best of Category 1 Award of Excellence	Impress Communications, Inc. 2 Best of Categories 1 Award of Excellence	Orange County Printing Co. 2 Best of Categories 5 Awards of Excellence 4 Certificates of Merit
BurdgeCooper 3 Best of Categories 1 Award of Excellence	Inventive Label, Inc. 1 Best of Category 1 Award of Excellence 1 Certificate of Merit	Pacific Rim Printers & Mailers 1 Certificate of Merit
Chromatic Inc., Lithographers 1 Best of Category 3 Awards of Excellence 1 Certificate of Merit	L.A. Envelope Co. 1 Best of Category 2 Awards of Excellence	PJ Printers 3 Best of Categories 1 Award of Excellence
Church of Scientology Best of Division 3 Best of Categories 1 Award of Excellence	Label Impressions, Inc. 1 Best of Category	Primary Color Systems Corp. Best of Show Best of Division 9 Best of Categories 4 Awards of Excellence 2 Certificates of Merit
Classic Litho & Design 1 Best of Category 1 Award of Excellence 2 Certificates of Merit	The Label Shoppe 1 Best of Category 2 Awards of Excellence 3 Certificates of Merit	Scodix, Inc. Best of Division 1 Best of Category
Clear Image Printing 8 Best of Categories 13 Awards of Excellence 1 Certificate of Merit	Labeltronix LLC 2 Best of Categories 2 Award of Excellence 1 Certificate of Merit	So. California Graphics Co. 2 Best of Categories 1 Award of Excellence 3 Certificates of Merit
Color FX, Inc. 4 Best of Categories 1 Award of Excellence 1 Certificate of Merit	Lester Lithograph, Inc. 1 Best of Category 3 Awards of Excellence 3 Certificates of Merit	Southwest Printing Co. 1 Best of Category 2 Awards of Excellence
Colorcom, Inc. 2 Awards of Excellence	Lithographix, Inc. Best of Division 3 Best of Categories 3 Awards of Excellence	Stoughton Printing Co. 4 Best of Categories 3 Awards of Excellence 4 Certificates of Merit
Creel Printing 3 Best of Categories 8 Awards of Excellence 3 Certificates of Merit	Lone Star Press, LLC 1 Best of Category 2 Awards of Excellence	Thoro Packaging 1 Best of Category 1 Award of Excellence
Crown Printers 2 Best of Categories 4 Awards of Excellence 2 Certificates of Merit	Main Graphics 1 Best of Category 2 Awards of Excellence	Trend Offset Printing 1 Best of Category 4 Awards of Excellence 3 Certificates of Merit
Design Printing Best of Division 9 Best of Categories 5 Awards of Excellence 5 Certificates of Merit	Maskell Graphics, Inc. 3 Best of Categories 1 Award of Excellence 2 Certificate of Merit	Typecraft, Inc. Judges' Award 4 Best of Categories 1 Award of Excellence



Congratulations to Primary Color Systems Corp. for their Best of Show win. Pictured L to R: Damien Bradley, Spicers Paper (award sponsor), Jim Joyce, Dual Graphics, PIASC Chair, Rod Schaar, Kelly Paper (award sponsor), Ed Phillips, Primary Color Systems Corp.

## Which Would You Prefer?

Picture client A who knows exactly what they want, whose files are perfect and provides two week lead time on a two day job. Then picture client B who never can decide what the job looks like, whose files won't run without a lot of help and who wants a two day job by 5:00 PM on the same day. We know that A will be easy to work with and will be loved by the CSRs and everyone in the shop. We also know that B will be a challenge for everyone in the firm. But what about the bottom line? Client A can do business with anyone and get what they want—in a competitive market they may not even have to pay for the paper if they shop a little. Client B needs his sow's ear turned into a silk purse, but not everyone wants to go to that much trouble or are even able to do it. If we can and will, we've just eliminated the competition and positioned ourselves as the indispensable sole source—price may still be talked about but it's no longer the main issue, it's getting the job done that counts.

## They Need Print!

For decades, California's June 7th Presidential Primary has been a yawn as the race is usually over before we get there. However, this year the Republican primary is shaping up to be a titanic struggle for California's 172 delegates. This should be a great print opportunity as the players need every possible voter. While the Democratic primary is not likely to be as big, Bernie Sanders will be big on the coast, generating print as well. Our advice to all is: Choose Print!

## Thought for the Week

*Those who drink to drown their sorrows should be told that sorrows know how to swim*

<b>Upcoming National Events Calendar 2016-17</b>	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
	<b>2017</b>					
4/23-4/26	Continuous Improvement Conference	Pittsburgh, PA	Jim Workman	412-2591782	jworkman@printing.org	

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

**PIASC May-July 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 AND GERRY</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></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>May</b> <b>3</b></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>PAPER</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p><small>Cost before 4/26: \$30 members \$40 non-members \$20 Students/Designers</small></p> <hr/> <p><b>Location:</b> <small>Andrei's Conscious Cuisine Events Center 2607 Main St., Irvine, CA</small></p>	<p><b>18TH ANNUAL PAPER AND SUBSTRATE SHOW</b> Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p>Get your tickets now for this soon to be sold out event. It's our 18th Annual Paper &amp; Substrate Show. Rock out to tunes, and roll on in to check out the latest paper &amp; 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.</p> <p>Interested in being an exhibitor? Contact Kristy Villanueva, (323) 728-9500 Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a>.</p>
<p><b>May</b> <b>10</b></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>ADA</b></p> <hr/> <p><b>10:30 a.m.</b></p> <p>Cost: <small>\$15/member \$99/non-member</small></p> <hr/> <p><b>Location:</b> <small>on your computer</small></p>	<p><b>REASONABLE ACCOMMODATION AND ADA WEBINAR</b> <i>Speaker: Kristine Kwong, Partner, Musick, Peeler &amp; Garrett LLC</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b></p> <p>At this webinar you will:</p> <ul style="list-style-type: none"> <li>• Understand the rules of ADA Title I as they relate to job accommodation</li> <li>• Simplify the structure and flow of your reasonable accommodation program</li> <li>• Use the Interactive Process to navigate even the most difficult requests for accommodation</li> <li>• Understand the interaction between medical restrictions, essential functions, and reasonable accommodation</li> <li>• Document your reasonable accommodation process so you can confidently respond to an EEOC investigation</li> </ul>

**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>

<p style="font-size: 24pt; font-weight: bold;">June</p> <p style="font-size: 48pt; font-weight: bold;">4</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="font-size: 8pt;">Check here to REGISTER</p>	<p style="font-size: 8pt; text-align: center;">Event Number</p> <p style="text-align: center;"><b>E2SC</b></p> <hr/> <p style="font-weight: bold;">8am-4:30p.m.</p> <p style="font-size: 8pt;">Cost:</p> <p style="font-size: 8pt;">\$90/member, \$40 add'l same co. \$140/non-member</p> <hr/> <p style="font-size: 8pt;"><b>Location:</b></p> <p style="font-size: 8pt;">Fullerton College Printing Department Building 900 321 E Chapman Ave. Fullerton, CA 92832</p>	<p style="font-weight: bold;">ESSENTIALS TO SUCCESS CONFERENCE</p> <p style="font-size: 8pt;"><i>Evolving Your Current Print Customer</i></p> <p>Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b></p> <p>A One-Day Conference that will teach you how to get your current customers to grow with you!</p> <p><b>Who Should Attend:</b> Print communications business owners and managers with 25 or less employees.</p> <ul style="list-style-type: none"> <li>Find out where we are as an industry in California</li> <li>Gain tools to engage with your customers regularly</li> <li>Get your current customers to buy more print</li> <li>Learn organizing tools from a fellow printer!</li> <li>And much more.</li> </ul>
<p style="font-size: 24pt; font-weight: bold;">June</p> <p style="font-size: 48pt; font-weight: bold;">7</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="font-size: 8pt;">Check here to REGISTER</p>	<p style="font-size: 8pt; text-align: center;">Event Number</p> <p style="text-align: center;"><b>CRR</b></p> <hr/> <p style="font-weight: bold;">8-9:00 a.m.</p> <p style="font-size: 8pt;">Cost: <b>FREE!</b></p> <hr/> <p style="font-size: 8pt;"><b>Location:</b></p> <p style="font-size: 8pt;">on your computer</p>	<p style="font-weight: bold;">CONFLICT RECOGNITION AND RESOLUTION WEBINAR</p> <p style="font-size: 8pt;"><i>FREE Webinar from New Horizons Computer Learning Centers</i></p> <p>Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p>Knowing how to recognize, understand and intervene effectively in conflict situations with peers, clients, managers, staff and others is a critical career-enhancing and career-saving skill.</p> <p>The webinar, based on information contained in the ITMLP Certification Boot Camp, outlines the causes of workplace conflict, specific areas of contention for IT professionals and ways to help you effectively deal with these difficult situations.</p> <p>Visit <a href="http://www.piasc.org/webinars.html">www.piasc.org/webinars.html</a> for full listing of this and other FREE webinars from New Horizons.</p>
<p style="font-size: 24pt; font-weight: bold;">July</p> <p style="font-size: 48pt; font-weight: bold;">2</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="font-size: 8pt;">Check here to REGISTER</p>	<p style="font-size: 8pt; text-align: center;">Event Number</p> <p style="text-align: center;"><b>IPMIDC</b></p> <hr/> <p style="font-weight: bold;">10 a.m.-4 p.m.</p> <p style="font-size: 8pt;">Cost:</p> <p style="font-size: 8pt;">\$15 / person group rate of \$50 (up to 4 people)</p> <p style="font-size: 8pt;"><b>Museum Members</b> \$12 per person group rate of \$40 (up to 4 people)</p> <hr/> <p style="font-size: 8pt;"><b>Location:</b></p> <p style="font-size: 8pt;">Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p>	<p style="font-weight: bold;">INTERNATIONAL PRINTING MUSEUM INDEPENDENCE DAY CELEBRATION</p> <p>Contact: <b>Mark Barbour, 310-515-7166 <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b></p> <p>Celebrate the 4th of July at the Printing Museum's annual Independence Day Celebration event with our Founding Fathers, otherwise known as The Confounding Brothers! Ben Franklin, John Adams, and Thomas Jefferson will give a humorous and thought provoking account of the creation of The Declaration of Independence and how our nation came to be.</p> <p>The day's festivities include special working tours of the Printing Museum collections, including the opportunity to print your own Declaration on Franklin's colonial press. Bring a blank t-shirt and help screen print it with a patriotic image.</p> <p>Your admission includes a lunch of Freedom Dogs and American Apple Pie in Madame Brillion's French Garden de Liberte. Activities for the whole family are throughout the day in the Museum galleries.</p> <p>In the Museum's Heritage theater there will be the entertaining show "The Confounding Brothers" written and performed by our own Phil Soinski (aka B. Franklin). Franklin, Jefferson, and Adams lightheartedly examine the events leading up to this day of Independence. With limited seating, the show requires advanced reservations. Plan for a 2-3 hour total visit both before and after your show. The show is suitable for ages 10 and up.</p>

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

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

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

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

**Bring Your People Up To Speed**

The Printing Industries of America iLearning Center [www.printing.org/ilearning](http://www.printing.org/ilearning) has more than 33 courses available in print fundamentals, pre-press, color management, customer service, sales and marketing including an online version of the popular workshop, *Orientation to the Graphic Arts*, and six new courses by world renowned industry professional, Taz Tally. New courses are being added continually and will be accessible to subscribers at no extra charge. Normally \$295 per individual, the new group purchasing rates allow for significant cost savings to the employer. PIA member companies can receive a reduced rate of \$195 per seat when purchasing five or more subscriptions and \$175 per seat for 15 or more subscriptions. Non-members may also take advantage of the program at \$260 per seat with a 5-seat minimum and \$235 per seat with a 15-seat minimum. For more information about the Group Purchasing Initiative or the iLearning Center, please contact Julie Shaffer at [jshaffer@printing.org](mailto:jshaffer@printing.org).

**"It's The Way We Do It"**

Following a set of "best practices," even those you've developed on your own, can backfire if you're too rigid about them. Beware of these dangers:

- **Tunnel vision.** Blindly following guidelines and mission statements can impede your flexibility and willingness to adapt to changing situations.

- **Overconfidence.** Relying on fixed benchmarks can cause people to ignore potential problems.
- **Lack of experimentation.** You may stop trying new things. Shake things up a bit. One strategy: Give people objectives that seem to conflict with each other—like cutting costs and boosting quality at the same time. The apparent contradiction can spur new thinking and creative ideas.

**Mailing Raffle Tickets**

Churches and other charities commonly use raffles as fund raisers. If your client is thinking about doing this, they should bear in mind that it's illegal to mail "lottery" tickets. There are exemptions for this but they do not apply to charities. The solution is either not to mail the tickets or to print upon them a statement that a contribution is not required in order to win which takes them out of the definition of a lottery ticket.

**Serious Phishing**

Last year saw an outbreak of phishing scams that used fake emails that looked like they came from a top executive of a firm to the accounting people asking them to send a wire transfer to a foreign bank. The latest version of this is the email from a top executive to the HR people asking that W-2 info on employees be sent to a website. The scammers then sell this information to criminals who apply for tax refunds, steal identities, etc. These types of emails are extremely realistic and carefully drafted to look real—so check before you act.

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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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:**

<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>



