



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 2, 2016

## Change Is Us

The explosion of Uber and the like has moved “disruption” into our vocabulary. For us printer types, disruption is old hat. In the 15th century, Gutenberg came along with moveable type and the monastic scribes were done. In the 19th century, the cylinder press and the linotype machine changed everything again. In the 20th century it was offset and now in the 21st it’s digital. We worried that first radio and then television would destroy the demand for printed advertising, but it didn’t happen. Then along came the internet and we were really worried that print would be yesterday’s lunch—but the ability of print to capture attention won out. What did happen over the centuries (and it’s much faster now) is that we saw new ways to produce print faster and cheaper; new ways to make it more effective; new ways to meet our client’s objectives. Not every firm survived the changes, but some did and grew. They were (and are) being joined by new firms who are just getting a fresh start. We’re still the pre-eminent small business industry, the place where the boss and the folks in the shop know each other, where the clients are real people that we care about and not numbers on a spreadsheet. We are confident that a long run is still ahead of us—the winning projects at Graphics Night are proof of that.

## Mandated Benefits

On the heels of the \$15 minimum wage we now have expanded family leave. Not to be left behind, the Los Angeles City Council is considering a measure to expand paid sick leave beyond three days. Unfortunately, the inevitable result of these actions will be to create an underclass who can never find a regular job. The higher level of mandated wages and benefits will always lead to lower levels of available positions. This is easily seen in countries like France with large numbers of permanently unemployed, usually younger or poorly educated.

## Ink Jet Opportunity

The hot ticket at drupa and elsewhere is high speed, larger format ink jet presses. These present marketing opportunities in transactional printing (invoices, statements, etc.). This is an arena where clients have been focused on internet only solutions—you save the planet, we save the postage. In doing so, they’re missing a priceless marketing opportunity as a trove of client



Graphic Arts students and winners of the 2016 packaging, comic book, bookmark, and Skills USA competitions will be celebrating their victories at the RAISE Foundation's Awards Banquet on May 12, 2016, starting at 5:30 p.m. at Tamayo Restaurant. Members are invited to attend this recognition to our future workforce. Contact Rose Dorado at Ext. 231 (email: [rosed@piasc.org](mailto:rosed@piasc.org)) to make your reservations. Pictured above, 2015 SkillsUSA winners.

data is right at hand when transactional documents are prepared. A little creativity could produce client specific illustrations of how another product or service could help the client. Production ink jet is perfect for this. When the offer is keyed to an incentive, it’s easy to measure the effectiveness of the campaign.

## Nevada Minimum Wage

The Nevada Labor Commissioner has determined that effective July 1, 2016, the minimum wage in Nevada will remain unchanged at \$7.25/hour (\$8.25/hour for employees not receiving health benefits). This is another example of why businesses leave California.

## Think Before You Mentor

An employee comes to you for coaching or advice because you have a good reputation as a mentor. You should be eager to help, but don’t rush into offering advice, especially if you don’t know the person well. Take time to talk with the employee before you strategize. Ask about their background, work history, goals, strengths, and weaknesses. Your past mentoring successes probably came from knowing who people were, as well as what they wanted, so take the time to lay a solid foundation before moving forward.

## Thought for the Week

*Always remember you're unique, just like everyone else.*

<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 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, 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>May 3</b></p> <p><input type="checkbox"/></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, kristy@piasc.org</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 10</b></p> <p><input type="checkbox"/></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, emilyholguin@piasc.org</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.

<p><b>Save the Date for these upcoming events</b></p>	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><b>May</b> <b>12</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> <b>TOPTEN</b></p> <hr/> <p><b>11:00 a.m.</b></p> <p><b>Cost: FREE!</b> to PIASC members \$99/non-member</p> <hr/> <p><b>Location:</b> on your computer</p>	<p><b>WEBINAR: TOP TEN CAL/OSHA CITATIONS AND HOW TO AVOID THEM</b> <i>Speaker: Gerry Bonetto, PIASC VP Government Affairs</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b></p> <p>Cal/OSHA has updated their statistics of violations and inspections by industry code from October 2013 through September 2014, which relies on the latest data available.</p> <p>For more information and a chart of the top ten citations, visit <a href="http://piasc.org/fyiwebinars">piasc.org/fyiwebinars</a>.</p>
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<p><b>June</b> <b>7</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> <b>CRR</b></p> <hr/> <p><b>8-9:00 a.m.</b></p> <p><b>Cost: FREE!</b></p> <hr/> <p><b>Location:</b> on your computer</p>	<p><b>CONFLICT RECOGNITION AND RESOLUTION WEBINAR</b> <i>FREE Webinar from New Horizons Computer Learning Centers</i> 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>
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<p><b>June</b> <b>8</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> <b>CRR</b></p> <hr/> <p><b>8 a.m.-1 p.m.</b></p> <p><b>Cost: \$60/ member</b> \$90/non-member</p> <hr/> <p><b>Location:</b> PIASC Training Room 5800 S. Eastern Ave. #400 Los Angeles, CA 90040 Inside B of A Building</p>	<p><b>CERTIFIED FIRST AID AND CPR TRAINING</b> <i>Includes Bloodborne Pathogen Training!</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b></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>
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Attendees: \_\_\_\_\_

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**Before You Respond**

For all the talk about the importance of feedback, one might assume that it's always welcome. But "telling it like it is" without considering the impact of your comments can be hurtful and counterproductive. Before you give employees feedback, stop to think through the following questions:

- **Is what you're about to say performance-based?** Stick to the professional problem at hand. If the project is late, discuss the missed deadline and its ramifications. Don't launch into a five-minute tirade about how you think the guilty party spends too much time chatting and taking cigarette breaks.
- **Does it matter?** Are you critiquing an aspect of this person's job performance, or just pointing out some perceived character flaw? If it's the latter, keep it to yourself.
- **Do you have the facts?** Don't give feedback until you are confident you have a full understanding of the situation. Do not rely upon third-hand information.
- **Are you living in the past?** Don't keep looking for new reasons to bring up old gripes. Focus on current issues and leave the past alone.

**Hire The Best**

You don't want to hire just anyone for your organization. You're looking for the best. Technical skills only go so far, though. Locate exceptional employees by

targeting these traits:

- **Delayed gratification.** Good employees are patient and willing to work hard regardless of whether they're instantly rewarded. They just want to do the best job they can.
- **Tolerating conflict.** They don't seek out fights, but they don't run away from them either. They're able to stand their ground firmly but politely when they run into obstacles.
- **Focus.** Top performers can stay focused on priorities. They don't let themselves get distracted or pulled off course when they've got something important to work on.
- **Courage.** Look for people who aren't afraid to take chances. You don't want someone reckless, but you do want an employee who can evaluate opportunities and take reasonable risks to achieve something successful.
- **Humility.** Exceptional employees know their strengths but keep their egos in check. They don't always have to be in charge or seek the spotlight. They're confident, but willing to step back and let others take the lead.
- **Accountability.** Top employees are willing to take responsibility. They don't make excuses, they welcome feedback, and they're always looking for ways to improve.

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



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