



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 9, 2016

Brag About It

Thirty-six firms won awards at the recent Print Excellence Awards at Graphics Night 2016. We have seen press releases from a number of them letting their clients and prospects know what they won. That's exactly the purpose of these awards—they celebrate great printing and in so doing, celebrate great printers and great clients. It's a fabulous opportunity to cement a relationship with a winning client. Consider giving the client a duplicate of your award and make them heroes, too. Call Kristy Villanueva at Ext. 215 (email: kristy@piasc.org) to order them today.

Governmental Pile On

Not to be undone by the folks in Washington and Sacramento, the Los Angeles City Council is working on a provision requiring six days paid sick leave for businesses within the city. Unfortunately for those outside the city, we're confident that other local governments will not be far behind in the rush to give away other people's money.

With Regret

It is with deep regret that we have to inform members that Debbie Sigafus of E.P.I. Research passed away on April 2, 2016. After more than 30 years of providing printers with environmental consulting services such as press permitting, recordkeeping, and annual emission inventories, E.P.I. Research will be closing its doors. The family also informed us that most of E.P.I.'s records have either been destroyed or are inaccessible. We recommend that E.P.I. Research customers contact Steve Brooks at Safety Net Inc., (877) 354-5434, who has over 20 years experience in helping printers with their safety and environmental compliance needs. Just tell Steve you're a PIASC member and you'll receive a 10 percent discount on all Safety Net Inc. services. Debbie will be greatly missed by her family, friends, and client who knew her and respected her knowledge and integrity.

We Got A Check But...

A number of printers have been hit by scammers wanting to buy a direct mail project which is to be mailed in the United States. The scammer does pay for the printing, but then gives the printer a check for the postage just before the mailing occurs. The printer then discovers that the check is drawn on a Canadian bank and therefore

Breakfast with Bob and Gerry



See page 2 for dates!

HOW DOES PRINTING FIT IN THE ECONOMY OF CALIFORNIA?

If you want to get attention, you have to use print or your story will be eaten by a spam filter. But how big is print and what is its role in the economy of California? Gerry Bonetto, PIASC VP of Government Affairs will give us the answers.

will not receive immediate credit. A week or two later, they discover that the Canadian account doesn't exist, but the job is already in the mail and the printer is holding the bag for the postage. Dealing with people you only have met over the internet is always tricky. It's a good rule not to drop a mailing until you have a check drawn on a major US bank. Further, if you have any uncertainty about the financial standing of the client—go to the drawee bank and ask to trade it for a cashier's check. If they won't do it, it's a sure sign that you'll be in trouble for the postage money. Remember that not getting paid for the postage is worse than not getting paid for the printing as postage is 100% out-of-pocket while the out-of-pocket cost of the printing is usually about 60%.

What's Your Response?

You see that your pressman is running a job with serious quality problem—he says "it's the paper," "it's the ink," "it's the plates," or maybe just "I'm having bad day." Do you accept that or do you take immediate action? You talk to your sales rep whose sales are way off—he says "it's our prices," "we can't produce what they need," or maybe "I had a bad month, next month will be better." Do you accept that and hope for the best? The reality is that both the pressman and the sales rep have a skills deficiency. They both can do a better job with help and training. Because we know printing, we can work with the pressman but we think of sales as magic or luck, so we just hope. Selling is a learned skill just like running a press so systematic help will work. Consider our buying power partner, Leslie Groene at Groene Consulting. Call her at (657) 464-9199 (email: leslie@groeneconsulting.com).

Thought for the Week

The reason grandparents and grandchildren get along so well is that they have a common enemy.

Upcoming National Events Calendar 2016-17	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	
	2017						
	4/23-4/26	Continuous Improvement Conference	Pittsburgh, PA	Jim Workman	412-2591782	jworkman@printing.org	
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org		

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

PIASC May-July Activities

<p>May 10</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB AND GERRY Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>HOW DOES PRINTING FIT IN THE ECONOMY OF CALIFORNIA?</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> <p><input type="checkbox"/> May 10th - <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> May 11th - <i>Lenny's Deli • 2379 Westwood Boulevard (at Pico) • Los Angeles</i></p> <p><input type="checkbox"/> May 12th - <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p>May 10</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> ADA</p> <hr/> <p>10:30 a.m.</p> <p>Cost: \$15/member \$99/non-member</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>REASONABLE ACCOMMODATION AND ADA WEBINAR <i>Speaker: Kristine Kwong, Partner, Musick, Peeler & Garrett LLC</i> Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>At this webinar you will:</p> <ul style="list-style-type: none"> • 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
<p>May 12</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> TOPTEN</p> <hr/> <p>11:00 a.m.</p> <p>Cost: FREE! to PIASC members \$99/non-member</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>WEBINAR: TOP TEN CAL/OSHA CITATIONS AND HOW TO AVOID THEM <i>Speaker: Gerry Bonetto, PIASC VP Government Affairs</i> Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</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 piasc.org/fyiwebinars.</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.

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

June
7

Check here to REGISTER

Event Number
CRR

8-9:00 a.m.

Cost: FREE!

Location:
on your computer

CONFLICT RECOGNITION AND RESOLUTION WEBINAR
FREE Webinar from New Horizons Computer Learning Centers
Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

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.

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.

Visit www.piasc.org/webinars.html for full listing of this and other FREE webinars from New Horizons.

June
8

Check here to REGISTER

Event Number
CRR

8 a.m.-1 p.m.

**Cost: \$60/
member
\$90/non-member**

Location:
PIASC Training Room
5800 S. Eastern Ave, #400
Los Angeles, CA 90040
Inside B of A Building

CERTIFIED FIRST AID AND CPR TRAINING
Includes Bloodborne Pathogen Training!
Contact: **Emily Holguin, Ext. 262, emilyholguin@piasc.org**

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."

The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.

Visit www.piasc.org/CPR for full details!

July
2

Check here to REGISTER

Event Number
IPMIDC

10 a.m.-4 p.m.

Cost:
**\$15 / person
group rate of \$50
(up to 4 people)**

**Museum Members
\$12 per person
group rate of \$40
(up to 4 people)**

Location:
Int'l Printing Museum
315 W. Torrance Blvd.
Carson, CA 90745

INTERNATIONAL PRINTING MUSEUM INDEPENDENCE DAY CELEBRATION
Contact: **Mark Barbour, 310-515-7166 mail@printingmuseum.org**

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.

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.

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.

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.

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When The Word Isn't Good

When you implement a change that's going to create short-term headaches but long-term benefits, just telling employees what to do isn't enough. Try selling your team on it with a story. Follow these steps:

- **Describe the current situation.** You wouldn't be making any changes if everything was going perfectly. Show employees the problem you're trying to solve, using examples that affect them. For example, "We all know how frustrating our accounting system is. Just last week, we spent three days searching backup files because last quarter's records mysteriously disappeared."
- **Show employees a brighter tomorrow.** Describe the benefits the change will yield: "We are going to put an end to that with a new, more intuitive system that will save us time every day."
- **Invite everyone to join.** Express some empathy for their short-term pain, and then ask them to help minimize the bumps in the road to that brighter tomorrow: "I realize there will be some growing pains. But if we're all just a little more patient now, I think we will be much happier down the road."

Ask The PIA Technical Experts

How long will an ink resist fading? The light fastness of a litho ink depends on the pigments used; only the ink manufacturer can provide information about a particular

ink. Ultraviolet (UV) light causes the pigments to fade; the amount of UV light exposure will have a direct bearing on the amount of fading. Generally, synthetic pigments fade sooner than natural pigments in UV light. Ink manufacturers are reluctant to give specific time guarantees for light fastness as the amount of UV exposure can vary greatly from the location of the printed sample. We have heard of ink manufacturers using automotive pigments for the most demanding fade-resistant inks, but the larger pigment particle size limits the choices available for litho inks. Most manufacturers will not guarantee light fastness of litho inks over one year. We have a fadeometer in our lab that simulates exposure to UV light and can test ink samples for fading.

Put Their Name On It

Nothing conveys a sense of ownership like having your name on the office door. So if you want employees to feel like owners, give them a sign—literally. By presenting new employees with a personalized nameplate, you let them know they belong and suggest a level of permanence that business cards alone can't match. If workers don't have an office door to adorn, you can still provide nameplates that insert into cubicle walls, easelbacked plates employees can keep on their desks, or a list of employees and job titles at their entrance to their workspace.

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



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Printing Industries Association of Southern California

Affiliated with
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