



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 16, 2016

Independent Contractors

It's tempting to call a person who is doing work for you an "independent contractor." The motivation is the ability to save payroll taxes and Workers' Comp. The problem is that the definition of an independent contractor is tough to meet and the back taxes can be very expensive including substantial penalties and interest. Even worse, if the person is injured they can sue for damages and you will have no coverage from Workers' Comp. Even if the person agrees with their classification and you've given them a 1099 for their earnings, the penalties will apply if they are really an employee. In general, an independent contractor is someone with an actual trade or business providing a service to your firm for a particular project. The electrician who fixes your junction box is an example. The prepress person working at home on your jobs is not. It's always wiser to call everyone an employee unless their independent contractor status is perfectly clear. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org).

You Want To Help, But...

Workers come to you with all sorts of problems. If their troubles are personal rather than professional, though, tread carefully before you get out of your depth. Keep these points in mind:

- You are not a mental health professional. Do not try to diagnose an employee's problems yourself.
- Recommend that the employee seek help from your employee assistance program, a doctor, or a mental health professional.
- If the employee is threatening violence or suicide and fails to heed your advice about seeking professional help, contact human resources or a lawyer for guidance on how to proceed.

Tax Angle

A provision of the Internal Revenue Code enables outside sales reps to be classified as "statutory employees." This enables the sales rep to deduct unreimbursed sales expenses on Schedule C rather than Schedule A. The difference is that unreimbursed business expenses are reduced by 2% of adjusted gross income on Schedule A while they are deducted in full on Schedule C. For a sales rep earning \$100K with unreimbursed business expenses of at least \$2,000, this would be worth about \$600 in tax



Enthusiastic visitors enjoying the 18th Annual Paper and Substrate Show. See them all at <http://bit.ly/PaperShow>.

reduction. If the sales rep makes this election they must tell their employer who will report it on the rep's W-2. Withholding for payroll and income taxes remains the same.

Waste Water

Inspectors from the California Water Resources Board are out in force to see if there is contaminated waste water flowing from your premises. If you don't store anything outside, you should get an exemption certificate. If you do store things outside, they should be stored so that they are protected from rainwater. For help on this, call Gerry Bonetto at Ext. 248 (email: gerry@piasc.org).

Proofread Better

Proofreading your writing for errors can be dull and nerve-racking. Make it easier by removing the pressure to catch everything on one try. Read through the document several times, concentrating on a different aspect of writing on each pass:

- First, read to ensure your meaning is clear.
- Second, check for errors in grammar and spelling, and for missing or duplicated words.
- Third, focus on the accuracy and spelling of names, places, and technical terms.
- Finally, check for accurate numbers: phone numbers, dates, addresses, times, money, etc.

You'll catch more errors with less stress.

Thought for the Week

*Accept risk. Accept responsibility.
Put a lawyer out of business.*

Upcoming National Events Calendar 2016-17	6/7-6/8	Print's Voice 16	Washington, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
	7/10-7/13	Affiliate Summer Conference	Niagara on the Lake, Ontario Canada	Tim Suraud	314-962-6780	tim@pmastl.org
	9/25-9/28	Graph Expo 16/Premier Print Awards	Orlando's Orange County Convention Center	Mike Packard	412-259-1704	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	

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

PIASC May-August Activities

<p>July 5</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 Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>OK, WE SELL PRINTING, BUT THEN...</p> <p>We're all about ink on paper—that's our thing and we're really good at it. Actually, we're a lot better than we used to be and we're getting better and faster (and cheaper) all of the time. But what about all of the other possible business communications needs of our clients—</p> <ul style="list-style-type: none"> • How about print that we don't produce but they need? • How about mailing? • How about data manipulation for variable for personalization? • How about distribution of the client's products? • How about a store front for easy ordering? • How about web site development and hosting? <p>Many growing firms are doing these things now and discovering that they build sales and, better still, client loyalty. Join us at these breakfasts to learn how you can move forward.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <p><input type="checkbox"/> July 5th – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> July 6th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> July 7th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></p> <p><input type="checkbox"/> July 19th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> July 20th – <i>Lenny's Deli • 2379 Westwood Boulevard (at Pico) • Los Angeles</i></p> <p><input type="checkbox"/> July 21st – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p>June 7</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> CRR</p> <hr/> <p>8-9:00 a.m.</p> <p>Cost: FREE!</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>CONFLICT RECOGNITION AND RESOLUTION WEBINAR <i>FREE Webinar from New Horizons Computer Learning Centers</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</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. Visit www.piasc.org/webinars.html for full listing of this and other FREE webinars from New Horizons.</p>
<p>June 8</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> CRR</p> <hr/> <p>8 a.m.-1 p.m.</p> <p>Cost: \$60/ member \$90/non-member</p> <hr/> <p>Location: <small>PIASC Training Room 5800 S. Eastern Ave, #400 Los Angeles, CA 90040 Inside B of A Building</small></p>	<p>CERTIFIED FIRST AID AND CPR TRAINING <i>Includes Bloodborne Pathogen Training!</i> Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</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> <p>Visit www.piasc.org/CPR for full details!</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.

<p>Save the Date for these upcoming events</p>	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

July
2

Check here to REGISTER

Event Number
IPMDC

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.

NEW DATE!
July
23

Check here to REGISTER

Event Number
E2SC

8am-4:30p.m.

Cost:
\$90/member,
\$40 add'l same co.
\$140/non-member

Location:
Fullerton College
Printing Department
Building 900
321 E Chapman Ave.
Fullerton, CA 92832

ESSENTIALS TO SUCCESS CONFERENCE

Evolving Your Current Print Customer

Contact: **Emily Holguin, Ext. 262, emilyholguin@piasc.org**

A One-Day Conference that will teach you how to get your current customers to grow with you!

Who Should Attend: Print communications business owners and managers with 25 or less employees.

- Find out where we are as an industry in California
- Gain tools to engage with your customers regularly
- Get your current customers to buy more print
- Learn organizing tools from a fellow printer!
- And much more.

Aug.
4

Register at right

Event Number
CAC13

5:30 p.m.

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

Location:
See locations at right

COCKTAILS AND CONVERSATIONS

Contact: **Emily Holguin, Ext. 262, emilyholguin@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:

- Aug. 4th** - Bodega Wine Bar, 260 E. Colorado Blvd. #208, Pasadena, CA 91101
- Aug. 11th** - JT Schmid's Restaurant & Brewery, 2610 E Katella Ave., Anaheim, CA 92806

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.

Why Am I Getting A Raise?

Raises and other financial rewards are important to employee commitment and satisfaction, but you should explain them thoroughly in order to get the biggest bang for your buck. For example: Joe may think he's getting a raise for exceptional work, but if it's just a cost-of-living increase he'll mistakenly assume he's performing adequately even if he really isn't. Clarify the reasons behind every bonus and raise so employees know what you're telling them about their performance.

Keep Your Cool

The workplace can be a pressure cooker at times, but you can't afford to blow your stack when stress levels get too high. Employees depend on you to set the emotional tone for the office. To take the high road—regardless of the provocation—try these tips:

- **Insist on respectful treatment.** Once you demonstrate that you'll tolerate unacceptable behavior, you give people license to treat each other badly. Do not allow employees or managers to yell or curse, engage in verbal attacks, or exhibit other unprofessional behavior. Walk away from abusive individuals until they start to behave in a civilized manner. Routinely allowing employees to mistreat each other will ignite a fuse that's bound to detonate sooner or later.
- **Critique your performance in tense situations.** You may not be able to completely avoid workplace

conflicts, but you can try to view them as opportunities to grow. Once a conflict is over, review how you handled the situation. If possible, get input from a neutral witness to the event. Your objective is to remain above the fray, to handle conflicts with class. Don't berate yourself or others for any mistakes, but do make a mental note so you can avoid the same missteps next time.

- **Imagine you're being captured on film.** When you're tempted to go off half-cocked, take a breath, count to 10—and try to imagine that your next words and deeds will be captured on film. How would your bosses react if they saw your performance? The board of directors? The employees you're mentoring? Your family? Your minister? If you'd be embarrassed to have anyone else see or hear what you're about to do, don't do it.

Ask The PIA Technical Experts

In the paper manufacturing process, what is used to create paper brightness? Fillers such as calcium carbonate and titanium dioxide are added to paper to increase brightness. Optical brighteners or fluorescent dyes increase brightness considerably because they emit blue-violet visible light when activated by invisible UV light.

For Sale

Sign making equipment and materials due to shop closure. For a list and full info, call Dustin at (949) 439-9845 or email dustinhouse@gmail.com.

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



MAY
Buying Power
of the Month

GET 50% OFF A SUBSCRIPTION PLAN TO EXPERIAN'S BUSINESS CREDIT ADVANTAGE

MONITORING YOUR BUSINESS CREDIT SCORE IS GOOD BUSINESS

A good business credit score can help you grow your business. Together, PIASC and Experian make it easy for you to manage your Business credit report all year with unlimited access to your report and e-mail alerts.

Sign up for Business Advantage™ at:
www.SmartBusinessReports.com/MaySavings
or contact Mary Ann Strout at (800) 303-1640.



Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



Address:
5800 South Eastern Avenue, #400
P.O. Box 910936
Los Angeles, CA 90091-0936

Telephone Number: (323) 728-9500
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:

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



CHOOSE PRINT
RECYCLABLE. RENEWABLE. SUSTAINABLE.

