



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 23, 2016

## And the Winners Are...

RAISE Foundation celebrated graphic arts students that participated in this year's competitions sponsored and organized by PIASC's educational foundation, whose goal is to foster graphic arts careers in secondary and post-secondary schools. Students, parents, and teachers enjoyed an evening of celebration and expressed their gratitude to the printing industry for the opportunity to compete and win cash scholarships to continue their education.

This year's competition winners are:

### Best Comic Book (High School)

**First Place:** Ranzel Navarro, Ashley Soo Hoo, and Jillian Gamboa (El Camino Real Charter H.S.) - \$500

**Second Place:** Dutch Clark (South Pasadena H.S.) - \$250

**Third Place:** Brittany Ochoa (Pioneer H.S.) - \$100

### Best Packaging (High School)

**First Place:** Jillian Gamboa (El Camino Real Charter H.S.) - \$500

**Second Place:** Kyle Dang (El Camino Real Charter H.S.) - \$250

**Third Place:** Micha Reglos & Mico Reglos (Garfield H.S.) - \$100

### Best Packaging (College)

**First Place:** Manuela Villalobos (East L.A. Occupational Ctr) - \$500

**Second Place:** Jose Saavedra (Slawson Occupational Center) - \$250

**Third Place:** Roza Keshvari (Riverside City College) - \$100

### Best Bookmark (College)

**First Place:** Jose Saavedra (Slawson Occupational Center) - \$500

**Second Place:** Manuela Villalobos (East L.A. Occupational Ctr) - \$250

**Third Place:** Joe Huerta (Abram Friedman Occ. Center) - \$100

Winning medals for SkillsUSA were the following:

### **Abram Friedman Occupational Center**

Karina Tench Gold - Job Skills Demonstration (College)  
Bronze - Graphics Imaging: Sublimation (College)

### **Eagle Rock High School**

Edrene Montanez Gold - Graphics Imaging: Sublimation (College)  
Charlie Stein Gold - Graphics Imaging: Sublimation (H.S.)  
Mario Nunez Bronze - Screen Printing Technology (H.S.)

### **East Los Angeles Occupational Center**

Manuela Villalobos Gold - T-Shirt Design (College)

### **Garfield High School**

Anthony Viramontes Bronze - Graphic Imaging: Sublimation (H.S.)

### **Riverside City College**

Kristina LoVerso Gold - Graphic Communications (College)  
Emily Riddell Gold - Advertising Design (College)  
Roza Keshvari Silver - Advertising Design (College)  
Megan Moore Silver - Graphics Imaging: Sublimation (College)

### **Slawson Occupational Center**

Jose Saavedra Silver - Pin Design (College)

### **South Pasadena High School**

Michelle Han Gold - Screen Printing Technology (H.S.)

### **Woodrow Wilson High School**

Aldaire Mendez Silver - Graphics Imaging: Sublimation (H.S.)

Congratulations to all students participating! Please visit [www.piasc.org/raise](http://www.piasc.org/raise) for more information and photos.



Students from ELAOC, AFOC, Slawson Occ. Center, Riverside City College, Garfield H.S., So. Pasadena H.S. and Eagle Rock H.S. take time to pose for a photo at the State SkillsUSA competition.

## Marketing Lesson

A key take away from the Trump campaign is the importance of focusing on the pain points for the audience and promising to fix them. This is analogous to sitting down with the client and talking about what frustrates them, what business challenges they have. The critical part of this approach is that the focus is on them and, implicitly, their success and not the wonders of your new digital press. Of course, the challenge is to find a way of using the tools at your disposal to soothe the client's pain points, but at least, if they're on the table, we have an opportunity to propose a solution. In the electoral arena, you don't have to actually do something about the pain until after the election.

## The PIA Ratios

For almost one hundred years, the Printing Industries of America Ratio Study has been a key tool for our industry. In 2016, they have been completely rethought to make them more useful as a management tool and, better still, easier to complete. The new reports will permit dynamic comparisons between your firm and comparable firms in our industry. Get started today by going to [www.printing.org/ratios](http://www.printing.org/ratios). If you need help, call Bob Lindgren at Ext. 214 (email: [bob@piasc.org](mailto:bob@piasc.org)).

## Thought for the Week

*Warning: Dates in calendar are closer than they appear*

<b>Upcoming National Events Calendar 2016-17</b>	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
	<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 June-August Activities**

<p><b>July</b> <b>5</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>OK, WE SELL PRINTING, BUT THEN...</b></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"> <li>• How about print that we don't produce but they need?</li> <li>• How about mailing?</li> <li>• How about data manipulation for variable for personalization?</li> <li>• How about distribution of the client's products?</li> <li>• How about a store front for easy ordering?</li> <li>• How about web site development and hosting?</li> </ul> <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"/> <b>July 5th</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> <b>July 6th</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> <b>July 7th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></p> <p><input type="checkbox"/> <b>July 19th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> <b>July 20th</b> – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i></p> <p><input type="checkbox"/> <b>July 21st</b> – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p><b>June</b> <b>7</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>CCR</b></p> <hr/> <p><b>8-9:00 a.m.</b></p> <p>Cost: <b>FREE!</b></p> <hr/> <p><b>Location:</b> <small>on your computer</small></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, kristy@piasc.org</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. 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><b>June</b> <b>8</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>CPR</b></p> <hr/> <p><b>8 a.m.-1 p.m.</b></p> <p>Cost: <b>\$60/ member</b> <b>\$90/non-member</b></p> <hr/> <p><b>Location:</b> <small>PIASC Training Room 5800 S. Eastern Ave, #400 Los Angeles, CA 90040 Inside B of A Building</small></p>	<p><b>CERTIFIED FIRST AID AND CPR TRAINING</b> <i>Includes Bloodborne Pathogen Training!</i> Contact: <b>Emily Holguin, Ext. 262, emilyholguin@piasc.org</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> <p>Visit <a href="http://www.piasc.org/CPR">www.piasc.org/CPR</a> 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><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>

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](mailto: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.

July  
**23**

**NEW DATE!**  
  
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](mailto:emilyholguin@piasc.org)**

Plan to attend PIASC's Essentials to Success—a one-day conference that will give you the tools you need to not only retain your current customers but also nurture and help them grow with you.

**Who Should Attend:** Print communications business owners and managers with 25 or less employees. Topics covered will include the following:

- 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](mailto: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.

**Charging for Credit Card Payments**

Every firm sees the volume of credit card payments increasing fueled by the reality that the card issuers are a source of small business credit and the interest by buyers in getting the perks that they earn. From the printer's perspective, a credit card provides almost immediate payment and some protection against stopped/bounced checks. Of course, there is a merchant fee (which can be minimized through the use of the PIASC discount programs) which is partially offset by the speed of payment. Making an explicit charge for the use of a credit card may be a client irritant and it occasionally violates the law and issuer agreements. Since we can probably know (or guess) which client will use a credit card, simply building it into the quote is a better solution.

**Keep Your Cool**

Your employees may have great ideas, but their willingness to share and implement those ideas depends on their attitude toward you and your organization. Improvement takes time and effort, and employees can be so stressed—or cynical—that they're wary of taking on additional commitments. Try these ideas for encouraging them to step up:

- **Allow choices.** Most employees want some input into how they do their jobs. Start by asking them what they want to do differently. Listen to their ideas with an open mind, and try to let them implement their own improvements as much as possible.
- **Provide time.** Employees appreciate time apart from their regular

schedule to work on their ideas. Suggest they take notes on new ideas during the day or over the week. Then give them some daily or weekly time to polish, investigate, and communicate those ideas.

- **Supply resources.** To explore and implement usable ideas, employees need information, training, and funds. For example, they need more than basic access to the Internet. For sophisticated ideas, they may need training in finding the most relevant databases, and they often need funds to use those databases. They also might need publications, books, and opportunities to interact with their peers on-site, online, or at conferences.
- **Protect confidentiality.** From being able to joke at work, to feeling safe about speaking their minds, to not fearing retaliation for failing, employees need to be able to trust you before they'll freely share their ideas. Don't denigrate their suggestions in public, nor make fun of an unorthodox concept. Show you respect and appreciate their efforts even if you can't put one of their ideas to work.

**Ask The PIA Technical Experts**

A customer is complaining that our litho printed sheets are emitting an odor when run through a toner digital press. What is causing this? Odor issues are difficult to determine; however, residual solvents from ink could be flashed off with the high temperatures of fuser roller, or something in the paper/coating is reacting to the high heat. Run some unprinted paper through to determine if the odor is coming from the ink or paper. If it is coming from the ink, discuss this with your ink supplier. If it is coming from the paper, use a laser-compatible paper.

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



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