



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 12, 2017

We're Thinking of Buying...

It's natural to believe that we have to buy the latest and greatest if we are to grow or even to survive. It's also fun to brag about all of the great things the new machine/system/software can do better or faster or cheaper. The rub is that it costs money, frequently a lot of money. So the challenge is—are we going to get value for that money or would we be better off buying something else or nothing at all? The reality is that the value for money comes from saving money on the production of our existing work, enabling us to charge more for existing work because it's better or selling work that we couldn't sell before. Just by buying it we also get some tax benefits but they alone will not pay for it. Typically the folks selling us the new thing will help us identify the value that it will produce, but they, understandably, have a bias toward getting your signature on the order. Before you make a significant commitment, you need to be comfortable that the decision will not leave you further behind than before. If the necessary value is not there, the payments on the new thing still will be. Systematic thought on this is not difficult but it is essential. Call Bob Lindgren at Ext. 214 (email: bob@piasc.org) for help.

Credit Card Savings

PIASC has been partnered with CardConnect (formerly Marathon Solutions) for the last seven years. This credit-card processing solution offers members reduced processing fees, a dedicated support team, and access to a full suite of payment technology features. There have been recent changes, and we would like to introduce your dedicated support contacts at CardConnect: Emma Tally, PIASC's dedicated member consultant, will work with you to find a solution that meets the needs of your business. She can do a simple cost analysis to help you understand what and how you are being charged for accepting card payments, and offer member-only rates for you to compare. She will walk you through every step of the process, making the transition to CardConnect seamless. Brian Savoy II, Director of Association Development, will be working hand-in-hand with PIASC staff to ensure members continue to receive the resources they need to get the most out of this exclusive program. The Association's goal in offering this solution is to provide members with a valuable program that improves your profitability. For more information, please email CardConnect at signup@cardconnect.com or give them a call at (877) 948-9733, and ask for Emma Tally or Brian Savoy.



**THURSDAY
JUNE 22ND**

Technical Webinar Series:

The Power of Business Intelligence

Learn what a data warehouse is and how to construct one, how to read a simple dataflow diagram, how to setup and use Microsoft's Power BI and much more! See page 2 for details!

Need Compensation Info?

Have you recently read an article or had a discussion with a business associate regarding company policies and benefits? As you consider the need to modify or add a policy, you may think, "What is everyone else doing?" The information is not easy to gather, but PIASC can provide a solution. It's our annual Wage & Benefit Survey. Here are some interesting factoids from last year's survey:

- 88% of the firms surveyed in 2016 had written policy manuals.
- 74% of surveyed firms have a "drug free" policy, but only 57% conduct drug testing in any form. 27% of firms with less than 25 employees test for drugs, while 92% of firms with more than 150 employees test.
- In 2016, 9% of the surveyed firms did not provide paid health insurance to their employees compared to less than 3% in 2012.
- The average wage increase was 2.9% for firms providing increases. Over 70% of the firms surveyed provided a wage increase in 2016.
- Since 2012, the average plan costs (employee only) have risen slightly from \$430 to \$461 per month. Yet, companies offering \$1,000 deductible plans dropped from 33% in 2012 to 23% in 2016.

How can you access this type of information? The easiest way is to participate! Beginning in June, survey questionnaires will be sent to Association members. The cost to participate is ZERO and the survey results (published in the fall) are FREE to participating companies! If you did not participate in 2016 and would like to receive a copy of the survey, contact the Association office, and we'll be glad to provide a copy for only \$750. It's a \$1,500 value (non-member cost). Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for more information.

Thought for the Week

You cannot achieve the impossible without attempting the absurd.

**Upcoming
National
Events
Calendar
2017**

6/20-6/21	Print & Packaging Legislative Summit	Washington, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
6/23	Webinar: Lockout/Tagout Part 2	11:00AM, Members \$50 for both sessions	Gary Jones	412-259-1794	gjones@printing.org
7/14	Webinar: Personal Protective Equipment	11:00AM, Members \$25	Matthew Crownover	412-259-1792	mcrownover@printing.org
7/16-7/19	Affiliate Managers Summer Conf.	Vintners Inn, Santa Rosa, CA	Tad Parker	508-804-4114	tparker04@pine.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 June - July Activities

June
15



Check here to
REGISTER

Event Number

HRS

8 a.m.-3:15 p.m.

Cost: **FREE!**

Location:

Fullerton College
321 E. Chapman Avenue
Fullerton, CA 92832

THE HARPER ROADSHOW

Complimentary One Day Seminar

Contact: **Jazmin Siancas, (704) 588-3371, Ext 4292, jsiancas@harperimage.com**

Harper's 2017 Roadshow is heading to Southern California and we would like to invite you to attend. Experts from our Flexographic Industry will be speaking at Fullerton College in the College Center on June 15th. We hope that you can join us for this educational seminar!

Topics that will be covered:

- Manufacturing Technology
- Doctor Blade Selection Criteria in the Age of HD Flexo
- Bridge Sleeve & Plate Sleeve Technology
- Using Technology to Make Them Faster, Better and Cheaper
- Expanding The Gamut
- Mechanics & Advancements in LED Ink/Coating Technology
- Press side cleaners – Safe Options

Visit www.piasc.org/Harper-Road-Show for full details!

June
20
thru
21

Details and
registration at:
www.printpackagingsummit.com

Event Number

PPLS

2:00-5:00 p.m.

Cost: **\$395/
member
\$575/non-
member**

PRINT & PACKAGING LEGISLATIVE SUMMIT (CAPITOL HILL FLY-IN)

Formerly Print's Voice

Contact: **Lisbeth A. Lyons, (202) 627-6925, llyons@printing.org**

Print & Packaging Legislative Conference is Printing Industries of America's signature government affairs event that brings printers, suppliers and allied interests together for a powerful program of public policy and political education, issue advocacy, interaction with Members of Congress and networking events on Capitol Hill. Recommended attendees are Presidents/CEOs and other C-Suite executives of printing and graphic communications companies. Executives with responsibility for environmental/health and safety, human resources, legal, postal, tax, technology and/or sales are especially encouraged to attend.

Print & Packaging Legislative Conference is co-hosted by PIA, Association of International Corrugated Converters (AICC) and Fibre Box Association (FBA) and is held in conjunction with National Association of Manufacturers' (NAM) annual Manufacturing Summit. Attendees will attend both industry sessions hosted along with events attended a cross section of manufacturers. Capitol Hill Lobbying Visits: Request meetings at membercentral@printing.org by May 13th.

June
22



Check here to
REGISTER

Event Number

PBI

10:00 a.m.

Cost: **FREE /
member
\$25/ non-member**

Location:

on your computer

THE POWER OF BUSINESS INTELLIGENCE

Presenters: Brian Iinuma, Manish Bhardia and Eric Klauss

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

Business intelligence has become the new standard for business analysis and reporting. Every business needs tools to quickly understand how it profitable it is. Learn what a data warehouse is and how to construct one, how to read a simple dataflow diagram, how to use Microsoft Excel to generate reporting using pivot tables, and how to setup and use Microsoft's Power BI.

All businesses have key performance indicators (KPIs) that quickly show how it is performing. Business intelligence tools and methods can be used to calculate relevant KPIs and report them on a timely basis. This information will help executives and managers quickly make sound business decisions.

For more information and to sign up online visit: www.piasc.org/Business-Intelligence

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.

Other Industry Events	6/22/17	AAF-OC: 2 Farmtables & a Microphone	Sealegs at the Beach, Huntington Beach		www.aafoc.org
	6/22/17	AIGA-LA Awards	Millwick, Arts District, DTLA		www.losangeles.aiga.org
	7/1	Independence Day Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/15	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	8/12	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

<p>June 23</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p>Event Number CPR</p> <p>8 a.m.-1 p.m.</p> <p>Cost: \$60/ member \$90/non-member</p> <p>Location: PIASC Training Room 5800 S. Eastern Ave. #400 Los Angeles, CA 90040 Inside B of A Building</p>	<p>CERTIFIED FIRST AID AND CPR TRAINING <i>Includes Bloodborne Pathogen Training!</i></p> <p>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>
<p>June 23</p> <p><input type="checkbox"/> Register at right</p>	<p>Event Number LOTO</p> <p>11:00 a.m.</p> <p>Member Cost: \$25/ each part non-members: \$49</p> <p>Location: on your computer</p>	<p>PIA NATIONAL WEBINAR: LOCKOUT/TAGOUT PART 1</p> <p>Contact: Gary Jones, 412-259-1794, gjones@printing.org</p> <p>This is the first in a two-part webinar for a single price. Please register for both webinars after completing payment. The Lockout/Tagout standard known as "Control of Hazardous Energy" is one of the most important OSHA regulations designed to protect employees from serious injury. The regulation is vital, as it pertains to both safe equipment operation and the control of hazardous energy during maintenance activities.</p> <p>Learn more at: https://www.printing.org/events/webinars/lockouttagout-part-1</p> <p>Check the box(es) below to register:</p> <p><input type="checkbox"/> June 23rd - Part 2</p>
<p>July 1</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p>Event Number IPMIDC</p> <p>10 a.m.-4 p.m.</p> <p>Cost: \$15 / person group rate of \$50 (up to 4 people)</p> <p>Museum Members \$12 per person group rate of \$40 (up to 4 people)</p> <p>Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p>	<p>INTERNATIONAL PRINTING MUSEUM INDEPENDENCE DAY CELEBRATION</p> <p>Contact: Mark Barbour, 310-515-7166 mail@printingmuseum.org</p> <p>Celebrate our Country's Birthday at the Printing Museum's annual Independence Day Celebration event with our Founding Fathers aka <i>The Confounding Brothers</i>. Ben Franklin, John Adams, and Thomas Jefferson will give a humorous and thought provoking account of the creation of <i>The Declaration of Independence</i> 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 <i>Declaration</i> on Franklin's Colonial press. Take home lots of patriotic souvenirs printed on our authentic tabletop presses. Your admission includes a lunch of Freedom Dogs, American Apple Pie, and Colonial Punch in Madame Brillon's French Garden de Liberte, all while being serenaded by our 18th Century musicians The Colonial Roses. Activities for the whole family are throughout the day in the Museum galleries.</p> <p><i>Plan to show up at least an hour before showtime and to stay for 2-3 hours watching the show and doing activities. The show is suitable for all ages 10 and up.</i></p>

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Truth Works

Regardless of what's going viral, or what you feel pressured to produce by advisors or clients, ethical discourse matters. We all have to live in the world we shape with our narratives. Embody these attributes, and hold both internal and external communications teams—and yourself—to these standards:

1. Be honest. Authenticity is priceless. If your client hopes to do or be something, go ahead and say so, but be transparent about where they are in that pursuit. Don't inflate or misrepresent the situation just to spice up a story, advance a brand objective or win page views. A bent toward hyperbole is an affront to truth and can snowball into catastrophe. (Remember Theranos?) Conversely, feel free to tout real value and successes. Openly share vetted, verified data and hard-won experience. There's nothing wrong with staking a claim, so long as you back it up with facts.

2. Check your sources. Pause before you cite or share "found" content online. Do the links trace to valid data? Who are the sources? Where did referenced statistics or images come from? Assertions from shrieking radio hosts and Macedonian teenagers might be entertaining to some, but it's better to err on the side of Gartner or Gallup or Pew. We can no longer rely on the notion that if anything seems too weird to be true, it probably isn't. If you do come across something astonishing that the international press corps has somehow overlooked, check with Snopes before you share it.

3. Do your duty.

If you are a subject matter expert, please stand up. If you represent an expert, nudge them into the debate. Our world would be poorer if Carl Sagan never eviscerated pseudoscience, Marc Andreessen never suggested that software is eating the world, or Clayton Christensen never asked how to measure a life's work. We need real expertise and analysis. In the words of Louis Pasteur, "knowledge belongs to humanity and is the torch which illuminates the world." Do not cede the power of information to trolls and bots. Contribute genuine knowledge to the conversation, and you are contributing to the cause of truth.

Wanted

40 year old dynamic print company with 40" Offset, Indigo Digital, Canon Digital, Océ Digital and full bindery including perfect binding, saddle-stitching, UV Coating, Laminating, wire-o, die-cutting and embossing is looking to acquire small print company —digital and/or offset. call Keith George at (818) 335-1928. All information shared will be held in the strictest of confidence.

Looking to sell your business? We are looking to purchase any size shop, small instant shop or commercial. Call BJ at (818) 231-0380 or email: printing@printinghouse.net.

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

Good June 1st. - September 29th.
Sign up today!



First 10
enrollments will
receive special
discounts and
gifts!

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www.printaccess.com

Choose Print:
www.chooseprint.org

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Credit Union	(323) 722-8927
Benefit Trust	(323) 500-0614



