



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 27, 2016

And the Winners Are...

Congratulations to the 31 PIASC member firms that have been honored with 84 awards in the 2016 PIA Premier Print Awards. Once again, Colornet Press (*Los Angeles*) led with 13 awards, followed by Marina Graphic Center (*Hawthorne*) and Dual Graphics (*Brea*) with 9 awards each, and Primary Color Systems Corp. (*El Segundo*) with 8 awards. Our Benny winners include Continental Colorcraft (*Monterey Park*), Design Printing (*Los Angeles*), Dual Graphics (*Brea*), and Main Graphics (*Irvine*). The awards will be presented in Orlando on September 25th.

Automation Printing Co. (<i>Los Angeles</i>) 1 Award of Recognition	Lester Lithograph, Inc. (<i>Anaheim</i>) 1 Certificate of Merit
BurdgeCooper (<i>Los Angeles</i>) 2 Certificates of Merit	Lithographix, Inc. (<i>Hawthorne</i>) 1 Certificate of Merit
Church of Scientology, Int'l (<i>Commerce</i>) 2 Certificates of Merit	Main Graphics (<i>Irvine</i>) 1 Benny
Classic Litho & Design (<i>Torrance</i>) 1 Certificate of Merit	Marina Graphic Center, Inc. (<i>Hawthorne</i>) 2 Awards of Recognition 7 Certificates of Merit
Clear Image Printing (<i>Glendale</i>) 2 Awards of Recognition 3 Certificate of Merit	Maskell Graphics, Inc. (<i>Burbank</i>) 1 Certificate of Merit
Color FX, Inc. (<i>Sun Valley</i>) 2 Awards of Recognition	Orange County Printing Company (<i>Irvine</i>) 1 Certificate of Merit
Colornet Press (<i>Los Angeles</i>) 4 Awards of Recognition 9 Certificates of Merit	PJ Printers (<i>Anaheim</i>) 1 Award of Recognition
Continental Colorcraft (<i>Monterey Park</i>) 1 Benny 2 Certificates of Merit	Primary Color Systems Corp. (<i>El Segundo</i>) 3 Awards of Recognition 5 Certificates of Merit
Creel Printing (<i>Las Vegas</i>) 1 Certificate of Merit	So. California Graphics Co. (<i>Culver City</i>) 1 Award of Recognition
Crown Printers (<i>San Bernardino</i>) 1 Certificate of Merit	Southwest Offset Printing Co., Inc. (<i>Gardena</i>) 1 Award of Recognition
Design Printing (<i>Los Angeles</i>) 1 Benny 2 Certificates of Merit	SRF Publications (<i>Los Angeles</i>) 1 Certificate of Merit
Dual Graphics (<i>Brea</i>) 1 Benny 3 Awards of Recognition 5 Certificates of Merit	Stoughton Printing Co. (<i>City of Industry</i>) 4 Awards of Recognition
Impress Communications, Inc. (<i>Chatsworth</i>) 1 Certificate of Merit	Sunshine FPC (<i>Montebello</i>) 1 Certificate of Merit
Label Impressions, Inc. (<i>Orange</i>) 2 Certificates of Merit	Thoro Packaging (<i>Corona</i>) 1 Certificate of Merit
LabeltronixLLC (<i>Anaheim</i>) 1 Award of Recognition	Trend Offset Printing (<i>Los Alamitos</i>) 1 Award of Recognition
	Typecraft, Inc. (<i>Pasadena</i>) 4 Certificates of Merit



CONGRATULATIONS

To all the PIASC members who won Bennys, Awards of Recognition, and Certificates of Merit in the 2016 Premier Print Awards

of history. The income statement shows sales, expenses and net income for the last month or year. The balance sheet shows what the firm owns (cash, receivables, equipment, etc.) and what it owes (payables, loans, etc.) and the difference between them—the net worth of the firm on the date of the statement. This is essential information, but it's historical. The challenge is that you do not have the ability to do last month over again. All of the decisions you can make are about the future—what are you going to do today, next month, next year? Thinking about these takes the form of “What If” questions. What if we buy that new digital press? What if we accept that new account at discounted pricing? What if we lay off some people and work more overtime? The answers to questions like these are different than the numbers in the financial statements because those try to capture all of the aspects of the firm. The answers to the What If? questions are only focused on those amounts that will change if we take the action. If we buy the digital press what payments are we committed to? What new sales revenue can we generate (net of paper, click charges, wages and commissions)? What can we save on existing work because its faster (avoidable wages)? Because they're narrowly focused on a particular action, the What Ifs are usually easy to answer because you only have to think about what will change. Of course, because we're talking about the future, we can't be really sure, but we can be far better than a hunch. If the decision is big enough, we can think about several probable outcomes—what if sales aren't as large as we predicted? What if we can't save any money on existing jobs?

What If?

Every firm has a financial statement if for no other reason that the IRS and the Franchise Tax Board want tax returns. These financial statements are statements

Thought for the Week

A great obstacle to happiness is expecting too much happiness.

Upcoming National Events Calendar 2016-17

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
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 July-August Activities

July
5

Register at right

Event Number-
BWB

7:30 a.m.
Cost: \$5

Location:
see locations at right

BREAKFAST WITH BOB

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

OK, WE SELL PRINTING, BUT THEN...

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—

- How about print that we don't produce but they need?
- How about mailing?
- How about data manipulation 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?

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.

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

- July 5th** – *Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730*
- July 6th** – *Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101*
- July 7th** – *Brent's Deli • 19565 Parthenia Street • Northridge 91324*
- July 19th** – *Mimi's Cafe • 17231 E. 17th St. • Tustin 92780*
- July 20th** – *Norm's • 11001 West Pico Boulevard • Los Angeles 90064*
- July 21st** – *West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807*



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 our Country's Birthday at the Printing Museum's annual Independence Day Celebration event with our Founding Fathers aka *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 days festivities include special working tour of the Printing Museum's collections, including the opportunity to print your own Declaration on Franklin's Colonial press. Take home lots of patriotic souvenirs you'll print on our authentic tabletop presses. Your admission ticket includes a lunch of Freedom Dogs, American Apple Pie, and Punch in Madame Brillon's French *Garden d'Liberte*, all while being serenaded by our 18th Century musicians *The Colonial Roses*. Activities for the whole family are throughout the day in the Museums galleries.

In the Museum's Heritage Theater there will be the entertaining show "*The Confounding Brothers*" written and performed by our own Phil Soinski. Franklin, Jefferson, and Adams lightheartedly examine the events leading up to this Day of Independence. Please note there is limited seating in the theater and reservations are recommended. Event runs from 10am-4pm with performances at 11am and 1pm. 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.

For more information visit printmuseum.org/independenceday

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	6/29	AIGA-OC July Field Trip	PacSun, Anaheim	www.orangecounty.aiga.org/events
	7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour www.printmuseum.org
	7/16	Book Arts Patch Day for Girls	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
	8/25	AIGA-OC August Field Tril	Blizzard Entertainment, Irvine	www.orangecounty.aiga.org/events
	9/13 – 9/15	LabelExpo Americas 2016	Rosemont, Illinois	www.labelexpo-americas.com
10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour www.printmuseum.org	

July
5

Check here to REGISTER

Event Number
7SBSSB

11:00 a.m.
Cost:
FREE!

Location:
on your computer

7 SECRETS TO BUILDING A SUCCESSFUL SMALL BUSINESS

Free Webinar Presented by BizLaunch

Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

Develop a clear business vision, strategize carefully and grow your business. At this webinar you'll learn how to develop a really effective growth strategy.

You'll learn:

- The importance of defining your vision.
- How to develop a growth strategy that includes:
- Your marketing and sales strategy
- Your financial strategy
- Your employee strategy
- Your technology strategy
- Your exit strategy

With the seven secrets learned at this webinar, you'll be ready to grow your business.

July
23

Check here to REGISTER

Event Number
E2SC

8am-3:00p.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, emily@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, emily@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.

Avoid This Scam

Government agencies are possible sources of printing work, but, of course buy on open bid and just on price. A simple google search, starting with the Government Printing Office for federal work will turn up state and local agencies with whom you can try to do business. However, beware of telemarketers offering to help you with this for \$1,500 or more—they simply can't do more than give a list of websites (which you can find yourself).

Another Fifty Cents

If your firm is in the city of Los Angeles and employs more than 25 persons, the Los Angeles City Council has decided that your minimum wage will become \$10.50/hour on July 1, 2016. Failing to do so will subject you to penalties and back pay. If you are smaller than that (25 employees or less) the California minimum of \$10.00/hour will continue to apply. Questions? Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org).

Better Than Google

It's useful if your correct name and address comes up on a Google search. It's far better if your firm's story comes up on PrintAccess, the electronic yellow pages for print and graphics. As a PIASC member, you're on PrintAccess without charge. Go to www.printaccess.org, type in your name in the search box and see what businesses can see about you. If it's just your name and address, it's a yawn. If it really showcases your capabilities and your

ability to bring value to clients, it's exciting. What it says about you is your job and you can change it every day from your own computer. To get started on making your entry really work for you, call Jairo Cuellar at Ext. 202 (email: jairo@piasc.org).

Ask The PIA Technical Experts

We would like our inks and aqueous coatings to dry faster. Would the new LED UV dryers help our IR dryers dry the ink and coating faster? The new UV LED dryers are a more efficient technology that replaces the traditional UV lamp technology. However, UV light will have no drying effect on conventional inks and coatings.

For Sale

2012 Fotoba Digitrim 64 Autoquaring Automatic Cutter \$9,480.00 OBO. Great for digital print finishing through it's laser optical eye cut mark sensing. Paper alignment is automatically set by cut marks places between multiple digital images, printed or exposed simultaneously on single pages or rolls of digital media. You only have to put cut marks around your images to perfectly trim them to size. Great time saving piece of equipment that anyone can run, easily does the work of three people hand cutting. Machine is \$9,480.00 OBO and is available to be delivered in Southern California including custom cut material holding rack and operator training. Photos available upon request. Call Lorin Young at (949) 870-3320.

2013 Epson Surecolor S30670 Printer EcoSolvent 64" wide format with new print head and capping station. Will deliver locally if needed. This was a replacement printer for us, so the kit that came with it will be included with the purchase. The unopened kit includes ONYX Gama Print Pro Epson Edition 10.2.0.8, the original unused print kit, ink cleaner, cleaning swabs, gloves, and manual. Machine is \$9980.00, OBO and is available to be delivered in Southern California. Call Lorin Young at (949) 870-3320.

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



JUNE
Buying Power
of the Month

ACT NOW DURING THIS GREAT PROMOTION!

Receive a free quote from us and get a \$25.00 voucher for ShopPrudentialUniforms.com.

SIGN UP FOR SERVICES AND RECEIVE YOUR FIRST WEEK OF SERVICE FREE!

Prudential is... THE RIGHT CHOICE

CAREER & CASUAL
RESTROOM PRODUCTS
FACILITY PRODUCTS
PROTECTIVE APPAREL

TOWEL SERVICE
MATS
MOPS & BUCKETS
DIRECT SALES

Call Ashley Carroll at (619) 787-1875 or email AshleyC@pos-clean.com to get started now!



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



