



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

July 3, 2017

## And the Winners Are...

Congratulations to the 35 PIASC member firms that have been honored with 100 awards in the 2017 PIA Premier Print Awards. For the third year running, Colornet Press (*Los Angeles*) led with 17 awards, followed once again by Marina Graphic Center (*Hawthorne*) and Dual Graphics (*Brea*) with 7 awards each. Our Benny winners include Color Incorporated (*Glendale*), Colornet Press (*Los Angeles*), Impress Communications, Inc. (*Chatsworth*), Main Graphics (*Irvine*), Scodix, Inc. (*Sacramento*), So. California Graphics Co. (*Culver City*), and Marina Graphic Center, Inc. (*Hawthorne*) who took not one but two Bennys. The awards will be presented in during Print 17 in Chicago on Sept. 10<sup>th</sup>.

Arcraft Labels (*Anaheim*)  
2 Awards of Recognition

Labeltronix, LLC (*Anaheim*)  
1 Certificate of Merit

Advantage Mailing (*Anaheim*)  
1 Certificate of Merit

Las Vegas Color Graphics (*Las Vegas*)  
1 Award of Recognition  
1 Certificate of Merit

The Castle Press (*Anaheim*)  
2 Awards of Recognition

Lithographix, Inc. (*Hawthorne*)  
3 Awards of Recognition  
2 Certificates of Merit

Chromatic Inc., Lithographers (*Glendale*)  
2 Awards of Recognition  
2 Certificates of Merit

Lone Star Press, LLC (*Sherman Oaks*)  
1 Certificate of Merit

Church of Scientology, Int. (*Commerce*)  
2 Certificates of Merit

Main Graphics (*Irvine*)  
1 Benny  
1 Award of Recognition

Color Incorporated (*Glendale*)  
1 Benny  
2 Certificates of Merit

Marina Graphic Center, Inc. (*Hawthorne*)  
2 Bennies  
1 Award of Recognition  
4 Certificates of Merit

Colorcom, Inc. (*Commerce*)  
1 Certificate of Merit

Maskell Graphics, Inc. (*Burbank*)  
1 Award of Recognition

Colornet Press (*Los Angeles*)  
1 Benny  
6 Awards of Recognition  
10 Certificates of Merit

Orange County Printing Company (*Irvine*)  
1 Certificate of Merit

Creel, LLC (*Las Vegas*)  
1 Award of Excellence

PJ Printers (*Anaheim*)  
2 Awards of Recognition

Crown Connect (*San Bernardino*)  
1 Certificate of Merit

Scodix, Inc. (*Sacramento*)  
1 Benny

D'Andrea Graphic Comm. (*Los Angeles*)  
1 Award of Recognition

So. California Graphics Co. (*Culver City*)  
1 Benny  
2 Awards of Recognition  
2 Certificates of Merit

Design Printing (*Los Angeles*)  
3 Certificates of Merit

Dual Graphics (*Brea*)  
1 Award of Recognition  
6 Certificates of Merit

Stoughton Printing Co. (*City of Industry*)  
2 Awards of Recognition  
2 Certificates of Merit

Graphic Visions, Inc. (*Burbank*)  
1 Award of Recognition

Thoro Packaging (*Corona*)  
1 Award of Recognition

Impress Communications, Inc. (*Chatsworth*)  
1 Benny

Trend Offset Printing (*Los Alamitos*)  
5 Certificates of Merit

International Printing Museum (*Torrance*)  
1 Certificate of Merit

Typecraft, Inc. (*Pasadena*)  
2 Certificates of Merit

Label Impressions, Inc. (*Orange*)  
3 Awards of Recognition  
2 Certificates of Merit

University Graphic Systems - Cal Poly (*Pismo Beach*)  
2 Certificates of Merit

The Label Shoppe (*City of Industry*)  
1 Certificate of Merit

WS Packaging Group, Inc. (*San Luis Obispo*)  
4 Certificates of Merit



## CONGRATULATIONS

To all the PIASC members who won Bennys, Awards of Recognition, and Certificates of Merit in the 2017 Premier Print Awards

### The Glorious Fourth

*We hold these truths to be self-evident: that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness.—the Declaration of Independence of July 4, 1776.* Two hundred and forty-one years later this is still our core belief. Regardless of political turmoil and senseless attacks by religious extremists, we still see America as our home and a bastion of liberty and justice.

### The Holiday

The offices of the Association, Benefit Trust, Insurance Agency and Credit Union will be closed tomorrow, July 4th. As always, all of our resources will be available to serve you at [www.piasc.org](http://www.piasc.org). Have a great day!

### Print By The Numbers

PIA has just published the 2017 Print Market Atlas, a gold mine of information about our industry nationwide. Check it out by going to <http://bit.ly/PMA2017>.

### Literacy Campaign

Each year, PIASC RAISE Foundation prints bookmarks designed to encourage children to read and offers them to over 303 library branches and 111 elementary and middle schools in Los Angeles, Orange, Riverside, Ventura, Santa Barbara, San Luis Obispo and Kern County. RAISE Foundation's Literacy Campaign bookmarks are designed by students who compete every year in student competitions. Please contact Maribel Campos at ext. 210 (email: [maribel@piasc.org](mailto:maribel@piasc.org)) if you would like to receive copies of the 2017 Literacy Campaign bookmarks. For more information on PIASC/ RAISE Foundation's Literacy Campaign please go to [www.piasc.org/raise/literacy.html](http://www.piasc.org/raise/literacy.html).

### Thought for the Week

*Money buys everything but good sense.*  
Yiddish proverb

**Upcoming  
National  
Events  
Calendar  
2017**

7/14 Webinar: Personal Protective Equipment 11:00AM, Members \$25  
7/16-7/19 Affiliate Managers Summer Conf. Vintners Inn, Santa Rosa, CA  
9/10-9/14 Print 17 McCormick Place, Chicago, IL

Matthew Crownover 412-259-1792 mcrownover@printing.org  
Tad Parker 508-804-4114 tparker04@pine.org  
Chris Price 703-264-7200 cprice@printing.org

**2018**

1/13-1/16 Color Conference San Diego, CA  
2/22-2/24 Graphics of the Americas Ft. Lauderdale, FL

Julie Shaffer 412-259-1730 jshaffer@printing.org  
Gabe Hernandez 407-240-8009 gabe@flprint.org

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC July-October Activities**

July  
15



Check here to  
REGISTER

Event Number  
**IPMBAPD**

9 a.m. - 3 p.m.

Cost:  
\$35 / person

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

**INTERNATIONAL PRINTING MUSEUM BOOK ARTS PATCH DAY FOR GIRLS**

Contact: **Mark Barbour, 310-515-7166** [mail@printingmuseum.org](mailto:mail@printingmuseum.org)

The Book Arts Patch Day for Girls is designed for all girls age 10-18 to learn about and practice the book arts through hands-on experience. The BOOK ARTS PATCH DAY will help fulfill the requirements for the Girl Scouts Cadette Book Artist Patch. However, the Book Arts Patch Day is open for all girls, whether they are a Girl Scout, American Heritage Girl, sister of a Girl Scout, or just interested in a great experience.

The Book Arts Patch Day goes from 9 am to 3 pm, as teams of girls rotate between 6 stations covering every aspect of the book arts including: letterpress printing, papermaking, bookbinding, and illustration design. Each participant will make their own sheets of paper, make a variety of books using various methods, screenprint their own book covers and t-shirts, and much more. The day is filled with lots of hands-on activities and detailed presentations given by industry experts and educators.

The fee for the Book Arts Patch Day is \$35 per participant and covers all the activities and a special Book Arts Patch denoting participation in the program. A truly unique and not-to-miss event for girls in Southern California! Parents of Book Arts Patch Day participants can experience the day too! See [www.printmuseum.org](http://www.printmuseum.org) for more info!

Aug.  
10

Register at right

Event Number  
**CAC16**

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](mailto: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. 10th** – The Catch, 2100 E Katella Ave, Anaheim, CA 92806  
☐ **Aug. 24th** – El Cholo Café, 300 E Colorado Blvd. – Paseo Colorado, Pasadena, CA 91101

Sept.  
5

Register at right

Event Number-  
**CWC**

7:30 a.m.

Cost: **\$5**

Location:  
see locations at right

**COFFEE WITH CHERYL - ALL NEW LOCATIONS!**

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**


**How Else Can We Help You?**

Are you making sure we save you money? Do you have questions on employment policies? Do you need a killer APR on a loan? Are you making sure you get paid right away? Join us for a meet and greet with Cheryl Chong, HR Director for PIASC. Not only will she answer any questions you may have on employment policies, she'll be able to let you know about all our other benefits and services to make sure you get all the bang for your membership bucks!

This newly re-branded morning roundtable will take place every other month beginning with September at a location near you. Enjoy breakfast, great discussions and get answers to your questions in person.

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

- ☐ **Sept. 5th** – The Avocado House, 11618 Central Ave, Chino, CA 91710  
☐ **Sept. 6th** – Tropicana Bakery & Cuban Café, 10218 Paramount Blvd, Downey, CA 90241  
☐ **Sept. 7th** – Basecamp and High Horse Dinette, 1221 W. Riverside Dr., Burbank, CA 91506  
☐ **Sept. 12th** – La Petite Sourie - French Cafe, 2801 W. MacArthur Blvd. Suite A, Santa Ana, CA 92704  
☐ **Sept. 13th** – The Local Spot, 6200 B E Pacific Coast Hwy, Ste B, Long Beach, CA 90803

**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.

<b>Other Industry Events</b>	7/15	Book Arts Patch Day for Girls	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	8/12	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166

<b>Sept.</b> <b>10 thru 14</b> <small>Details and registration at: <a href="http://www.print17.com">www.print17.com</a></small>	<b>Event Number</b> <b>PRINT17</b>	<b>PRINT17</b> <b>FREE EXHIBIT FLOOR PASS (MEMBERS ONLY)!</b> <b>Contact: Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b> <p>The largest gathering of print and graphic communications buyers, decision makers and suppliers in North America will return to McCormick Place in Chicago this September.</p> <p>Whether you're looking for cutting-edge technologies, want to explore the latest products and services on the market or need the knowledge to overcome your business challenges, you'll get it at PRINT 17.</p> <p>We have created an all new Learning Experience - more than 50 education sessions that will shed light on topics ranging from design/creative process, packaging, marketing, growth strategies and emerging technologies.</p> <p>They will be presented through a variety of sessions, panels, BIZ Talks, the Learning Experience Theater presentations, and the new "Distinguished Leader Speakers" sessions. The event will feature knowledgeable presenters on compelling topics, beginning with our trends and technology pre-show conference, OUTLOOK 17.</p> <p>As always, PRINT 17 promises to shed light on the topics and solutions you need to grow YOUR business.</p>
	<b>Cost: FREE</b> <b>Contact PIASC to get promo code</b> <b>Location:</b> McCormick Place Chicago, IL	
<b>Oct.</b> <b>14</b> <small>Purchase tickets at: <a href="http://bit.ly/2017PrintersFair">bit.ly/2017PrintersFair</a></small>	<b>Event Number</b> <b>IPMLAPF</b> <b>10 a.m.-5 p.m.</b> <b>Cost: \$10 / adults</b> <b>\$5 / kids under 12</b> <b>Location:</b> Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745	<b>INTERNATIONAL PRINTING MUSEUM PRESENTS</b> <b>The 2017 Los Angeles Printers Fair!</b> <b>Contact: Mark Barbour, (310) 515-7166, <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b> <p>This year's Printers Fair will feature a special exhibit, <i>Printing on the Silver Screen</i>, featuring printing presses and artifacts that the Printing Museum has rented to Hollywood over the last 75 years. These presses have been featured in many movies and Westerns, including <i>The Man Who Shot Liberty Valance</i> (1962), <i>Have Gun Will Travel</i> (1957), even John Boy's Press on <i>The Waltons</i> (1971). More modern rentals include TV's <i>Gilmore Girls</i> (2004), <i>NCIS</i> (2010), <i>Seven Pounds</i> (2008), and the critically acclaimed film <i>Inception</i> (2010). Guests will have a chance to print a special "Newsies Banner" keepsake on the actual press rented for the cult hit <i>Newsies</i> (1992).</p> <p>The Fair is suitable for all ages. General admission is \$10 for adults and \$5 for kids under 12 years of age. Students, educators, enthusiasts, collectors, typophiles, bibliophiles, graphic designers, artists, and professionals will enjoy the varied demonstrations and array of vendors. Children are welcome but need to be accompanied by an adult at all times.</p> <p>The Los Angeles Printers Fair is sponsored by PIASC. Tickets can be purchased online by visiting: <a href="http://bit.ly/2017PrintersFair">http://bit.ly/2017PrintersFair</a>.</p>

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Company \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Attendees: \_\_\_\_\_

☐ Bill Company
 ☐ Credit Card # \_\_\_\_\_

 All No Shows and Cancellations Less Than 48 Hours  
 Prior to Meeting Will Be Billed.

**Summer  
Selling  
Success-II**

Sales and marketing guru, Leslie Groene says...

*Opening the Sales Call:*

Always start off a sales call by covering three things: 1. Gain a clear understanding of the amount of time the call will take. 2. Make sure the customer knows what the objective of the call is. 3. Relate the reason for the current sales call to the previous sales call you had with the person, or to information you may have sent them. Connecting the current sales call to something previous gives the customer the comfort of knowing you remember fully everything that may have already occurred. This also gives the customer the comfort of knowing you respect their time and that whatever is decided in this current meeting will be acted upon by you.

*"Your Price is Not High Enough":*

OK, so you've never heard that line, but wouldn't it be great to hear it? A price can never be too high—it's only too high when we haven't taken the time to find out what the true benefits are of the item we're selling. Remember, there is no such thing as "too expensive." There is only the belief that the potential gain from something is not worth the cost. This principle explains why one person might be willing to pay only \$10,000 for a car, while the car might be worth \$100,000 to another person. The difference? The perceived benefit. Next time you're about to buy or sell something, think in terms of the benefits the

customer can gain from using it and not the price you're asking. When it comes right down to it, there is nothing that is too expensive—it only lacks sufficient benefits to warrant the price.

*Celebrate Your Customer's Anniversary:*

For salespeople who have retained customers for a period of years, it's special to recognize them and their relationship with you. It's also a great way for your customers to realize how much you think of them and a great way for you to take the relationship to an even higher level through this personalized type of communication.

*Engage in competitive analysis:*

Knowing what the competition is up to is invaluable. This means knowing about every benefit and feature that anyone is offering in the battle for sales. When you are formulating your sales and marketing plan, take the time to find out what the industry leaders are doing. Go to their web sites and review their promotional materials. See who their clients are and what they are doing for them. Your competitors are not going to send you their materials, but if you have a supportive network of friends, they can help keep you up to speed on what the competition is doing to get ahead and stay ahead. This process can be as simple as reading your industry trades and reviewing the competing ads.

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

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



First 10  
enrollments will  
receive special  
discounts and  
gifts!

## HOT SUMMER SAVINGS

Featuring:








Visit [www.piasc.org/SummerSavings](http://www.piasc.org/SummerSavings) for details on the  
Member Only deals and special gifts available!

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

**Telephone Number:** (323) 728-9500

**Web Site:** [www.piasc.org](http://www.piasc.org)

**Print Access:**  
[www.printaccess.com](http://www.printaccess.com)

**Choose Print:**  
[www.chooseprint.org](http://www.chooseprint.org)

**Fax numbers:**

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



**CHOOSE  
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RECYCLABLE. RENEWABLE. SUSTAINABLE.

