



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

July 10, 2017

## Sanity Returns

As he deferred consideration of SB 524 (the single payer bill) until next year, Assembly Speaker Rendon said “However, SB 562 was sent to the Assembly woefully incomplete. Even senators who voted for SB 562 noted there are potentially fatal flaws in the bill, including the fact it does not address many serious issues, such as financing, delivery of care, cost controls, or the realities of needed action by the Trump Administration and voters to make SB 562 a genuine piece of legislation.” Even the Democrats realize that the totally free healthcare for everyone with no limits or controls is an unfundable disaster.

## Minimum Wages Going Up

A number of local minimum wage hikes have taken effect on July 1, 2017 in the Southern California area. The following cities and county increased their minimum wages:

**City of Los Angeles:** \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.

**County of Los Angeles (unincorporated areas only):** \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.

**Malibu:** \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.

**Pasadena:** \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.

**Santa Monica:** \$12/hour for employers with 26 or more employees; \$10.50 an hour for employers with 25 or fewer employees.

Be aware that eligibility rules may vary among these ordinances so be sure to check the local government websites to confirm differences from state law.

## Print Has Changed

PIA has just published a study on the changing structure of the printing industry which makes very interesting reading and is available at <http://bit.ly/ChangingStructureOfPrint>. During the ten years from 2004 to 2015, the number of print establishments declined by 29%. While this decline was mirrored in California, one out of every eight printing firms in the US are in our state, making it the leading print producer market.

## Cocktails & Conversations



August 10th  
Anaheim



August 24th  
Pasadena



5:30—7:30 pm, \$25. See page 2 for details!

## The Quotes We Didn't Get

One of the key numbers to watch is the “hit ratio” the percentage of quotations that turn into orders. We are justifiably concerned if it’s 30% and proud if it’s 60%. But if you stop and think, the real unmined gold is the quotes that we didn’t get. First, these are prospects or clients who are willing to talk to us since they allowed us to quote on their project. To do so we had to learn at least something about them and their needs. Think for a moment about the power of getting even a quarter of them. Very likely, the problem was price, but it is also very likely that a small adjustment would have got an order. Take a hard look at these misses and identify those who appear to have a decent volume of work that fits your capabilities—then reach out and start doing business. Bear in mind that the typical commercial printing job involves the actual expenditure of about 60% of the sales price for materials, wages and commissions, the rest are dollars that go to pay for overhead and profit. If you don’t get the order, there are zero dollars for overhead and profit, if you do it at a 10% discount, there is 30% ready to put in your pocket.

## Are You A Procrastination Victim?

Want to motivate yourself to do something you’ve been putting off? Tell someone else that you’re going to do it. You may be willing to let yourself off the hook, but you’ll have a harder time if you know that someone else is expecting you to keep your promise. Be sure to let the person know when you’ve completed the task. The positive lift you get from following through will make going on to the next unpleasant task easier.

## Thought for the Week

*Just because something is common sense doesn't mean it's common practice.*

**Upcoming  
National  
Events  
Calendar  
2017**

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
<b>2018</b>			
1/13-1/16	Color Conference San Diego, CA	Julie Shaffer 412-259-1730	jshaffer@printing.org
2/22-2/24	Graphics of the Americas Ft. Lauderdale, FL	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>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>
	<b>Location:</b> Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745	

**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.

**We're Sorry**

What goes into a good apology? Remember these five elements:

1. **Timing.** The apology should be issued quickly. In these days of social media, news—good or bad—can spread like wildfire.
2. **Sincerity.** When people find themselves in a situation where they need to apologize, they'll often deny any wrongdoing.
3. **Personal responsibility.** If you've done something wrong, don't make excuses or try to shift the blame. People appreciate the honesty of simply saying, "We messed up and we're sorry."
4. **Plain talk.** There's no need to use fancy words. Simple language is best. Use words that your audience relates to.
5. **An explanation of what happened.** If it's warranted, explaining what happened can also help folks understand—and perhaps be more forgiving.

**Ransomware**

The news is full of stories about malicious software attacks leading to demands for ransom in order to unlock the system that the intruder has encrypted. The ransomware usually enters your system via an email opened by a user which implies the need to train your people not to open emails or attachments unless they are certain of their safety. While this is useful it isn't protection as people will be careless and the intruders are very clever. So, additional steps are necessary. Since most businesses use Windows applications, it's really essential to upgrade to Windows10 which has

proven to be quite robust and users receive a regular stream of updates. Then, when the updates are received, they should be implemented at once. The auto-update capability will cause this to happen without anyone having to do anything, if you implement it. Some of the major recent incidents were caused by systematic failure to implement updates. Finally, no matter what else you do, your system (programs and data) needs to be backed up every day. Given the availability of backup software and the very low cost of offline storage, this is perfectly doable and means that if you're attacked, your system can be restored. Because systems do fail from time to time from causes other than intrusion, full daily backups protect essential client data.

**Guarding  
Worry**

I just purchased an older sheetfed press that doesn't have any guards for the nip points on the printing units. Do I need to add them? Yes! There is a common misconception that older equipment is "grandfathered" into the machine-guarding standard. Many company executives think that because their equipment did not come with guarding, they are not required to provide it. In reality, if a hazard is present, such as an ingoing nip point, it is the employer's responsibility to protect employees from the hazard regardless of the previous condition of the equipment. Call Dillon Moloney, the PIA technical expert, at (412) 259-1786 for help on this.

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

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



## 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!

<p><b>Printing Industries Association of Southern California</b></p> <p>Affiliated with Printing Industries of America, Inc.</p> <div style="text-align: center;">  </div>	<p><b>Address:</b> 5800 South Eastern Avenue, #400 P.O. Box 910936 Los Angeles, CA 90091-0936</p> <p><b>Telephone Number:</b> (323) 728-9500</p> <p><b>Web Site:</b> <a href="http://www.piasc.org">www.piasc.org</a></p> <p><b>Print Access:</b> <a href="http://www.printaccess.com">www.printaccess.com</a></p> <p><b>Choose Print:</b> <a href="http://www.chooseprint.org">www.chooseprint.org</a></p> <p><b>Fax numbers:</b></p> <table style="width: 100%;"> <tr> <td>Association</td> <td style="text-align: right;">(323) 724-2327</td> </tr> <tr> <td>Insurance Agency</td> <td style="text-align: right;">(323) 500-0614</td> </tr> <tr> <td>Credit Union</td> <td style="text-align: right;">(323) 722-8927</td> </tr> <tr> <td>Benefit Trust</td> <td style="text-align: right;">(323) 500-0614</td> </tr> </table> <div style="text-align: right; margin-top: 20px;">  </div>	Association	(323) 724-2327	Insurance Agency	(323) 500-0614	Credit Union	(323) 722-8927	Benefit Trust	(323) 500-0614
Association	(323) 724-2327								
Insurance Agency	(323) 500-0614								
Credit Union	(323) 722-8927								
Benefit Trust	(323) 500-0614								

