



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

July 18, 2016

Selling Value

Printers have always sold value. But, the meaning of value has changed. Before the advent of the internet (“The internet changes everything”), print was the core method of getting a message out about a product or service. Thus value was defined as quality or service, or failing those, price. When the internet exploded into our lives, clients began to think that it was the core, sometimes the only solution. In darker moments, so did we. After an extended dive into the world of emails, websites and spam filters, clients began to realize that there was a problem. The internet was fabulous for taking the order, but you had to get the prospect’s attention and pique their interest. One could send millions of emails at zero cost, but they were all eaten by spam filters and delete buttons. But print was still there and it had become better than ever with the power of personalization married to mail lists crafted to likely buyers rather than everyone. If the client has a product that was distributed in a big box store, it had to say “buy me” to the person walking down the aisle and only printed packaging could do that. Print brought QR codes and virtual reality making it a two way experience. All of this meant that the definition of “value” had changed. It was no longer that our print is better, faster or cheaper than the competition. It is now that print motivates prospects into being customers. If we are going to use this new vision for value, we really must understand what the client is selling and the definition of their target market. Successful print sales is not about selling print, it is about getting sales and profits for the client.

Protecting Data

Quad/Graphics recently agreed to pay \$750,000 to the GPO to settle issues that related to their handling of printed and electronic materials for the Social Security Administration which included individual personal information. The issues identified by the GPO included deficient processes for destroying spoilage, non-functioning security cameras and unauthorized persons entering the secure area. It is increasingly common for projects to include personal information. The exposure created by leaks of this information are large and obvious. These can be a source of profitable work, but the hazards must be taken seriously. Not only must the materials and the data files be carefully protected, but there must be adequate liability insurance if the wrong thing occurs. Call Joanne Cadenas at Ext. 256 (joanne@piasc.org) for help with Cyber-Liability Coverage.

Cocktails & Conversations

August 4th Pasadena **bodega** wine bar August 11th Anaheim

5:30—7:30 pm, \$25, non-members \$40
See page 3 for details!

You Want Your Data—Pay!

There is an explosion of examples across the country of firms who look at their system in the morning and are greeted with a message telling them that a hacker has captured their system, demanding a ransom be paid to get it back. This almost always occurs because someone opened an innocent looking email and got a virus out of it which gained control. Of course, you could tell people about being careful in opening strange emails, but recognizing the bad ones is almost hopeless. The only protection is a complete backup of your entire system every night stored in a secure site (not connected to the internet). This can and should be done automatically. Then when the bad guys are demanding money, you can have the pleasure of telling them to buzz off. Even if you’re not hacked, there’s piece of mind that a crash won’t destroy your data.

Oops, Our Oversight

Last week we had an article in *Update* discussing federal, state, and local minimum wage ordinances. We mentioned that PIASC is maintaining an up-to-date inventory of these ordinances, with scheduled increases—and links to required notices and postings. However, we failed to include the promised table with that issue. We have, therefore, included the table with this week’s *Update* for your information.

Thought for the Week

We judge ourselves by what we feel capable of doing, while others judge us by what we have done... Henry Wadsworth Longfellow

Upcoming National Events Calendar 2016-17

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
19

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 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



NEW DATE!
July
23

Check here to REGISTER

Event Number
E2SC

8am-2:30p.m.

Cost:
\$90/member,
\$40 add'l same co.
\$140/non-member
\$125/ add'l same co.

Location:
Fullerton College
Printing Department
Building 900
321 E Chapman Ave.
Fullerton, CA 92832

ESSENTIALS TO SUCCESS CONFERENCE

Gaining More Business From Your Current Print Customers

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.

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	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
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org

<p>Aug. 4</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> CAC13</p> <hr/> <p>5:30 p.m.</p> <p>Cost: \$25 <small>non-members: \$40</small></p> <hr/> <p>Location: <small>See locations at right</small></p>	<p>COCKTAILS AND CONVERSATIONS Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Connect with other local colleagues, meet some new friends and network, network, network.</p> <p><i>Check the box(es) below to register for these events:</i></p> <p><input type="checkbox"/> Aug. 4th – <i>Bodega Wine Bar, 260 E. Colorado Blvd. #208, Pasadena, CA 91101</i></p> <p><input type="checkbox"/> Aug. 11th – <i>JT Schmid's Restaurant & Brewery, 2610 E. Katella Ave., Anaheim, CA 92806</i></p>
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<p>Aug. 16</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> P101</p> <hr/> <p>8am - 3:30pm</p> <p>Cost: <i>\$75/member, \$100/non-member</i></p> <hr/> <p>Location: <small>Fullerton College Printing Department 321 E Chapman Ave. Fullerton, CA 92832</small></p>	<p>PRINT 101: AN INTRODUCTION TO GRAPHIC COMMUNICATIONS <i>Presenter: Glenn Huerth, Professor, Fullerton College</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>If you are new to the field of graphic communications whether it be creatives, sales, administration, customer service or production, need a refresher course or want to make sure you are not missing anything, then this program is for you! This class, full of factual information, will take participants through the basics of printing.</p> <p>What you will learn:</p> <ul style="list-style-type: none"> • History of the industry and its impact on society • Terminology • Color Theory • Common machinery used in print production • Basic processes • Post-press finishing operations • Production flow of a job from order entry to delivery • And more!
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<p>Sept. 25 thru 28</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> GE2016</p> <hr/> <p>Cost: FREE</p> <hr/> <p>Location: <small>Orange County Convention Center—North Hall Orlando, FL</small></p>	<p>GRAPH EXPO 2016 <i>Free Exhibit Floor Pass (Members Only)!</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>The most innovative and exciting exhibition of Digital, Inkjet, Offset, Flexo, Gravure and Hybrid technologies, products and services for the Commercial, Transactional, Converting and Package Printing, Publishing, Mailing, In-Plant, Digital Imaging, Marketing and Industrial Printing industries of the year! Visit piasc.org/GraphExpo for your free show pass!</p>
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Four Day Work Weeks

In a manufacturing firm in California (printers are manufacturers) the standard work week is five days of eight hours with overtime at time and one-half after eight hours daily and forty hours worked during the week. Double time is required after twelve hours on the first six days and after eight hours on the seventh day (if all seven days are worked). There is an alternative work week of four ten hour days, but it can only be applied after an election by the affected employees and with permission. Implementation is a complex process. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for help before you start. Of course, a firm may have a more generous standard (e.g. 37.5 hours rather than 40 hours or double time all day Saturday), but not a lesser one. Occasionally, there is interest in a twelve hour shift. This is legal and common in health care but not in manufacturing. A manufacturing (printing) employer could schedule a twelve hour shift but it would be eight hours of straight time and four hours of time and one-half.

Conditional Endorsement

You're in a dispute with a client who doesn't want to pay the full amount of your bill. The client sends you a check that states on the back in the endorsement area, "Acceptance of this check constitutes payment in full for invoice xxx" You deposit the check and you lose the ability to collect the balance as a check in this form is an offer of settlement and if deposited, the offer has been accepted.

Crossing out the language will not help. The choice is to refuse the check or to accept it and turn the page.

Don't Say...

Even the most innocent expressions can create problems in communication. Regardless of what you mean or intend to say, choose your words based on what your employees will hear. Consider these common phrases:

- **Am I clear?** These three words can sound like a threat. Also, your employee may worry that a negative answer can sound like a criticism of you. Try this instead: "Do you have any questions?"
- **What's the problem?** This immediately implies that you think something is wrong and puts listeners on the defensive. Try this instead: "What seems to be the situation?"
- **Do you have a problem with that?** This sounds like you're trying to pick a fight. Try this instead: "Is that all right with everyone?"

Ask The PIA Technical Experts

A customer wants us to print coupons with soy ink to put in fast-food takeout bags. Is this permissible? Soy inks are not FDA compliant for direct food contact. If all the items in the takeout bags are in containers this would be acceptable, but an open item such as french fries could come in contact with the coupon and would not be acceptable. Colorcon is the only ink manufacturer in the United States who makes FDA-compliant ink for direct food contact; the ink is significantly more expensive than regular ink.

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



July
Buying Power
of the Month

**For the month of July,
PIASC Members are eligible for
20% off Semper's...**

Flex to Hire & Direct Hire Fees

Starting August 1st normal
PIASC discount of 10% will apply.

Contact Semper today: (877) 377-4687

www.semperllc.com
LAOC@semperllc.com



Printing Industries Association of Southern California

Affiliated with
Printing Industries of America, Inc.



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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



