



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 1, 2016

## Is It Good For You?

All of us in the PIASC family (Association, Benefit Trust, Credit Union, and Insurance Agency) are committed to giving your firm and people the best possible programs and service as we want to continue to earn your support and participation. However, sometimes even the best of intentions fall short. When they do, we need to know your experience so that we can be better. We also need to know what we could do that would make your PIASC relationship more productive. Please take a minute and share your thoughts or concerns with Bob Lindgren, PIASC's CEO, at Ext. 214 (email: [bob@piasc.org](mailto:bob@piasc.org)).

## Read The PO

You've given the client a quote and, ideally, it should have incorporated your terms and conditions of sale (see PIA's *Best Business Practices* as an example). Now, they've sent you a purchase order and you start on the job. But are you sure that the purchase order describes what you quoted on? Remember that your quote is an offer and the purchase order an acceptance. If they agree, no problem. If they're different and you proceed without further communication, the purchase order now governs because you've accepted it. If it recites a different price or different terms, those will now apply. Remember that their terms may appear as mouse type on the back of the purchase order, so read it before you proceed.

## Paychecks

Direct deposit of paychecks is almost universal as it is safe and convenient for your employees as well as a cost reduction for you. However, in California, you may not mandate direct deposit as the Labor Code provides that an employee must receive a paycheck if they wish it. Payment in cash is an option but is usually not practical.

## Does Your Estimator...

Sid Chadwick, long time industry consultant, asks whether an estimator is a person who enters specs into a software package, or one who: thinks about value to the client; considers work volume by department plant wide; knows the difference between fixed and variable costs; has a target list of work that management wants to win; maintains a log of won and lost quotes; develops a pricing matrix for specific clients; helps sales reps understand client needs (better specs); analyzes jobs won and lost with their overhead contribution; and

## HOT SUMMER SAVINGS!

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distinguishes pricing by speed of delivery. The estimator who focuses on questions like these is the estimator who will get the firm moving in the right direction. The estimator who focuses on data entry will not.

## New Minimum Wage

Beginning July 1st, for employers of 26 or more employees, the minimum wage is \$10.50/hour plus additional sick leave days in the following locations: City of Los Angeles, City of Pasadena, City of Santa Monica; in unincorporated areas of Los Angeles County (e.g. East Los Angeles, etc.). If your business is in any other city in Los Angeles County other than these (e.g. Commerce, Vernon, El Monte, etc.) the state law minimum of \$10.00/hour applies. It also applies in Orange, San Bernardino, Riverside, Kern, Ventura and San Luis Obispo Counties. If you need help with this, call Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

## Annual Report

The report of our independent auditors, Windes, on the financial statements of the Association for the year ended February 29, 2016 is available by calling Socorro Garcia at Ext. 229 (email: [socorro@piasc.org](mailto:socorro@piasc.org)).

## Thought for the Week

When you find yourself on the side of the majority, it is time to pause and reflect...  
Mark Twain

<b>Upcoming National Events Calendar 2016-17</b>	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
	<b>2017</b>					
	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](http://www.piasc.org).

**PIASC August-October Activities**

<p><b>Sept.</b> <b>6</b></p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> <b>BWB</b></p> <hr/> <p><b>7:30 a.m.</b></p> <p>Cost: \$5</p> <hr/> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB</b> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p><b>THE INTERNET PIRATES... Hackers and extortionists are exploding.</b></p> <ul style="list-style-type: none"> <li>• Is your system safe from them?</li> <li>• Is your customer's data safe from them?</li> <li>• How can you prevent an attack?</li> <li>• How can you recover from it?</li> </ul> <p>Data is an ever growing part of our digital lives—our own data, our client's data, their customer's data. If it's compromised, stolen, or destroyed we're in big trouble.</p> <p>Our guest this month is GDR Consulting, our buying power partner for computer and data consulting. Their firm already serves a number of PIASC member firms and can suggest what you need to do to fend off an expensive disaster.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <p><input type="checkbox"/> <b>Sept. 6th</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> <b>Sept. 7th</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> <b>Sept. 8th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></p> <p><input type="checkbox"/> <b>Sept. 20th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> <b>Sept. 21st</b> – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i></p> <p><input type="checkbox"/> <b>Sept. 22nd</b> – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p><b>Aug.</b> <b>4</b></p> <p><small>Register at right</small></p>	<p><small>Event Number</small> <b>CAC13</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p>Cost: \$25 <small>non-members: \$40</small></p> <hr/> <p><b>Location:</b> <small>See locations at right</small></p>	<p><b>COCKTAILS AND CONVERSATIONS</b> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></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"/> <b>Aug. 4th</b> – <i>Bodega Wine Bar, 300 East Colorado Blvd. #208, Pasadena, CA 91101</i></p> <p><input type="checkbox"/> <b>Aug. 11th</b> – <i>JT Schmid's Restaurant &amp; Brewery, 2610 E. Katella Ave., Anaheim, CA 92806</i></p>
<p><b>Aug.</b> <b>16</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>P101</b></p> <hr/> <p><b>8am - 3:30pm</b></p> <hr/> <p>Cost: \$75/member, \$100/non-member</p> <hr/> <p><b>Location:</b> <small>Fullerton College Printing Department 321 E Chapman Ave. Fullerton, CA 92832</small></p>	<p><b>PRINT 101: AN INTRODUCTION TO GRAPHIC COMMUNICATIONS</b> <i>Presenter: Glenn Huerth, Professor, Fullerton College</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></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><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>• History of the industry and its impact on society</li> <li>• Terminology</li> <li>• Color Theory</li> <li>• Common machinery used in print production</li> <li>• Basic processes</li> <li>• Post-press finishing operations</li> <li>• Production flow of a job from order entry to delivery</li> <li>• And more!</li> </ul>

**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>	8/13	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	8/18	AIGA-August Mix	Blue Water Grill, The District, Tustin	<a href="http://www.orangecounty.aiga.org/events">www.orangecounty.aiga.org/events</a>	
	8/25	AIGA-OC August Field Trip	Blizzard Entertainment, Irvine	<a href="http://www.orangecounty.aiga.org/events">www.orangecounty.aiga.org/events</a>	
	9/13 – 9/15	LabelExpo Americas 2016	Rosemont, Illinois	<a href="http://www.labelexpo-americas.com">www.labelexpo-americas.com</a>	
	10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	10/17	AIGA-2016 Design Conference	The Mirage, Las Vegas	<a href="http://www.orangecounty.aiga.org/events">www.orangecounty.aiga.org/events</a>	
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>

<p><b>Sept. 14</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> <b>WIP</b></p> <hr/> <p><b>11am - 1pm</b></p> <p><i>Cost:</i> \$40/member, \$65/non-member</p> <hr/> <p><b>Location:</b> Pacific Palms Resort One Industry Hills Parkway City of Industry, CA 91744</p>	<p><b>WOMEN IN PRINT COMMUNICATIONS LUNCHEON</b> <i>Speaker: Carmen Rad, CR&amp;A Custom, Inc.</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>You are invited to the ninth Women in Print Communications luncheon featuring an inspirational story from our special guest speaker, Carmen Rad, Founder and President, CR&amp;A Custom, Inc. Join us to hear how Carmen came to be the successful business owner in the printing industries. She will share her past, her present, and her future. According to the NAWBO 2014 State of Women-Owned Business Report, California is home to the greatest number of women owned firms in the country, and is the only state in which there are 1 million or more women-owned firms.</p>
<p><b>Sept. 25 thru 28</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><i>Event Number</i> <b>GE2016</b></p> <hr/> <p><i>Cost:</i> <b>FREE</b></p> <hr/> <p><b>Location:</b> Orange County Convention Center—North Hall Orlando, FL</p>	<p><b>GRAPH EXPO 2016</b> <i>Free Exhibit Floor Pass (Members Only)!</i> Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></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 <a href="http://piasc.org/GraphExpo">piasc.org/GraphExpo</a> for your free show pass!</p>
<p><b>Oct. 1</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> <b>IPMLAPF</b></p> <hr/> <p><b>10 a.m.-5 p.m.</b></p> <p><i>Cost:</i> \$10 / adults \$8 / students and seniors \$5 / kids under 12</p> <hr/> <p><b>Location:</b> Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p>	<p><b>INTERNATIONAL PRINTING MUSEUM PRESENTS</b> <i>The 2016 Los Angeles Printers Fair!</i> Contact: <b>Mark Barbour, 310-515-7166 <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b></p> <p>The Fair supports the non-profit International Printing Museum and its educational mission. The Fair is suitable for all ages. 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><b>THE MUSIC OF THE PRESSES: THE VINYL SLEEVES OF THE STOUGHTON PRINTING COMPANY</b> Special Exhibition at the 8th Annual Los Angeles Printers Fair</p> <p>To celebrate the recent revival of vinyl records, there will be an exhibition of the 52-year historic collection of printed vinyl sleeves from Stoughton Printing Company, the premier record jacket printing company in America. The exhibit will showcase a half-century of album covers, from the first printing of the album that introduced the Beatles to America, to the latest retro vinyls. Owner Jack Stoughton himself will detail the process of how album sleeves are printed and manufactured. Every visitor will have a custom Printers Fair LP sleeve to take home as a keepsake.</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.

**The Ones Who Can Take The Heat**

Finding employees who can work well with others under pressure isn't just for hiring interviews. Whenever you're assembling a team or assigning someone as liaison with another department, ask some questions like, "How do you respond when someone rejects your idea?" or, "How have you dealt with a co-worker who wouldn't share information?" or, "What's your technique for handling tight deadlines when you need to collaborate with several people?" Choose people who have proven they can handle the pressure when the stakes are high.

**Speak Positively**

A certain amount of nervousness is natural when you're making a presentation, but be careful that the language you choose doesn't communicate your anxiety to your audience. Steer clear of such phrases as "I hope this makes sense," "What I meant to say," or "I know this may not seem important." Language like this can make you sound weak and insecure. To exude self-assurance, skip the apologies and make your assertions with confidence.

**Ask The PIA Technical Experts**

We aqueous coated a job on 10-point cover stock and it scuffs down to the ink. Why did this happen? Assuming the piece was not exposed to extreme abrasion, poor rub resistance of an aqueous coating could be caused by a coating film that is too thin, excessive water added to reduce viscosity, and freezing during shipment.

**Best Choices**

Leadership is about making decisions. Choose the right course by considering these factors in every major decision you're faced with:

- **Utility.** Does your preferred option address the needs of all relevant stakeholders?
- **Rights.** Does it respect the rights of everyone involved?
- **Fairness.** Is it fair to the people who will be affected by your decision?

If the answer is "yes" to all three, chances are you've got a decision you and your organization can live with.

**For Sale**

LIKE NEW! Neopost DS-200/Hasler PS-200 Folder/ Inserter. This is an outstanding, versatile production machine, capable of inserting into booklet envelopes up to 13" x 10." It is rated at 4800 envelopes per hour. This machine is equipped with 4 Insert/Fold stations in the flex tower and one Versafeeder. The insert/fold stations are capable of folding and inserting pieces up to 12" x 16." The Versafeeder can insert prefolded booklets, catalogs, cards, etc. It comes with a touch screen control panel that is run by a PC (included). We have had it under service contract for the whole time and it is in excellent shape, ready to go! Brand new, these machines go for \$90,000 and up. Price: \$34,500. Local pick up. Email *bob@colortrend.net* or call (818) 386-8667 if you would like a PDF of the brochure or manual or have questions or would like to schedule a working demo.

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



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**Printing Industries Association of Southern California**

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