



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 8, 2016

Print up, eBooks Down

The Association of American Publishers reports that the volume of printed books was up in 2015 while the volume of eBooks declined (eBooks reached their peak in 2013 and have declined since). Also, a walk through the aisles of a bookstore reveals that enhanced finishing techniques are almost universal on book covers. Publishers have discovered that the tactile and visual impact of embossing, special varnish, etc. encourages the consumer to pick up and buy the book.

Workers' Comp Costs

Fortunately, serious injuries in our industry are rare. When they happen getting the employee the best possible care is a priority as well as learning from what went wrong. Unfortunately, many many Workers' Comp claims are spurious or exaggerated. Your first line of defense should be your industrial clinic—the specialist physician you use for workplace injuries. Anytime an employee complains of workplace injury, send them to your industrial clinic. In many cases, it can be determined that the complaint is minor or that it is not caused on the job. Either way, you have turned aside a potential claim. It's also a good idea to pay for a pre-employment physical for all new hires. The results will help you identify situations where the person cannot be safely assigned to the job in question. It will also serve as a base line in the event of a future claim.

Save \$250

You need to know what wages and benefits are prevailing in our market so that you can keep your people and get new ones without paying more than you need to. There are two ways of getting this information: you can wait until the 2016 survey is published in a few months and pay \$250 for a copy, or you can take fifteen minutes of your time, complete a survey form, and get the results FREE. The deadline has been extended until August 19th so you still have time, but it's running out. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for the survey form today!

Is It Right?

The decisions you make not only have to be good for business, they should be ethical as well. To make that happen, you've got to think through every

THE NINTH
WOMEN IN PRINT
COMMUNICATIONS

Luncheon

WEDNESDAY, September 14th
Pacific Palms Resort

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&A Custom, Inc. See page 3 for details or visit www.piasc.org/WIP.

decision and be sure you cover the relevant ethical issues. The questions below, based on a checklist, can help you provide the appropriate level of scrutiny:

- Do you have the necessary information? Avoid limiting your research and fact-finding by giving in to fatigue, anxiety, or unproven assumptions.
- Have you involved the right people? Include both those who can help you reach a good decision and those who will be affected by it.
- Have you considered the consequences? Think about how those involved in the decision and those who'll live with the results will be affected.
- Have you been fair? If you stood in the shoes of those most affected by the decision, would you feel the decision was fair?
- Is the decision consistent with your own values? Your decision should be compatible with the values you apply to every aspect of the organization's activities.
- Could your decision stand as a model? Your methods and reasoning should be applicable to similar situations.
- Can you live with public scrutiny? You should be comfortable with the way people would be likely to interpret your actions and judge you if and when the details of your decision become public.

Thought for the Week

It's not the size of the dog in the fight, it's the size of the fight in the dog... Mark Twain

**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 August-September Activities
**Sept.
6**
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**

THE INTERNET PIRATES... Hackers and extortionists are exploding.

- Is your system safe from them?
- Is your customer's data safe from them?
- How can you prevent an attack?
- How can you recover from it?

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.

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.

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

- ☐ **Sept. 6th** – *Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730*
- ☐ **Sept. 7th** – *Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101*
- ☐ **Sept. 8th** – *Brent's Deli • 19565 Parthenia Street • Northridge 91324*
- ☐ **Sept. 20th** – *Mimi's Cafe • 17231 E. 17th St. • Tustin 92780*
- ☐ **Sept. 21st** – *Norm's • 11001 West Pico Boulevard • Los Angeles 90064*
- ☐ **Sept. 22nd** – *West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807*

**Aug.
11**
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. 11th** – *JT Schmid's Restaurant & Brewery, 2610 E. Katella Ave., Anaheim, CA 92806*

**Aug.
16**

Check here to
REGISTER
Event Number
P101
8am - 3:30pm
Cost:
\$75/member,
\$100/non-member
Location:
Fullerton College
Printing Department
321 E Chapman Ave.
Fullerton, CA 92832
PRINT 101: AN INTRODUCTION TO GRAPHIC COMMUNICATIONS

Presenter: Glenn Huerth, Professor, Fullerton College

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

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.

What you will learn:

- 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!

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
	8/18	AIGA-August Mix	Blue Water Grill, The District, Tustin	www.orangecounty.aiga.org/events	
	8/25	AIGA-OC August Field Trip	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
	10/17	AIGA-2016 Design Conference	The Mirage, Las Vegas	www.orangecounty.aiga.org/events	
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org

Sept. 13 <input type="checkbox"/> <small>Check here to REGISTER</small>	Event Number MTDPI 10am - 11am Cost: FREE!	MEGA TRENDS DRIVING THE PRINTING INDUSTRY <i>Webinar brought to members by Visual Media Alliance</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org There are several mega trends impacting the printing industry. A mega trend by definition will impact the industry over the next five years. Some printing executives have been frozen by the enormity of these trends to continue to do business as usual. Only the printing executives that recognize the new way to do business will succeed in this transformation printing environment. Join this important conversation as we discuss: <ul style="list-style-type: none"> • The six most important trends impacting the printing industry. • What actions can be taken to use these trends to drive sales and profits?
	Event Number WIP 11am - 1pm Cost: \$40/member, \$65/non-member	WOMEN IN PRINT COMMUNICATIONS LUNCHEON <i>Speaker: Carmen Rad, CR&A Custom, Inc.</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org 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&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
	Event Number GE2016 Cost: FREE	GRAPH EXPO 2016 <i>Free Exhibit Floor Pass (Members Only)!</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org 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!

Quick Registration

- Mark your choices from listings above
- Fill out the form at the right
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Company _____ Phone () _____

Attendees: _____

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They're Asking for Help

A common scenario: You assign a task you thought your employee knows how to do, and they say, "How should I do it?"

Instead of getting mad, find out what's going on. Take this approach:

- **Reassess the employee's skills.** When you find a difference between what you thought the employee is capable of and they are unsure, ask something like, "I thought you'd been handling [or been trained on] this task for a while. What procedures have you been following?"
- **Explore options.** The employee may simply be thinking of several different ways to do the task and asking for your preference. If so, discuss the options and decide together which is best.
- **Find a way out.** If the employee really doesn't feel comfortable with the assignment, write a set of instructions and monitor the employee's progress. Or pair the employee with a colleague who is up to speed on the task. Or, if the task is too difficult and the deadline too near, assign someone else to take over, then coach the employee on how to perform the task the next time.
- **Follow up.** Whatever option you choose, take some time to coach the employee on the skills necessary for their job so this doesn't happen again. Talk to everyone on your team to confirm that they have the training and knowledge needed to do their work effectively.

Ask The PIA Technical Experts

What makes paper opaque? Paper consists of fibers with air spaces between them. When light passes through paper it hits the fibers, which scatters the light by changing the light's direction. The more the light is scattered the more opaque the paper. This light scattering is referred to as internal reflection. Filler also increases the opacity.

For Sale

2000 Heidelberg image control, working condition when press was retired in 2014, \$25000 in upgrades and calibration done in 2012 by Heidelberg, receipts available, system is fully capable of maintaining color consistency and fully looped, operated on a 2000 Cd102 6/c press, we are looking to sell this at a very reasonable price since we don't have any use for it, please call Bernie at (951) 415-4656 with any questions.

2014 EPSON 64" SureColor S50670 dual head CMYK printer. Rated as the fastest roll-to-roll solvent printer in the industry that redefines the performance equation, delivering unmatched everyday print speeds – maximizing your return on investment. Cost is \$14,679 picked-up in Irvine CA. Also available, 2007 Mutoh 102" ValuJet CMYKLMc six color printer plus unused banner material and Mutoh ink cartridges. This printer is great for people demanding seamless 8' wide banners by up to 150'. Business is downsizing and will no longer be doing oversized banners. Cost is \$12,989 picked-up in Irvine CA. Call Lorin at (949) 870-3320.

Print shop auction, 10am August 10th. Large format print & sign shop, CET color X-press, CNC router, Epson printers, laminator, forklift, plotters, offices. Inspection 8am day of, cash or cashier's check for full payment, \$500 refundable deposit due upon entry. For more information visit www.vanhornauctions.com or call Scott Van Horn, Auctioneer at (949) 206-2525.

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



AUGUST
Member Discount
of the Month

**MEMBERS GET A SPECIAL DISCOUNT
OF 20% FROM NEW HORIZONS!**

Get started today!

**Shop online and enter the code
PIASC20 to get your discount!**

For any questions contact
Maribel Campos at (323) 728-9500, Ext. 210

<http://nhlearninggroup.com>
www.piasc.org



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of Southern
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619, 714, 818, & 951

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