



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 15, 2016

## Print Sells

Direct mail is an essential part of an effective marketing campaign as spam filters don't place orders. Once a client comes to realize this, they need to buy print and we can produce it, that's the good news. But, they don't know how to create an effective direct mail piece and they don't know who to send it to, that's the bad news. If we can help with this, we can sell more print and get better money for it as we've created value. Learn from the pieces that work—simple, uncluttered design with “look at me” graphics with an action step (coupon, link, etc.). Partner with mailers and list brokers to provide help with “how many” and “to whom.”

## A Win-Win

A flexible benefits plan is one of the few win-wins in the tax system. It can provide a way for your people by enabling them to pay for co-pays and deductibles on their medical and dental plans, child care and certain other expenses with pre-tax dollars in the same way that they use pre-tax dollars to pay for their share of premiums in your Section 125 Plan. We partner with TASC to provide a turnkey administrative service to make this work. The small cost is made up by savings on employer payroll taxes and Workers' Comp premiums. Even better, TASC is offering a special sale for PIASC member firms which waives set up fees and discounts first year costs. To find out all the facts and get started, call Lisa Virgen (email: [lisa@piasc.org](mailto:lisa@piasc.org)) at Ext. 246.

## It Looked Ok on the Monitor

Those are famous last words that mark the job that didn't turn out right. The designer whose life is on the screen doesn't realize that print doesn't quite work like that. Obvious no-no's include using PMS colors on type that will be translated into 4/c process (screened type doesn't work) and tiny type knock outs in the middle of color.

## Write It Right

The next time you finish a tough writing project, print out a draft and read it out loud. For now, ignore the grammar and punctuation. Instead, focus only on the idea you are trying to convey. Do those long, complicated sentences express what you had hoped? You may be surprised to learn that they don't. But resist the temptation to immediately dash back to your keyboard. Instead, try to verbalize a simpler, clearer version of the passage. This exercise puts you through the same mental

Your future depends on it!

## Mega Trends Driving the Printing Industry

TUESDAY, SEPTEMBER 13TH | 10-11AM | ONLINE

See page 3 for details!

gymnastics required of you in conversation when your listener fails to grasp a concept. Your mind races for simpler words and analogies, and soon you're explaining in a better way what was unintelligible only moments ago. This is a skill you probably already possess in one context; now draw on it to finesse your writing.

## New Federal Posting Requirements

The U.S. Department of Labor (DOL) in mid-July announced two poster changes--Federal Minimum Wage and Employment Polygraph Protection Act. The DOL made the changes two weeks ago and set a mandatory compliance date of August 1, 2016.

## Federal Minimum Wage Poster

Even though California has a higher minimum wage rates than the federal rate, employers still must post the federal notice. Several changes were made to this poster, including:

- New information discussing the consequences of incorrectly classifying workers as independent contractors;
  - New information relating to the rights of nursing mothers; and
  - Updated information regarding enforcement by the DOL.
- Download a PDF in color (<http://bit.ly/MinWageColor>) or black (<http://bit.ly/MinWageBW>).

## Employee Polygraph Protection Act Poster

Revisions to this poster focus on new contact information for the DOL and delete reference to the penalty amount for violation of the law. You may download a PDF in color (<http://bit.ly/PolygraphColor>) or black (<http://bit.ly/PolygraphBW>).

## Thought for the Week

*Some people see things as they are and ask why. Others dream things that never were and ask why not...* George Bernard Shaw

<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-September 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, <a href="mailto:emily@piasc.org">emily@piasc.org</a></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>16</b></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> <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, <a href="mailto:emily@piasc.org">emily@piasc.org</a></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>	8/18	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>
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour <a href="http://www.printmuseum.org">www.printmuseum.org</a>

<p><b>Sept. 13</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>MTDPI</b></p> <hr/> <p><b>10am - 11am</b></p> <p><small>Cost:</small> <b>FREE!</b></p> <hr/> <p><small>Location:</small> <i>on your computer</i></p>	<p><b>MEGA TRENDS DRIVING THE PRINTING INDUSTRY</b> <i>Webinar brought to members by Visual Media Alliance</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>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 news way to do business will succeed in this transformation printing environment. Join this important conversation as we discuss:</p> <ul style="list-style-type: none"> <li>• The six most important trends impacting the printing industry.</li> <li>• What actions can be taken to use these trends to drive sales and profits?</li> </ul>
<p><b>Sept. 14</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>WIP</b></p> <hr/> <p><b>11am - 1pm</b></p> <p><small>Cost:</small> <b>\$40/member, \$65/non-member</b></p> <hr/> <p><small>Location:</small> <i>Pacific Palms Resort One Industry Hills Parkway City of Industry, CA 91744</i></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</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><small>Event Number</small> <b>GE2016</b></p> <hr/> <p><small>Cost:</small> <b>FREE</b></p> <hr/> <p><small>Location:</small> <i>Orange County Convention Center—North Hall Orlando, FL</i></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>

**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.

**Label Opportunity**

The FDA has published final regulations that require the redesign of all labels on food and other products that it regulates by July 28, 2018. Generally more information displayed in a more readable format is required. You can Google “FDA labeling 2018” and see all of the details.

**What Not To Say**

What you say to employees is very important. What you don’t say can have an even bigger impact. Think twice before indulging in these common phrases:

- **“Don’t bring me a problem unless you have a solution.”** Although you probably mean to encourage employees to solve problems on their own, this statement can sound intimidating, especially if employees really don’t have any solutions to a pressing problem. They may try to hide it or apply quick fixes that don’t address underlying causes. Say something like, “If you have a problem you can’t solve on your own, bring it to me and let’s talk about it.”
- **“Don’t take this personally.”** The best way to prevent employees from not taking feedback personally is to avoid personal comments in the first place. Stick to objective issues: performance standards, quality, observed behavior, and so forth. Be honest, but remain professional.

- **“Let’s talk about that sometime.”** You may be busy, but don’t brush off an employee’s ideas or concerns. If you really can’t drop what you’re doing to talk right away, set up a definite time to meet and discuss what’s on the employees’ mind. Otherwise your employees will decide that you just don’t care what they think.

**Ask The PIA Technical Experts**

Do transparent UV inks require less energy than opaque UV inks to cure? Transparent inks are always used for process inks so that the colors blend to make the other colors. Spot colors may be opaque depending on the pigments. Transparent ink may allow slightly more UV radiation to penetrate and reach the photo initiator, but the amount is insignificant. The amount of ink coverage and lightness/darkness of the form will have more to do with the amount of UV energy required to cure the ink.

**For Sale**

Commercial printer with \$2 million in sales. Call Bob Lindgren at (323) 728-9500.

**Wanted**

Looking to sell your business? We are looking to purchase any size shop, small instant shop or commercial. Call BJ at (818) 380-0330.

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



**Printing Industries Association of Southern California**

Affiliated with  
Printing Industries of America, Inc.



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

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



