



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 11, 2017

USPS Going Up

It's reported that USPS will push for an across the board increase in its rate in January including a one cent increase in the forever stamp to fifty cents. Hopefully, Congress will manage to pass postal reform legislation before then to address the excess cost burdens that are continuing to drive postal rates. This is a major issue as every increase in postal rates reduces the demand for print.

Janet Green

Printing Industries of America will present its *Naomi Berger Award*, given each year to an outstanding woman in the printing industry, to Janet Green at its Fall Administrative Meeting in November. Janet's extraordinary career began with the firm, Greens, Inc., founded by her grandfather, where she was a super sales rep and later CEO. She served tirelessly on numerous committees of PIASC and PIA, ultimately becoming PIASC Chair. Later, she became the first female Chair of Printing Industries of America.

Marina Poropat Joyce

The Ben Franklin Society will induct Marina Poropat Joyce into its ranks at the PIA Fall Administrative Meetings in November. Marina was the Founder/CEO of INTAGLIO, a widely acclaimed design/print firm in downtown LA. She was a long-term member of the PIASC Board and later became its Chair. She was honored as the 2017 PIASC Executive of the Year. Currently, she is a design consultant and the author of a major book on the art and science of designing for print.

Printer of the Year

SAPPI has named Lithographix, Inc. (Hawthorne) as it's 2017 Printer of the Year. Congrats to Herb Zebrack and his great team!

Getting The Order—III

Sales and marketing guru, Leslie Groene says: **Have an ultimate "to do" list.** I credit college football coach Lou Holtz with making me aware of the utility of having an ambitious "goals list" of things you want to accomplish in your life. Holtz created a list of 107 lifetime goals and at last count had reached 99 of them. Often, it is extremely helpful to focus on specific goals. Compile a master list of goals, and as you accomplish each one, put a check mark by it and move on to another item. I will share one of my goals with you: I want to scuba dive

September 22nd

webinar
BEST TIPS
FOR CUSTOMER
SERVICE REPS

See page 2 for details!



in Australia on the Great Barrier Reef. The act of writing something down furthers your awareness of it and makes it more likely that you will actually do it. Somehow, this act makes us just a little more accountable for the outcome. I always encourage my clients to commit their objectives to written expression. In my coaching sessions, my clients also write down the weekly "homework" they've agreed to accomplish between sessions. Committing goals to writing also allows us to measure our progress and to make any changes needed for success. You can devise a cumulative "wish list" yourself, of course, but you might also want to create it in cooperation with your spouse, boyfriend or girlfriend—out of fairness and because that person will play a large part in your ability to reach your goals.

Getting "Thank You" Right

If you merely grunt a quick, curt "thank you" to a colleague who just did you a solid, and then say nothing more, you might as well say "thanks for nothing." This one especially applies to bosses, who often feel, "I don't have to thank my employees because I'm paying them."

1. Say "thanks" or "thank you" —from the heart. This is best done face to face—not by email, tweet, text, Facebook comment or even with a handwritten thank you note.

2. Say what you're thankful for. Verbally specify the action, achievement or behavior you're grateful for. This is the time to applaud employees and colleagues for something that they did that you want them to do more of, and that you want others to do, too.

3. Connect your thanks to how the person you're thanking influenced you. Tell the individual you're grateful to specifically how he or she impacted you and what value they provided.

Thought for the Week

The difference between the right word and the almost right word is the difference between lightning and the lightning bug. —Mark Twain

**Upcoming
National
Events
Calendar
2017**

10/11-10/12 OSHA Compliance for Printing 2018	PIA Headquarters, Warrendale, PA	Gary Jones	412-259-1794	gjones@printing.org
1/13-1/16 Color Conference	San Diego, CA	Jenn Strang	412-259-1810	jstrang@printing.org
2/22-2/24 Graphics of the Americas	Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009	gabe@flprint.org
3/4-3/6 Presidents Conference	Hyatt Regency San Antonio, San Antonio, TX	Adriane Harrison	412-259-1707	aharrison@printing.org
3/18-3/21 TAGA Annual Technical Conference	Sheraton Inner Harbor Hotel, Baltimore, MD	John Bodnar	412-259-1706	jbodnar@printing.org

For more information on any of the following events, go to www.piasc.org.

PIASC September-October Activities
**Sept.
12**
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**


How Else Can We Help You?

Are you making sure PIASC saves you money? Do you have questions on employment policies? Do you need a great 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 being 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. 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
☐ **Sept. 19th** — The Avocado House, 11618 Central Ave, Chino, CA 91710

**Sept.
22**

Check here to
REGISTER

Event Number
CSSP

11:00 a.m.
Cost:
\$25 / member
\$50 / non-member

Location:
on your computer

BEST TIPS FOR CUSTOMER SERVICE REPS

Speaker: **Leslie Groene, Groene Consulting**

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

Don't be just Customer Service Reps, also be a Sales Person! Customer service is important to your business because it is often the only contact a customer has with you. When they have a question or product issue, they expect your customer service department to resolve their issues. AND LETS NOT FORGET, while your customers are on the phone, it is your customer service duty to up sell, but knowing the right time to do this is key.

**Sept.
27**

Check here to
REGISTER

Event Number
LWL

11:30 a.m.
Cost:
\$35 / member
\$60 / non-member

Location:
ActionCOACH
of Orange County
1231 E. Dyer Road
Suite 215
Santa Ana, CA 92705

LUNCH WITH LESLIE: PROSPECTING REIMAGINED

Speaker: **Leslie Groene, Groene Consulting**

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

What does it take to engage with a new prospect? How to upsell a current client? We will discuss strategies to be effective with building new relationships and deepening existing relationships. We will explore how social media and using your networking can fast track prospecting!

Key Takeaways:

- Do you have the right targets?
- Should You: leave a voice mail message? Send a letter? Email the prospect?
- Go-to marketing strategies and tools
- Yes, there will be objections in this challenging market—what to do and say!

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	9/13	AIGAOC: Field Trip - Freeman, Anaheim	orangecounty.aiga.org	
	9/17	AIGAOC: Design at Scale FLDWRK, Costa Mesa	orangecounty.aiga.org	
	9/17	AIGAOC: Indeation Workshop with IBM, Costa Mesa	orangecounty.aiga.org	
	9/21	AIGAOC: The Future We Willa Design Together, Newport Beach	orangecounty.aiga.org	
	10/14	Los Angeles Printers Fair International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	11/5	Book Arts Patch Day for Girls International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	12/9-12/10	Dicken Holiday Celebration International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

Oct. 11 <i>thru</i> 12 <small>REGISTER AT: http://bit.ly/2017OSHACompliance</small>	Event Number OSHA	2017 OSHA COMPLIANCE FOR PRINTING WORKSHOP Contact: Gary Jones, (412) 259-1794, gjones@printing.org <p>OSHA regulations seem difficult to understand and daunting to execute. Let Printing Industries of America's EHS Team take the confusion out of compliance. Join us for our OSHA Compliance for Printing Workshop: a hands-on comprehensive OSHA compliance program.</p> <p>During the workshop, participants will gain an understanding of key OSHA regulations, compliance strategies, elements of required written programs, and how to respond to an OSHA inspection. Participants will receive an OSHA compliance information package complete with written program templates, PIA's OSHA Primer, and other valuable resources.</p>
	8 a.m. Cost: \$395/ members \$550/non-members	
	Location: Printing Industries of America Headquarters 301 Brush Creek Road Warrendale, PA 15086	
Oct. 14 <small>Purchase tickets at: bit.ly/2017PrintersFair</small>	Event Number IPMLAPF	INTERNATIONAL PRINTING MUSEUM PRESENTS <i>The 2017 Los Angeles Printers Fair!</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org <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: http://bit.ly/2017PrintersFair.</p>
	10 a.m.-5 p.m. Cost: \$10 / adults \$5 / kids under 12	
	Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745	
Oct. 24 <small>Register at right</small>	Event Number PABIM	PIBT'S ANNUAL BENEFITS INTRODUCTION MEETINGS Contact: Joanne Cadenas, Ext. 256, joanne@piasc.org <p>PIBT offers the best possible cost containment programs plus our personalized customer service to benefit employers as well as employees. Attending any of the following events will better assist you in selecting the most convenient plans to offer your employees in 2018. Please mark your calendars early and be sure to join us.</p> <p>Check the box(es) below to register for any of these upcoming Meetings:</p> <p><input type="checkbox"/> Oct. 24th - Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202</p> <p><input type="checkbox"/> Oct. 25th - Embassy Suites Brea - North O.C., 900 East Birch Street, Brea, CA 92821</p>
	breakfast 8:15 a.m. meetings 9:00 a.m. Cost: FREE	
	Location: see locations at right	

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Attendees: _____

☐ Bill Company ☐ Credit Card # _____

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Get Them With You

Here are tips to help you re-engage your employees:

1. **Ask questions.** Disengaged employees should be heard and encouraged in open forums and office meetings. Asking questions helps share their views and opinions, which could hold the key to your next big idea.
2. **Have faith.** People want to succeed; no one wants to be mediocre. The way to deal with disengaged employees is having empathy and taking their concerns seriously.
3. **Berating won't work.** If your employees aren't performing as well as you had hoped, try to find out what's holding them back.
4. **Set goals together.** Get their attention back on track by mutually agreeing on deadlines and goals, instead of just dictating terms to them. Coach them on ways they can achieve the goal, and brainstorm ways they can contribute. You'll soon reap the benefits of the time you've invested.
5. **Appreciate them.** Even if disengaged employees are taking baby steps on the way to improving, appreciation from the boss is always welcomed. It brings with it the realization that they are a valued part of the team.
6. **Deliver opportunities.** Monotonous work is a primary reason people disengage. Give them new projects to work on, or, better still, encourage them to initiate something. This will foster a sense of ownership and belonging.
7. **Try flexible working hours.** Productivity decreases as the workday wears on, so overtime hours could be detrimental. In contrast, being flexible—the option to work from home or having customized working hours—can improve employee relationships and productivity.
8. **Showcase hidden talents.** A graphic designer might be a fantastic singer, or an accountant could be a hilarious standup comedian. By hosting monthly showcases as a stress buster

from the daily grind, no matter how small the scale, you show that you care about the person as a whole.

9. **Encourage mistakes.** We often stop short of a great idea because it "might be a mistake." So be it. Learn, and do better next time. Encouraging openness in the workplace promotes creativity.

Missing Font Warning

I'm getting a missing font warning when I package my artwork even though all the fonts in the file are properly linked. What could be causing the renegade font issue?

There can be numerous reasons for renegade missing fonts. If you can't find the culprit in your native file, check all the supporting files for missing fonts. Often, a linked .EPS file will include fonts that don't convert properly, which can cause problems. If you have an .EPS file that includes text, you can quickly convert the text to outlines by creating a new Transparency Flattener Preset and applying it to your .EPS files. Go to Edit > Transparency Flattener Presets in Adobe Illustrator and create a new preset. Check the "Convert All Text to Outlines" option, ensure your raster/vector balance is set to 100% for optimal quality and your resolutions for line art and gradients are set to 1200ppi and 300ppi respectively, and save this as a new preset. Now, when you resave your .EPS files ensure you apply your new preset and all the text in the .EPS will be converted to outlines. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

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

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

First 10 enrollments will receive special discounts and gifts!

HOT SUMMER SAVINGS

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