



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 25, 2017

## Employee Theft

Sooner or later, almost every firm will experience some form of employee theft. It might be the trusted bookkeeper diverting client payments or the shipping clerk conspiring with a supplier to accept short shipment of supplies. Even in large firms, having internal controls strong enough to prevent this is difficult—in small ones it's almost impossible. For this reason, it's imperative to have adequate employee dishonesty insurance coverage. Anything less than \$100,000 of coverage is unwise and its cost can be brought down with a \$5,000 or \$10,000 deductible. Call Joanne at Ext. 256 (email: [joanne@piasc.org](mailto:joanne@piasc.org)) to get a quote for coverage. When an event does occur, you should dismiss the offender and file a police report. These steps are important because they send a message to your people and the police report is protection against a suit for wrongful discharge.

## When In Doubt...

You've landed a new account but you're not sure whether they're credit worthy. You should get a credit application from them which can be found in the Cash Management section at [www.piasc.org](http://www.piasc.org). On the same page, is a link to get an Experian credit report at a modest cost. If there are no negatives, you're probably good to go. There is a temptation to protect yourself by getting a partial payment on the first order, but that won't prevent you from being stuck with the balance. Also, if there is meaningful work to be had from the new client, it will have to be on an open account basis or they will go elsewhere. The real test of creditworthiness is whether the new clients will pay. You cannot really know this until a job is produced and billed. When you're deciding to extend credit, it's useful to remember that the average amount actually spent to produce a print job is about 60% of the invoice price. This means that if you sell four jobs of average size but don't get paid for one, you're better off than not selling any. Of course, if the order in question will threaten your viability if you don't get paid, extra precautions (substantial advance payment, personal guarantee) are in order.

## Getting The Big Order

You have a chance to sell a really big project to a solid client, but you don't think that they will pay the price that your estimating software is showing. This is the time to stop and think. What is the amount

PIBT



**RSVP today!**

Contact Joanne at x256 or email: [rsvp-pibt@piasc.org](mailto:rsvp-pibt@piasc.org).  
See page 3 for details!

**2017-2018**

## Benefits Introduction Meetings

Join us in the presentations and learn all that's new. Attending this meeting will better assist you in selecting the most convenient plans to offer your employees for 2017-2018.

**October 24th - Glendale**

**October 25th - Brea**

that you'll actually spend to produce the job (paper, buy-outs, factory wages, commission)? Normally it's about 60% of the estimate. If that's true, consider whether a 10% or 15% discount will get a purchase order. If the latter is true, a job which estimated at \$20,000 but actually sells at \$17,000, will give you \$5,000 for the bottom line at the end of the month (\$17,000 minus 60% of \$20,000). That's a lot better than coming up dry. If the client already has the \$20,000 quote, the best strategy is to suggest that a modest change in the specs will produce the desired lower price.

## What Happened to the Blue?

The reflex blue ink in a job I printed and coated turned a brown/yellow after a short time off press. What caused the color shift? The color shift is the result of pigment burnout. The term burnout refers to the pigments in the ink fading or changing color. Certain pigments used in blue and green inks can exhibit a color shift when exposed to heat (IR dryer, laminator), alkaline coatings (aqueous or UV), and UV light (UV dryer or sun exposure). The extent of the color shift depends on the conditions and pigments used in the ink. When ordering ink, the printer should inform the ink company that the ink is to be used with aqueous or UV coatings, be exposed to heat, or be used outdoors in sunlight. When we evaluate problem jobs in our ink lab in which burnout may be the cause, we test one variable at a time to see if we can recreate it. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

## Thought for the Week

*Love all, trust a few.*

**Upcoming  
National  
Events  
Calendar  
2017-8**

|   |  |                  |              |                        |
|---|--|------------------|--------------|------------------------|
| 10/11-10/12 OSHA Compliance for Printing<br><b>2018</b> | 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](http://www.piasc.org).

**PIASC September-December Activities**
**Sept.  
27**

*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 RE-IMAGINED**

*Speaker: Leslie Groene, Groene Consulting*

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto: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!

**Sept.  
28**

*Event Number*
**DRP**
**10:00 a.m.**

Cost: **FREE /**  
member  
\$25 / non-member

**Location:**

on your computer

**WEBINAR: TIPS FOR EFFECTIVE DISASTER RECOVERY PLANNING**

*Presenters: Brian Iinuma, Eddie Bader and Eric Klauss*

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**

40% of all businesses hit by a disaster close because they had no disaster recovery plan. Learn how to establish disaster recovery and business continuity plans to protect your business from all threats.

Why attend this webinar? Have you ever had that uneasy feeling that something bad was about to happen to your company? Have you heard about disasters (natural and man-made) and how they've destroyed entire organizations? Have you seen news stories about businesses that took weeks or months to recover from a disaster?

For more information and to sign up online visit: <http://bit.ly/WebinarDisasterRecovery>

**Oct.  
11  
thru  
12**

REGISTER AT:  
<http://bit.ly/2017OSHACompliance>

*Event Number*
**OSHA**
**8 a.m.**

Cost: \$395/  
members  
\$550/non-members

**Location:**

Printing Industries of  
America Headquarters  
301 Brush Creek Road  
Warrendale, PA 15086

**2017 OSHA COMPLIANCE FOR PRINTING WORKSHOP**

Contact: **Gary Jones, (412) 259-1794, [gjones@printing.org](mailto:gjones@printing.org)**

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.

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.

**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> | 10/14      | Los Angeles Printers Fair     | International Printing Museum, Carson | <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a> | (310) 515-7166 |
|                              | 11/5       | Book Arts Patch Day for Girls | International Printing Museum, Carson | <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a> | (310) 515-7166 |
|                              | 12/9-12/10 | Dicken Holiday Celebration    | International Printing Museum, Carson | <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a> | (310) 515-7166 |

|   |  |   |
|---|--|---|
| <b>Oct.<br/>14</b><br><br><small>Purchase tickets at:<br/><a href="http://bit.ly/2017PrintersFair">bit.ly/2017PrintersFair</a></small>    | <b>Event Number</b><br><b>IPMLAPF</b>  | <b>INTERNATIONAL PRINTING MUSEUM PRESENTS</b><br><i>The 2017 Los Angeles Printers Fair!</i><br>Contact: <b>Mark Barbour, (310) 515-7166, <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b><br><br>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).<br><br>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.<br><br>The Los Angeles Printers Fair is sponsored by PIASC. Tickets can be purchased online by visiting: <a href="http://bit.ly/2017PrintersFair">http://bit.ly/2017PrintersFair</a> . |
|   | <b>10 a.m.-5 p.m.</b><br><br><b>Cost: \$10 / adults<br/>\$5 / kids under 12</b>              |   |
|   | <b>Location:</b><br>Int'l Printing Museum<br>315 W. Torrance Blvd.<br>Carson, CA 90745       |   |
| <b>Oct.<br/>24</b><br><br><small>Register at right</small>  | <b>Event Number</b><br><b>PABIM</b>  | <b>PIBT'S ANNUAL BENEFITS INTRODUCTION MEETINGS</b><br>Contact: <b>Joanne Cadenas, Ext. 256, <a href="mailto:joanne@piasc.org">joanne@piasc.org</a></b><br><br>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.<br><br><i>Check the box(es) below to register for these upcoming Meetings:</i><br><input type="checkbox"/> <b>Oct. 24th</b> – Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202<br><input type="checkbox"/> <b>Oct. 25th</b> – Embassy Suites Brea - North O.C., 900 East Birch Street, Brea, CA 92821  |
|   | <b>breakfast<br/>8:15 a.m.</b><br><br><b>meetings<br/>9:00 a.m.</b><br><br><b>Cost: FREE</b> |   |
|   | <b>Location:</b><br><small>see locations at right</small>                                    |   |
| <b>Dec.<br/>9</b><br><br><small>Purchase tickets at:<br/><a href="http://bit.ly/2017DickensHoliday">bit.ly/2017DickensHoliday</a></small> | <b>Event Number</b><br><b>IPMDHC</b>   | <b>INTERNATIONAL PRINTING MUSEUM PRESENTS</b><br><i>The Dickens Holiday Celebration!</i><br>Contact: <b>Mark Barbour, (310) 515-7166, <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b><br><br>Your transportation back in time will cause the Museum's galleries to be transformed into Fezziwig's Warehouse with special presentations, tours, carolers, music, and the chance to print your own Victorian cards on antique presses from the 1850's. You will have the chance to meet characters from various Dickens novels including the nefarious Fagin, the mad Miss Havisham and the dreamer Mr. Micawber, as well as enjoy the vintage holiday music from "Captain Jack" and his 1895 Concert Roller Organ.<br><br>It is important that you make your reservations early as this event sells out quickly each year. You may purchase your tickets by calling the Printing Museum at (310) 515-7166, or tickets can be purchased online by visiting: <a href="http://bit.ly/2017DickensHoliday">http://bit.ly/2017DickensHoliday</a> .  |
|   | <b>10 a.m.-4 p.m.</b><br><br><b>Cost: \$25<br/>group of 4: \$80</b>                          |   |
|   | <b>Location:</b><br>Int'l Printing Museum<br>315 W. Torrance Blvd.<br>Carson, CA 90745       |   |

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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.

**Getting Special Characters in a PDF**

I'm using Excel and Adobe InDesign to merge a variable data job and need to insert special characters into my PDF. How can I do this without creating a merged document and typesetting these characters by hand? First, make sure you're working with a CSV file and not an Excel Workbook, then convert all the cells without numbers to plain text formatting by right-clicking, selecting "Format Cell," and choosing "Text." You can also create custom cells for elements such as digit-based codes, but plain text should work just fine. Save your file and update the linked CSV file in InDesign. When you preview your list in InDesign, your imported data with special characters will display properly. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

**Act On Feedback**

"Only ask what you can act upon." What does it mean to "act" on feedback? What does closing the loop look like? Here's a checklist:

- Is the feedback you're requesting tied to business goals, visions and values? If so, then you should be able to act.
- Is it simply "nice to know" information? If so, it will be nice to know your employees probably won't provide feedback, unless it's fun.
- Does the feedback interest your leaders? If they don't care about the feedback or what it represents, then it's

probably not worth pursuing.

- Do you have a way to close the loop? How will employees know their feedback matters? It's up to communicators to provide the follow-up, whether directly to employees or to their managers.
- What happens if you ask for feedback and get it—lots of it? You must be prepared to handle the volume of feedback, even if it comes from hundreds or thousands of voices.

To take it a step further, let employees see their feedback live. If they've answered a multiple-choice question, show them the data of what their co-workers said. It's not quite instant gratification, but it's context for their feedback.

**Dangerous Typos - I**

Spell check is not infallible. Look out for these problematic words, along with their clearly incorrect alternatives.

1. Accommodate (not accomodate)
2. Broccoli (not brocolli)
3. Deductible (not deductable)
4. Definitely (not definitley)
5. Desiccate (not desicate)
6. Diarrhea (not diarrhea or diarrheah)
7. Embarrass (not embarass)
8. Fluorescent (not fluorent)
9. Handkerchief (not hankerchief)
10. Hindrance (not hinderance)
11. Hypocrisy (not hipocrisy)

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

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



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| <p><b>Printing Industries Association of Southern California</b></p> <p style="font-size: small;">Affiliated with<br/>Printing Industries of America, Inc.</p> <div style="text-align: center;">  <p><b>PRINTING INDUSTRIES OF AMERICA</b></p> </div> | <p><b>Address:</b><br/>5800 South Eastern Avenue, #400<br/>P.O. Box 910936<br/>Los Angeles, CA 90091-0936</p> <p><b>Telephone Number:</b><br/>(323) 728-9500</p> <p><b>Web Site:</b><br/><a href="http://www.piasc.org">www.piasc.org</a></p> <p><b>Print Access:</b><br/><a href="http://www.printaccess.com">www.printaccess.com</a></p> <p><b>Key Contacts</b><br/> <b>Lou Caron, President</b><br/> Ext. 274, <a href="mailto:lou@piasc.org">lou@piasc.org</a><br/> <b>Bob Lindgren, Management &amp; Business</b><br/> Ext. 214, <a href="mailto:bob@piasc.org">bob@piasc.org</a><br/> <b>Joanne Cadenas, Insurance Benefits</b><br/> Ext. 256, <a href="mailto:joanne@piasc.org">joanne@piasc.org</a><br/> <b>Kristy Villanueva, Member Services</b><br/> Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a><br/> <b>Cheryl Chong, Human Resources</b><br/> Ext. 218, <a href="mailto:cheryl@piasc.org">cheryl@piasc.org</a> </p> |
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