



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 26, 2016

## Designers Speak

For the 53<sup>rd</sup> year, GDUSA (the leading periodical in the design community) has conducted a reader survey about print design. When print was predominant, surveys got into the weeds: details about projects, presses, papers, practices. Today, print is an option and a choice, therefore, the survey focuses on existential questions: its role, purpose and future. Here, the 2016 results and comments are both suggestive and informative.

- First, print remains crucial as to how professional graphic designers make a living. More than 9-in-10 designers work in print as part of their mix and nearly 3-in-4 projects involve a print component.
- Second, designers retain responsibility and control for large swaths of the print process, with roughly 8-in-10 involved in print buying and paper specification.
- Third, designers believe print perseveres because of its classic strengths. Foremost is touch—sensual, physical, real, permanent, credible—the human connection that is missing in the virtual world.
- Fourth, these classic strengths are amplified by context. In today's digital clutter, and the current rush to social media, print has the potential to stand out and be special—fresh, welcoming, surprising, disruptive, personal, engaging, meaningful, a statement that a brand values itself and its customers.
- Fifth, it follows that print lends itself to certain audiences and offerings where the communication needs to be retained, contemplated or trusted: luxury goods and premium services, fundraising and memberships, event invites and announcements, real estate and capital equipment purchases, fashion and cosmetics, law and medicine, real estate and investments, music and art, are telling examples.
- Sixth, print's special role comes with responsibility: superior print design, well-crafted production, strategic deployment, sustainable manufacture and distribution matter as much, perhaps more, than ever.

The 2016 survey was sent to a random selection of 12,000 GDUSA print magazine and e-subscribers, and generated 1,089 responses. The benchmark results convey a clear message: print remains essential to the graphic design profession. A few specifics: 97% of GDUSA readers



Share the joy of printing with friends and family at the 8th Annual Los Angeles Printers Fair on October 1st. See page 2 for details!

work in print as part of their mix and spend 72% of their time doing so. Control over key elements of the process still resides with the designer: 82% buy or specify paper and 87% buy or specify printing. Other notable findings: brochures and collateral are the most frequent print projects; package design is seen as a stable area of the business since it's role is less directly impacted by the internet than other print-related activities; digital printing and digital papers are mainstream; sustainability continues to influence design solutions and purchasing decisions; and designers maintain significant purchasing influence with regard to related products and services such as type, images, software and hardware.

## Paying Sales Reps

All of the ink flowing from minimum wage increases, paid sick leave, etc. has obscured the one area that has not changed—minimum pay and benefit requirements for outside sales reps. The reality is that none of these apply to persons engaged in selling the products or services of their employer outside the employer's premises. The employer and the sales rep are free to have any relationship that they can agree upon. However, California employers have to provide the sales rep with a written summary of the rep's basis of employment which must be acknowledged in writing by the sales rep. This total exemption does not apply to inside sales people (telemarketers, CSRs and the like) who are subject to the minimum wage and overtime rules. If you have a question, call Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

## Thought for the Week

*Life is like a ten speed bike, most of us have gears we never use...*

<b>Upcoming National Events Calendar 2016-17</b>	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>						
	3/12-3/15	2017 President's Conference	Hilton Long Beach, Long Beach, CA				
	3/20-3/22	TAGA Annual Technical Conference	Houston Marriott West Loop, Houston, TX	John Bodnar	412-259-1706	jbodnar@printing.org	
	4/2-4/5	Continuous Improvement Conference	Omni William Penn, 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 September-November Activities**

<p><b>Nov.</b> <b>2</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> 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>CALIFORNIA—THE LAND OF MANDATE</b></p> <p>The good news is that California, with a population greater than that of Canada, is an enormous market. The bad news is that it's an increasingly tough place to do business.</p> <ul style="list-style-type: none"> <li>• The minimum wage is exploding carrying other wages with it.</li> <li>• Communities are competing to see who can mandate more paid sick leave.</li> <li>• Environmental regulations are tough and getting tougher.</li> <li>• Energy costs are the highest in the country.</li> <li>• The California Labor Code is a world unto itself.</li> <li>• Real estate is gold plated and building codes are nightmarish.</li> </ul> <p>While we can't make all of this go away, we can operate to mitigate the impact on our ability to profit and grow. At these meetings, we'll share things that you can do.</p> <p>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <p><input type="checkbox"/> <b>Nov. 2nd</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> <b>Nov. 3rd</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> <b>Nov. 4th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></p> <p><input type="checkbox"/> <b>Nov. 15th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> <b>Nov. 16th</b> – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i></p> <p><input type="checkbox"/> <b>Nov. 17th</b> – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p><b>Sept.</b> <b>27</b></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>MOFTP</b></p> <hr/> <p><b>doors 6:30pm</b> <b>concert 7:30pm</b> Cost: \$30 in advance, \$35 at the door</p> <hr/> <p><b>Location:</b> <small>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small></p>	<p><b>INTERNATIONAL PRINTING MUSEUM PRESENTS</b> <i>Music of the Presses with Annie Sellick and the Hot Club of Nashville in Concert</i> Contact: <b>Mark Barbour, 310-515-7166 <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b></p> <p>Experience the "Music of the Presses" as we kick off this year's LA Printers Fair with Annie and the Hot Club of Nashville, performing their Django Reinhardt-gypsy swing among the old presses at the Printing Museum. The Hot Club of Nashville features fiery guitar, melodic violin solos and hard-swingin' singing. Virtuoso guitarist Richard Smith is among the members of the band who has been praised by everyone from Chet Atkins to Tommy Emmanuel.</p> <p>Light refreshments, informal tours of The Printing Museum, and letterpress printing your own Nashville-style show poster!</p>
<p><b>Oct.</b> <b>1</b></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>IPMLAPF</b></p> <hr/> <p><b>10 a.m.-5 p.m.</b> Cost: \$10 / adults \$8 / students/seniors \$5 / kids under 12</p> <hr/> <p><b>Location:</b> <small>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small></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 is suitable for all ages and supports the non-profit International Printing Museum and its educational mission.. 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 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 Employees of the Stoughton Printing Company will detail the process of how album jackets are printed and manufactured.</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.

<b>Other Industry events</b>	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>Oct.</b> <b>4</b></p> <p><small>Register at right</small></p>	<p><small>Event Number</small> <b>PABIM</b></p> <hr/> <p><i>breakfast</i> <b>8:15 a.m.</b></p> <p><i>meetings</i> <b>9:00 a.m.</b> <i>unless otherwise marked</i></p> <p>Cost: <b>FREE</b></p> <hr/> <p><b>Location:</b> <i>see locations at right</i></p>	<p><b>PIBT'S ANNUAL BENEFITS INTRODUCTION MEETINGS</b> Contact: <b>Joanne Cadenas, Ext. 256, <a href="mailto:joanne@piasc.org">joanne@piasc.org</a></b></p> <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 2017. Complimentary continental breakfast will be provided at 8:15 am. Meetings are held from 9:00am to 12:00pm on the dates and locations listed below. Please mark your calendars early and be sure to join us. Online registration is now open at: <a href="http://www.pibt.org/OpenEnrollmentRegister.aspx">www.pibt.org/OpenEnrollmentRegister.aspx</a></p> <p><i>Check the box(es) below to register for any of these upcoming Meetings:</i></p> <p><input type="checkbox"/> <b>Oct. 6th</b> – Embassy Suites Brea, 900 East Birch Street, Brea, CA 92821</p> <p><input type="checkbox"/> <b>Oct. 11th</b> – Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202</p> <p><input type="checkbox"/> <b>Oct. 13th</b> – Courtyard Marriott, 8651 Spectrum Center Blvd., San Diego, CA 92123</p> <p><input type="checkbox"/> <b>Oct. 25th</b> – PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (9am)</p> <p><input type="checkbox"/> <b>Oct. 25th</b> – PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (1pm)</p>
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<p><b>Oct.</b> <b>26</b></p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>LWL</b></p> <hr/> <p><b>11:30 a.m.</b></p> <p>Cost: <b>\$35 / member</b> <b>\$60 / non-member</b></p> <hr/> <p><b>Location:</b> <i>ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</i></p>	<p><b>LUNCH WITH LESLIE: MASTERING THE CONSULTATIVE SALE</b> <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>Are you ahead or behind the trend? We are now firmly in the solution selling paradigm. Old school transactional selling is fading by the wayside being replaced by comprehensive solution selling strategies. We need to understand HOW to help our clients and prospects meet their objectives.</p> <p>We will discuss how you and your sales team can execute a needs assessment to determine how we can fit into a clients business needs; ask better questions; use the right marketing tools; develop new sales cycles and more.</p>
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<p><b>Nov.</b> <b>9</b></p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>FYI</b></p> <hr/> <p><b>11:00 a.m.</b></p> <p>Cost: <b>FREE/members</b> <b>\$90/non-member</b></p> <hr/> <p><b>Location:</b> <i>on your computer</i></p>	<p><b>FYI WEBINARS-THE NEW LAWS UNDER FLSA: A CALIFORNIA PERSPECTIVE!</b> <i>Speaker: Kristine Kwong, PARTNER, Musick, Peeler &amp; Garrett LLC</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>The Department of labor has released its final ruling to overtime exemptions under the Fair Labor Standards Act (FLSA). This means that California employers must pay any salaried exempt employees a minimum of \$47,465 annually to continue their exempt status, effective December 1, 2016! Join us to hear more about this new ruling.</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.

**Fight Stress**

Work and personal obligations can stretch people thin. If you or one of your employees are feeling the strain, learn to pace yourself with these suggestions:

- **Choose your priorities.** Think about what you want to be known for, and use that as the basis for a personal mission statement. When you know what matters most, you'll know what matters least.
- **Consider the consequences.** Look at your daily to-do lists, and decide what could be dropped with little fallout.
- **Use downtime.** When you're not working in body, don't keep working in spirit. Use morning commutes to listen to soothing music or books on tape, and lunches to socialize or relax rather than conduct business.
- **Set boundaries.** You may not want to rain on anyone's parade, but for your own well-being, learn how and when to say no.

**Help Them Understand**

Most people don't master a difficult task right away, but you don't want to nag employees with repeated instructions. Try asking questions instead. For example, after you've trained an employee to do a new task, give him or her some time to try the task. Then ask something like, "How did those directions work out? Have you had any trouble?" If the employee can talk easily about the

procedure, the directions probably worked. If not, you can clarify the details quickly without micro-managing the task.

**Ask The PIA Technical Experts**

How do we print on metalized paper? Metalized paper is similar to a plastic or non-absorbent substrate. Contact your ink manufacturer for formulation that will adhere and dry on the metalized paper. We also recommend running the minimum amount of fountain solution with an added drying stimulator. Proper ink/water balance is critical, as is maintenance including roller condition and settings. Non-porous substrates, plastics, and metalized paper do not absorb the fountain solution, and the buildup of fountain solution on the plate tends to emulsify the ink, creating runability problems and slow ink drying times. Also keep delivery piles small.

**Hiring A Phone Person**

When hiring people who will spend a lot of time on the phone (customer service, telemarketing, etc.), try this technique: Post a listing of the position, along with the job description, and include your phone number only—no email address. This forces people to call. When they do, offer a brief description of your organization, and then give the candidates five minutes to persuade you to hire them. If the candidate gives a good "audio résumé," then you can invest the time needed for a face-to-face meeting.

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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