



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 10, 2016

## Regulatory State

The impact of the Fortune 100 firms is growing in our country and across the world. One of the primary drivers for this process is the explosion of government regulations. First, because the cost of compliance tends to be constant across firm size, it is more easily born by very large firms. They also employ armies of lobbyists and lawyers to shape regulations to their benefit. In many cases they use regulations to block potential competitors. Printing is the pre-eminent small business industry. As a result, we bear the burden of the regulatory state without the power to control it. In November, all of us will get to decide whether we want to stay on this track or change.

## Another Duty

Employers will soon have to add another new document regarding domestic violence protections in their new hire package. The new AB 2337 adds on to the responsibility of the employer to inform employees of their rights but not until the Labor Commissioner releases the document effective July, 2017. In the meantime, if you have questions about an employer's obligations for an employee who is a victim of domestic violence or stalking, please contact Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

## Healthcare Costs

For those member firms that use PIBT as their healthcare resource, the good news is that those cost, while rising, are rising much less than in prior years. It's still vital to take control of your cost (the gross premium cost less employee payments). To do this, means having the right selection of plans in your menu that employees select from and a carefully thought out policy for employer contribution. PIBT can help you with this. Your first step should be to attend one of our benefit meetings this month.

## Measuring Production

There are a lot of systems on the market to help firms collect production data and presumably use the information to improve production. In reality, there is typically little use of the data on a day to day basis. Occasionally, it may be possible to identify opportunities for improvement, for example we have a kink in our work flow. Actually, these sorts of things can be identified by careful and systematic thought without any data at all. Most firms who do measure production data find that

**LUNCH with LESLIE**

Mastering the Consultative Sale  
See page 3 for details!

Wednesday, October 26<sup>th</sup>  
11:30 am - 1:00 pm  
Santa Ana, CA

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the most significant variable is plant loading. If it's busy, production rises. If it's slow, it falls. This is the Parkinson's Law effect—the number of hours needed to do anything rises to meet the available hours. The take away from this reality reinforces the power of full utilization of the plant—downtime is the enemy. Another take away is the importance of lean staffing. In a variable demand business like printing, the only way to operate is with overtime which can vary from day to day to match need. Plants that never have overtime have too many people on the payroll.

## Freelancing

Would you be angry or thrilled to learn your employees were freelancing their expertise to other organizations or holding down second jobs? Don't wait until you're confronted with moonlighting employees to decide how to respond. If your organization doesn't have a moonlighting policy, develop one. Take into account issues like use of company equipment or proprietary information, conflict of interest, and decreased productivity. Doing this now will save you headaches later.

## Think Before You Order

Even experienced employees may spend your organization's money impulsively on workplace supplies. One way to slow them down: Impose a 48-hour delay on all nonessential spending. You don't have to oversee every decision yourself or add layers of approvals. Simply require employees to take two days to think over optional purchases. Their own good business sense will usually reassert itself. If they're still too willing to spend your organization's money, set strict spending limits to rein them in.

## Thought for the Week

*If you aim at nothing, your accuracy will be immense.*

<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>1</b> <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. 1st</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> <b>Nov. 2nd</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> <b>Nov. 3rd</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>
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<p><b>Oct.</b> <b>11</b> <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> <hr/> <p>Cost: <b>FREE</b></p> <hr/> <p><b>Location:</b> <small>see locations at right</small></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>Check the box(es) below to register for any of these upcoming Meetings:</p> <p><input type="checkbox"/> <b>Oct. 11th</b> – <i>Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202</i></p> <p><input type="checkbox"/> <b>Oct. 13th</b> – <i>Courtyard Marriott, 8651 Spectrum Center Blvd., San Diego, CA 92123</i></p> <p><input type="checkbox"/> <b>Oct. 25th</b> – <i>PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (9am)</i></p> <p><input type="checkbox"/> <b>Oct. 25th</b> – <i>PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (1pm)</i></p>
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**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>	10/17	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>25</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>PFAC</b></p> <hr/> <p><b>5:00-9:00 p.m.</b></p> <p><small>Cost: \$50 (After 10-14 \$60)</small></p> <hr/> <p><b>Location:</b> Bonaventure Brewing Co. 404 S. Figueroa St. Los Angeles, CA 90071</p>	<p><b>PINTS FOR A CAUSE FUNDRAISER</b> <i>Benefitting the PIASC/RAISE Foundation</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>Enjoy great food and drinks included, a door prize raffle, silent auctions, live music, and more!</p> <p><b>The cause?</b> To raise the standards for Graphic Arts Education. The PIASC/RAISE Foundation underwrites numerous annual educational events to benefit graphic arts education.</p> <p><i>Some of the programs include:</i> Surplus Drive • T-shirt Competition Scholarships • Design and Production Competition Scholarships for high school and college students • Museum on Wheels • Literacy Campaign • Boy Scouts of America Merit Badge Day • SkillsUSA • Awards Banquet • Plant Tours • And more.</p>
<p><b>Oct.</b> <b>26</b></p> <p><input type="checkbox"/></p> <p><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><small>Cost: \$35 / member \$60 / non-member</small></p> <hr/> <p><b>Location:</b> ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</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> <p><b>Sponsored by:</b> HP, Redefining what's possible with print.</p>
<p><b>Nov.</b> <b>9</b></p> <p><input type="checkbox"/></p> <p><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><small>Cost: FREE/members \$90/non-member</small></p> <hr/> <p><b>Location:</b> on your computer</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 # \_\_\_\_\_

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**Making Safety Real**

“Safety first” is more than just a motto—it should be a way of life in your organization. Instead of just issuing rules and telling employees to obey them, collaborate on creating a culture where safety is the guiding principle. Follow these steps:

- **Involve workers in safety planning.** Your employees know their jobs and workplace best. Ask them about potential hazards and the best way to avoid them. Enlist their expertise in establishing safe practices, reporting problems, and finding solutions before anyone gets hurt.
- **Audit safety practices.** An outside consultant can help evaluate your efforts, but don’t rely on outsiders alone. Enlist your workforce in checking to be sure proper procedures are being followed.

**Keeping Focused**

Staying focused in the midst of turmoil—whatever its cause—is difficult for managers and employees alike. You can’t afford to let worries interfere with your work, though. If you, or someone on your team, can’t concentrate because of anxiety, take these steps to regain control:

- **Identify the source.** Start by figuring out what’s most important to you: security, control, money, etc. Then determine what’s being threatened. Are you afraid of losing authority? Failing at your job? Being demoted

or fired? Once you know what you’re afraid of, you can start to take appropriate action—or you may realize that the problem’s not so important or likely to happen.

- **Listen to your thoughts.** What do you say to yourself as you go through your day? You may be unconsciously undercutting your efforts: “This will take forever,” or, “This is never going to work.” Bring these fears to the forefront so you can deal with them objectively and take away their power to paralyze you.
- **Communicate all the time.** Create channels that allow employees to share problems and concerns quickly and confidentially. Respond to questions and suggestions promptly to show you take safety issues seriously. Periodically ask employees about any potentially hazardous conditions around your workplace, and thank them for bringing problems to your attention.

**Blue Shield Refund**

Employees who were covered by Blue Shield health insurance have received a letter explaining that they are returning part of the premium because of government regulations. If your people have Blue Shield coverage through PIBT, the refund is being handled by a reduction in the 2017 rates of 9/10 of 1% (which is reflected in the rates that PIBT has just published). If you have questions, call Joanne Cadenas at Ext. 256 (email: [joanne@piasc.org](mailto:joanne@piasc.org)).

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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