



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 23, 2017

Stop and Think

Everyone uses estimating systems that produce quotes based on the specs of the project, operating on autopilot to do so. However, the occasional project is very large or very unusual and deserves special attention. First, what is the likely importance of the project to the client? Is it key to the launch of a new product that's already behind schedule, or is it to replenish the store of instruction books which are kept in inventory? Second, what is our relationship with this client? Do they love our work and think of us as a sole source or do they get multiple quotes and buy strictly on price? Third, who is our likely competition for this job? Do they have special production capabilities or a real thirst to penetrate this account that might impact their price? Careful thought about these questions will enable us to fine tune our quote to avoid leaving dollars on the table while still getting the big order.

The Equifax Hack

A growing issue plaguing the workplace, and the rest of the world, is identity theft. The definition of identity theft is "the fraudulent acquisition and use of a person's private information, usually for financial gain." When their identity is stolen, many employees face credit and financial issues. Recently, Equifax announced a cybersecurity hack potentially impacting 145.5 million U.S. consumers. Criminals hacked into a U.S. website to gain access to names, Social Security numbers, birthdates, addresses, and in some instances, driver's licenses. In addition, some credit card numbers and certain dispute documents with personal identifying information were accessed. Equifax has more information on their site on how to address this issue at: www.equifaxsecurity2017.com/potential-impact. All are urged to check whether they have had an exposure and if so, to go ahead and enroll in some sort of identity theft protection program. Equifax is offering a complimentary identity theft protection service via TrustedID Premier. Go to www.equifax.com/personal/ and review the information. However, it's important to realize that all identity theft programs are like car alarms—they don't prevent theft, they just call your attention to it. It's essential that you are careful with your passwords and avoid "phishing" emails that say, "we notice that there's a problem with your account, just send us your information and we will help." However, the best protection is taking a bit of time, at least weekly,

Bringing life to...

Digital Print, Label & Packaging

Wednesday, October 25th

9:00 am – 4:00 pm

See page 2 for details!



to go on the internet and look at the transactions on your bank and credit card accounts—then, promptly question any that seem unfamiliar.

Best Workplace in America

Printing Industries of America's *Best Workplace in America* is under way again. This is a great way to showcase the quality of your workplace and its people and this year, with the addition of Safety Shield, will help you with OSHA compliance. To get started, just go to www.printing.org/programs/awards/best-workplace-in-the-americas. Need help or have questions? Call Cheryl at Ext. 218 (email: cheryl@piasc.org).

What They Really Mean

Below are euphemistic phrases that have become ubiquitous in the modern firm—along with their possible translations.

See how many you recognize:

"Good to know." Translation: *I couldn't possibly care less.*

"Sounds like a plan." Translation: *A terrible plan, actually. A recipe for seismic failure.*

"I know you're busy." Translation: *My ears are bleeding; please shut the hell up.*

"I see what you did there." Translation: *That's the least funny thing I've ever heard.*

"Maybe that project isn't the right fit for you." Translation: *Stay away from that project, you blithering buffoon.*

"I'm not growing in my job." Translation: *They don't even trust me to run the copy machine.*

"I don't think I'm getting the idea behind your graph." Translation: *Who did this? A chimp with an Etch-a-Sketch?*

"We need to circle back on this one." Translation: *We'll wait until your day off to take another shot at this.*

Thought for the Week

The difference between a dream and a goal is a timeline.

Upcoming National Events Calendar 2017

11/2	Webinar: 7 Tips to Increase Productivity and Accuracy with Automation	Sam Shea	412-259-1747	sshea@printing.org
11/30	Webinar: 2 Second Lean – A Practical Way to Improve Your Company and Life	Sam Shea	412-259-1747	sshea@printing.org
2018				
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

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

PIASC October-December Activities

<p>Oct. 24 <small>Register at right</small></p>	<p><small>Event Number</small> PABIM</p> <hr/> <p><i>breakfast</i> 8:15 a.m.</p> <p><i>meetings</i> 9:00 a.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>PIBT'S ANNUAL BENEFITS INTRODUCTION MEETINGS Contact: Joanne Cadenas, Ext. 256, joanne@piasc.org</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 2018. Please mark your calendars early and be sure to join us.</p> <p><i>Check the box(es) below to register for any of these upcoming Meetings:</i></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>
<p>Oct. 25 <small>Purchase tickets at: bit.ly/2017PrintersFair</small></p>	<p><small>Event Number</small> KONICA</p> <hr/> <p>9 a.m.-4 p.m.</p> <p>Cost: FREE!</p> <hr/> <p>Location: <small>1900 S State College Blvd., Suite 600 Anaheim, CA 92806</small></p>	<p>PIASC AND KONICA MINOLTA PRESENT <i>Create Impact: Bringing Life to digital print, label and packaging</i> Contact: Dave McCormac, Ext. 299, dave@piasc.org</p> <p>Join us to preview the revolution of digital print. See how our innovative technologies help you increase clients, revenue and profit. Discussions about business solutions and print workflows that you have never seen before ... Embellishment has gone digital!</p> <p>The first 100 individuals that register before October 15th will receive a free bottle of wine.</p> <p>A Day Filled with:</p> <ul style="list-style-type: none"> - Product Demonstrations - Informative Presentations - and Refreshments
<p>Oct. 25 <small>Register at right</small></p>	<p><small>Event Number</small> OEW</p> <hr/> <p>9:00 a.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>PIBT'S EXCLUSIVE OPEN ENROLLMENT WEBINARS Contact: Joanne Cadenas, Ext. 256, joanne@piasc.org</p> <p>Can't make it to the Open Enrollment Meetings? Sign up for one of the complimentary webinars! PIBT offers the best possible cost containment programs plus our personalized customer service to benefit employers as well as employees. Attending this webinar will better assist you in selecting the most convenient plans to offer your employees in 2017-2018. Register below or online at https://www.pibt.org/WebinarRegistration.aspx</p> <p><i>Check the box(es) below to register for either of these upcoming webinars:</i></p> <p><input type="checkbox"/> Oct. 25th at 9am</p> <p><input type="checkbox"/> Oct. 27th at 1pm</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.

Other Industry Events	11/2	AIGAOC 2017 OC Design Awards	[seven-degrees], Laguna Beach	Orangecounty.aiga.org	
	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

Nov.

2

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**

Are You Properly Insured?

Because you wear so many hats each day, you may not be thinking about the risks your changing business faces until a problem arises and you find out that you are not fully protected. Together we can evaluate how your needs may have changed over the past year.

- Have the mailing address and/or physical location of your business changed?
- Has there been any increase/decrease in the amount of business/personal property/equipment you own?
- Has there been any increase/decrease in your company's payroll or sales?
- Have you added or eliminated any vehicle used in your business operations?
- Are the billing plan and deductible on your policy right for your business?
- Are you protected against cyber threats like ransomware?

During the evaluation, we may make coverage recommendations, provide peace of mind solutions and possibly reduce your costs. Join us and meet Joanne Cadenas, our PIASC Insurance Services Operations Manager. She is ready to answer your commercial insurance questions.

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

Nov. 2nd – *The Avocado House, 11618 Central Ave, Chino, CA 91710*

Nov. 7th – *Basecamp and High Horse Dinette, 1221 W. Riverside Dr., Burbank, CA 91506*

Nov. 15th – *The Local Spot, 6200 E Pacific Coast Hwy, Ste B, Long Beach, CA 90803*

Nov. 16th – *Citrus Café, 1481 Edinger Ave, Tustin, CA 92780*

Dec.

8

Check here to REGISTER

Event Number
EH101

10:30 a.m.

Cost: **FREE / member**
\$90/ non-member

Location:
on your computer

WEBINAR: EMPLOYEE HANDBOOK 101

Presenter: Elaine Vukadinovich, PARTNER, Musick, Peeler & Garrett LLP

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

This webinar will examine the benefits of employee handbooks and the legal and practical issues associated with those handbooks. We will cover some of the essential policies to have in order to protect an employer's interests and comply with the law such as policies covering at-will employment, employee drug use - Prop 64 (Marijuana), anti-harassment and discrimination, wage and hour policies such as those pertaining to meal and rest periods and overtime and timekeeping. We will also discuss benefits like vacation and sick leave. We will also cover types of discipline, standards for conduct, leaves of absence, social media, and managing privacy expectations, among other topics. You will not want to miss this invaluable training.

For more information and to sign up online visit: www.piasc.org/Employee-Handbook-101

Dec.

9

Purchase tickets at: bit.ly/2017DickensHoliday

Event Number
IPMDHC

10 a.m.-4 p.m.

Cost: \$25
group of 4: \$80

Location:
Int'l Printing Museum
315 W. Torrance Blvd.
Carson, CA 90745

THE DICKENS HOLIDAY CELEBRATION

Presented by the International Printing Museum

Contact: **Mark Barbour, (310) 515-7166, mail@printingmuseum.org**

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.

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: <http://bit.ly/2017DickensHoliday>.

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.

Bulding A Creative Environment

Here are eight tips to spark a creative environment:

1. **Set up a system for gathering, assessing and rewarding creativity.** Schedule time for brainstorming and generating new ideas, and block off time to follow up on every idea. This reinforces creativity's essential role in your organization. Reserving time for and rewarding creativity also shows that your leaders take it seriously. Without that commitment, it's unlikely staffers will put time and effort into stretching themselves.
2. **Encourage and reward creativity in individual workspaces.** Workers should be free to surround themselves with objects, textures, colors or decor of their choosing. It might seem a small matter, but giving employees a measure of control over their workspace will put them at ease—which can spur creativity.
3. **Create contests for new ideas.** Have you considered giving a prize or another form of recognition for the best new idea of the month? Workers could vote for their favorites and come up with a prize tailored to each winner.
4. **Encourage spontaneity and random ideas.** Hold regular meetings solely to discuss ideas. The only rules: no idea is unacceptable, and nobody can ridicule anyone else's ideas. You might form teams and make a game out of it: one team opposes an idea, and the other defends it. That would get people talking, and you might just generate some bright ideas.
5. **Hold meetings outside the workplace.** Look for interesting places to gather, as far away from the workplace as possible. Conducting a meeting at a historic site, museum, college campus or other outside venue can reinvigorate your colleagues.
6. **Give employees time to work on personal projects.** Autonomy builds trust and boosts creativity. Encourage staff to share what they are working on and to reach out for help, support, and ways they can improve their pet projects. Ideas flow more freely in a culture of freedom and trust.

7. **Support and encourage staff to continuously learn.** How do you handle staff enrichment or skills development? Is it a priority, or do you simply respond to requests as they come in? To foster a culture of continual learning, you might consider offering financial rewards, time off, or recognition to those who go above and beyond to gain new skills. How about a prize to honor people who inspire others to grow as well?

8. **Put useful ideas into practice as soon as possible.** Create timelines and a plan for implementing good ideas. Let everyone know when they can expect to see it come to fruition. If ideas are not used, explain why they might not be implemented just yet.

Make employees feel heard, respected and valued. If you demonstrate to workers that their opinions are taken seriously, you'll be much more likely to spur productive, creative thought.

Pile Delivery Temperature

What is the recommended delivery pile temperature for aqueous coating? The temperature of the delivery pile should be in a range of 85–100 degrees Fahrenheit.

Higher temperatures can soften some aqueous coatings causing the sheets to stick together. Heat from an IR dryer will remove moisture from the substrate; too much heat causes excessive moisture loss, contributing to static build up, cracking during folding, and dimensional changes in the size of the sheet. Aqueous coating dries primarily from high volumes of dry warm air, not the IR dryer itself. Check with your coating manufacture for their recommendations. Call Dillon Moloney, the PIA technical expert, at (412) 259-1786 for help on this.

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

cardconnect.


OCTOBER
Member Discount
of the Month

Fulfill all your payment needs with PIASC and CardConnect.

CardConnect provides PIASC members with a simple, secure and reliable payment solution that will allow you to streamline the way you do business.

Sign up with CardConnect this month and receive:

\$100 off 1st month of processing or a **free CardPointe terminal** with 2 year agreement.



Get your complimentary savings analysis today!

cardconnect.com/partner/piasc | 913.948.9733 | signup@cardconnect.com

www.piasc.org

Printing Industries Association of Southern California

Affiliated with
Printing Industries of America, Inc.



PRINTING INDUSTRIES OF AMERICA

Advancing Graphic Communications

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

Telephone Number:
(323) 728-9500

Web Site:
www.piasc.org

Print Access:
www.printaccess.com

Key Contacts
Lou Caron, President
Ext. 274, lou@piasc.org

Bob Lindgren, Management & Business
Ext. 214, bob@piasc.org

Joanne Cadenas, Insurance Benefits
Ext. 256, joanne@piasc.org

Kristy Villanueva, Member Services
Ext. 215, kristy@piasc.org

Cheryl Chong, Human Resources
Ext. 218, cheryl@piasc.org

