



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 30, 2017

## Tax Reform

Having failed on healthcare reform, the folks in Washington are now at work on tax reform. The good news is that broad tax reform that includes lower marginal rates and simplification of the byzantine revenue code would spark real growth in the economy. It would also create more and better jobs, and actually more revenue, since an expanded economy growing at 3% or better would still pay more dollars of taxes. The bad news is that everyone in favor of this outcome is also opposed to some aspects of what has to be done to get there. Just imagine the row elimination of deductions for state and local taxes would cause. And we're not even prepared to think about the deductibility of home mortgage interest. While we are justifiably angry at gridlock in Washington, we need to understand that while almost everyone wants to have their cake and eat it too, this makes meaningful change impossible. If we as citizens, want our country to grow again, our members of Congress need to know that's more important to us than preserving our corner of the revenue code. As Pogo, the iconic 50s cartoon character said, "We have met the enemy and they are us."

## Can We Talk?

Bob Lindgren, PIASC Management and Business Advisor and its President Emeritus, has more than fifty years of experience working with firms in our industry. If there are challenges that are frustrating you, give him a call at Ext. 214 (email: [bob@piasc.org](mailto:bob@piasc.org)) to talk through the problem.

## Get Feedback!

Sales and marketing guru, Leslie Groene, says: getting feedback is one of the most difficult things to do—and one of the most necessary. From time to time, we all have less than perfect experiences with clients. The communication process can become flawed or the client's expectations can be just a little bit unrealistic. No matter what goes wrong with a client, we still need to have the fortitude to offer to fix it. However, if the primary problem is with the client, you might need to move on to other prospects. That depends on the contributions of the client to your firm's bottom line. Most of us have dealt with someone who can be characterized as "the client from hell," whom nothing will ever satisfy. Unless a client like that is the one keeping your firm's doors open



## Mark your calendar: New dates November 2nd!

Join us and meet Joanne Cadenas, our PIASC Insurance Services Operations Manager. She is ready to answer your commercial insurance questions. Together we can evaluate how your needs may have changed over the past year. During the evaluation, we could make coverage recommendations, provide peace of mind solutions, and even reduce your costs.

See page 2 for details!

and lights burning, you might want to graciously remove yourself from further humiliation and frustration. Life is too short to go through hell for a difficult, demanding client who just doesn't get it. I would rather lose that client than half my sales staff in the process! Fortunately, most clients are not like that. They simply need to know that we want their constant feedback on how we're doing for them. You might learn something about your style or personality that you're not even aware of, and it might help you in the long run. Also, it is much better for your clients to know they can talk to you about a problem area and that you will respond to their concerns. It does take a pretty competent and confident individual to adopt this policy with clients, though. Sometimes we might not want to hear what they say. However, if your firm's policy is not to assign blame but to focus on fixing what is amiss, everyone will benefit. To incorporate such a policy, a firm can appoint an independent third party to elicit comments from clients. They could be reluctant to open up to their normal liaison if something about that person is part of the problem. But again, when everyone buys in to the concept of providing exceptional service to the firm's clients, and when the process is a positive one and not an internal blame game, then everyone will benefit.

## Thought for the Week

*An ignorant person is one who doesn't know what you have just found out...Will Rogers*

**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
<b>2018</b>					
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](http://www.piasc.org).

**PIASC November-December Activities**

**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](mailto: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 could make coverage recommendations, provide peace of mind solutions, and even 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](mailto: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
- overtime and timekeeping

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](http://www.piasc.org/Employee-Handbook-101)

**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>	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	
	11/15/17	Scodix Open House	GotPrint, Burbank (bit.ly/ScodixOpenHouse)	dennis@scodix.com	916-32-7733	
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	310-515-7166	
	<b>2018</b>					
	1/26	Grc Career Day	San Luis Obispo	Ising@calpoly.edu	805-756-2645	
4/19/18	Grc Career Day	San Luis Obispo	Ising@calpoly.edu	805-756-2645		

<p><b>Dec.</b> <b>9</b></p> <p><small>Purchase tickets at: bit.ly/2017DickensHoliday</small></p>	<p><small>Event Number</small> <b>IPMDHC</b></p> <hr/> <p><b>10 a.m.-4 p.m.</b></p> <p><small>Cost: \$25 group of 4: \$80</small></p> <hr/> <p><b>Location:</b> <small>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small></p>	<p><b>THE DICKENS HOLIDAY CELEBRATION</b> <i>Presented by the International Printing Museum</i> Contact: <b>Mark Barbour, (310) 515-7166, mail@printingmuseum.org</b></p> <p>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.</p> <p>The highlight of your visit will be with Mr. Charles Dickens himself entertaining guests in the Museum's Heritage Theater; he will retell his most famous story, A Christmas Carol, becoming Scrooge and randomly using his audience as cast members.</p> <p>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">bit.ly/2017DickensHoliday</a>.</p>
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<p><b>Dec.</b> <b>15</b></p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>P101</b></p> <hr/> <p><b>8:30 a.m.</b></p> <p><small>Cost: \$75 / member \$100/ non-member</small></p> <hr/> <p><b>Location:</b> <small>Fullerton College Printing Department 321 E. Chapman Ave. Fullerton, CA 92832</small></p>	<p><b>PRINT 101 - AN INTRODUCTION TO GRAPHIC COMMUNICATIONS</b> <i>Presenter: Glenn Huerth, Professor, Fullerton College</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p>If you are new to the printing industry, then this program is for you! This class, full of factual information, will take participants through the basics of printing.</p> <p><b>What you will learn:</b></p> <ul style="list-style-type: none"> <li>• History of the industry and its impact on society</li> <li>• Terminology</li> <li>• Color Theory</li> <li>• Common machinery used in print production</li> <li>• Basic processes</li> <li>• Post-press finishing operations</li> <li>• Production flow of a job from order entry to delivery</li> <li>• And more!</li> </ul> <p><b>Who should attend:</b></p> <ul style="list-style-type: none"> <li>• Those new to the field of graphic communications whether it be creatives, sales, administration, customer service or production.</li> <li>• Those wanting a refresher course.</li> <li>• Those who want to make sure they are not missing anything.</li> </ul> <p>Visit <a href="http://www.piasc.org/Print101">www.piasc.org/Print101</a> for more information!</p>
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**Getting Words Right**

When you get a file or copy from a client, be a hero and help them avoid common mistakes that make them look bad. Some examples are:

**All right vs. alright** - "Alright" is not a real word. Like "a lot" (not "alot"), it's always two words.

**Cache vs. cachet** - Cachet means prestige. A cache, on the other hand, is a hiding place or a bunch of something—a cache of weapons or a cache of files. It's also the first thing your IT guy will ask you, so before you even call, clear your cache.

**Can vs. may** - "Can" implies ability; "may" implies permission. To remember the difference, picture the school bully: "Can I get up now?" "I dunno, can you?" To recall the permission aspect of "may," bring to mind the Tori Spelling Lifetime TV movie *Mother, May I Sleep With Danger?*

**Compliment vs. complement** - To "compliment" is to praise: You compliment your boxing rival on his left hook. A "complement" is when something completes something else or makes it whole: Your boxing rival's blue trunks really complement his white shoes. If something is "complementary" to something else, it brings it together: Salt and lime are complementary to a shot of tequila. "Complimentary" means free: "These peanuts have been touched by everyone in the bar, but they're complimentary."

**Cord vs. chord** - If it has to do with anything but music

notes, it's "cord." Cords can be umbilical, vocal, or spinal. Cord can mean an amount of wood or be short for corduroy. The only time you should use "chord" is for music.

**Fewer vs. less** - People started to get confused when "10 Items or Less" aisles started popping up. That's wrong and don't you forget it. If the focus is on a number, use "fewer": "Elvis made fewer albums than the Beatles." If the focus is on degree or amount, use less. "For less than \$2 a day, you can sponsor a baby alpaca."

**Forwards, backwards, towards, outwards, onwards, etc.** - Do you live in the UK? No? Then stop using the "s" on the ends of these words. You're an American, and Americans don't look backwards! Just, um, backward.

**Home in vs. hone in** - "Hone" means "to sharpen" and "home" means "to direct attention toward" or "proceed." You hone (sharpen) your pitch so you can home in on (proceed with, focus on, approach) a deal.

**i.e. vs. e.g.** - The difference between these abbreviations is little tough to remember, but i.e. stands for "id est," which means "that is," and "e.g." stands for "exempli gratia," which means "for example." Think of "i.e." as "in other words" and you'll see that they mean totally different things.

**For Sale**

Xerox 560 Color Copy / Xerox 260 Color Copy / Xerox 5765 Black and White. Please email: [yvonne@toragrafix.com](mailto:yvonne@toragrafix.com).

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

cardconnect.

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**Printing Industries Association of Southern California**

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