



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 6, 2017

Our Industry Honors

On November 10th, Janet Green (Greens, Inc. – Irvine) will receive the Naomi Berger Award given annually to the outstanding woman leader in the printing industry. Janet's extraordinary record of accomplishment as a stand-out sales rep, leader of her own family firm, Chairperson of both PIASC and PIA, and the culmination of years of work on boards and committees testify to her talent and energy. At the same time, Marina Poropat Joyce (INEZ D – Anaheim) will be inducted into the Ben Franklin Honor Society. Marina was the founder of INTAGLIO (Los Angeles), an award winning design to print firm. She has served as a Board Member and Chairperson of PIASC and is the author of *Designing for Print*, a comprehensive manual for designers working in print.



Congratulations to Marina Joyce and Janet Green on your national leadership recognition!

California Is #1

We know that the citizens of the golden state like to think that it's best in the nation. We are glad to report that California has retained its title as the home of the most expensive gasoline in the country. In September, the average price of regular gasoline in our state was 20.5% higher than the rest of the country. As our real estate is also in the stratosphere, we obviously need a lot of golden opportunities to live here!

You Are Not Alone

Running a business is challenging and frustrating at the same time. How do you grow the firm? How do you motivate your people? How can we become more efficient? These are the questions that are constantly on our minds and which we wind up talking to ourselves about. What if it were possible to share these questions with others in the same boat but who are not your employees nor your competitors? If this sounds like an answer to your prayers, check out a PIA peer group. Peer groups are small groups of printing CEOs running similar businesses to yours but in different parts of the country, so they're not competitors. Several peer groups are looking for new members, so the first step is to call PIA's June Crespo at (412) 741-6860 (email: jcrespo@printing.org).

Are They Colorblind?

Where can I find information about color blindness testing? There is information on PIA's website regarding color blindness testing at: www.printing.org/hiring-and-color-vision-deficiency-hr-concerns. The two most

common tests used by printers to test for color deficiencies are the HRR Pseudoisochromatic Test and the Farnsworth Munsell Hue 100 Test. The HRR Pseudoisochromatic Test consists of 24 plates with hidden numbers in pastel circle patterns. This is the simplest test and detects genetic color deficiency or color blindness. The Farnsworth Munsell Hue 100 Test consists of 85 color chips and is also useful for determining an individual's ability to discriminate between subtle color differences.

After The Fire

Your worst nightmare has occurred—a devastating fire has destroyed your plant. Of course, job one is to get back into operation ASAP. This will be made easier if you have thought about the possibility earlier and have a recovery plan in place. It should include the names of the firms that you can subcontract your work to until you're back in operation. It should also include the names and responsibilities of your recovery team. It should cover communications with your clients to reassure them that their jobs will be finished and you'll be able to continue to serve them. It should identify the records that will be necessary to support the insurance claim for loss of equipment and business interruption. Needless to say, all of this should be stored electronically off-line so it isn't lost in the fire. In any case, all files should be backed up every night and stored off the premises as fires are mercifully rare but computer crashes and hackers aren't.

Thought for the Week

Since the world is round, the place which seems like the end may also be the beginning.

Upcoming National Events Calendar 2018

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
2/22-2/24	Graphics of the Americas	Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009
3/4-3/6	Presidents Conference	Hyatt Regency San Antonio, San Antonio, TX	Adriane Harrison	412-259-1707
3/18-3/21	TAGA Annual Technical Conference	Sheraton Inner Harbor Hotel, Baltimore, MD	John Bodnar	412-259-1706
				jstrang@printing.org
				gabe@flprint.org
				aharrison@printing.org
				jbodnar@printing.org

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

PIASC November-December Activities

Nov.
7

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. 7th – Basecamp and High Horse Dinette, 1221 W. Riverside Dr., Burbank, CA 91506
- ☐ Nov. 15th – The Local Spot, 6200 B E Pacific Coast Hwy, Ste B, Long Beach, CA 90803
- ☐ Nov. 16th – Citrus Café, 1481 Edinger Ave, Tustin, CA 92780

Nov.
16



Check here to
REGISTER

Event Number
CLOUD

10:00 a.m.
Cost: FREE /
member
\$25/ non-member

Location:
on your computer

WEBINAR: CLOUD COMPUTING

Presenters: Eddie Bader, Eric Klauss, and Brian Iinuma

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

Learn how cloud computing is revolutionizing how we work with computer systems and software and the underlying concepts behind virtual servers.

You will learn how cloud computing entails utilizing a network of remote servers, which is hosted at a service provider's facility and accessed via the Internet. These services are designed to store, manage, and process data remotely rather than on a local server or a personal computer.

For more information and to sign up online visit: bit.ly/CloudFinancial

Nov.
30



Check here to
REGISTER

Event Number
CC17

5:30 p.m.
Cost: FREE for
members with
RAISE donation
\$40/ non-member
RAISE donation

Location:
JT Schmid's Restaurant &
Brewery
2610 E. Katella Ave.,
Anaheim, CA 92806

COCKTAILS & CONVERSATIONS

Making Spirits Bright

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

Join us from 5:30 to 8:00 pm on Thursday the 30th of November for great drinks, small bites, live drawings and much more as you connect with other industry members, meet some new friends and network, network, network. RSVP is required for this event as space is limited.

RAISE Foundation is a non-profit California corporation, established in 1974 by the Printing Industries Association, Inc. of Southern California (PIASC). Its goal is to foster graphic communications careers in primary, secondary and post-secondary educational institutions. RAISE is, and has been over the years, sustained by individual companies, industry employees, and other foundations. RAISE underwrites numerous annual educational events that benefit not only students but also their programs.

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	11/15/17	Scodix Open House	GotPrint, Burbank (bit.ly/ScodixOpenHouse)	dennis@scodix.com	916-320-7733
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	310-515-7166
	2018				
	1/26	Grc Career Day	San Luis Obispo	lsing@calpoly.edu	805-756-2645
	4/19	Grc Career Day	San Luis Obispo	lsing@calpoly.edu	805-756-2645

Dec. 8 <input type="checkbox"/> <small>Check here to REGISTER</small>	Event Number EH101 10:30 a.m. Cost: FREE / member \$90/ non-member Location: <i>on your computer</i>	WEBINAR: EMPLOYEE HANDBOOK 101 <i>Presenter: Elaine Vukadinovich, PARTNER, Musick, Peeler & Garrett LLP</i> 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
	Event Number IPMDHC 10 a.m.-4 p.m. Cost: \$25 group of 4: \$80 Location: <i>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</i>	THE DICKENS HOLIDAY CELEBRATION <i>Presented by the International Printing Museum</i> 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. 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. 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 .
Dec. 15 <input type="checkbox"/> <small>Check here to REGISTER</small>	Event Number P101 8:30 a.m. Cost: \$75 / member \$100/ non-member Location: <i>Fullerton College Printing Department 321 E. Chapman Ave. Fullerton, CA 92832</i>	PRINT 101 - AN INTRODUCTION TO GRAPHIC COMMUNICATIONS <i>Presenter: Glenn Huerth, Professor, Fullerton College</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org 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. What you will learn: <ul style="list-style-type: none"> • History of the industry and its impact on society • Terminology • Color Theory • Common machinery used in print production • Basic processes • Post-press finishing operations • Production flow of a job from order entry to delivery • And more! Visit www.piasc.org/Print101 for more information!

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.

Getting Words Right-II

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:

Imply vs. infer - These are commonly confused but decidedly distinct. First comes the implication (a hinting at without stating directly), then comes the inference (the drawing or deducing of a conclusion). In Theodore Bernstein's classic *The Careful Writer*, he describes the implier as the pitcher and the inferrer as the catcher, and there's no better or more succinct way to remember the difference than that.

Founder vs. flounder - Both signify failing, so it's a little confusing. A flounder is a fish, so remember that "flounder" means to flail like a fish out of water. "Founder" is what a ship does when it sinks. If you're saying someone is indecisive, say he's floundering. If you're saying someone straight-up failed, he foundered. If you're saying a person who established a company failed, the founder foundered. And that's what grammarians call humor.

Lead vs. led - I have no idea why so many people think "lead" is the spelling of the past tense of "lead," but you'd be amazed how often I come across this one. Yes, it's an irregular verb, and those can be tough, but think of the similar construction bleed and bled. It's not "yesterday I cut my lip and it bleed everywhere."

Leapt, burnt, dreamt, knelt, etc. - We previously established that you're an American, not a Brit. Here in

the US of A we put an "-ed" on the end of our verbs, and we like it! Our lizards are leaped, our toast is burned, our delusions are dreamed and Zed is kneeled before.

Premier vs. premiere - "Premier" is an adjective meaning first. "Premiere" is a noun (and sometimes a verb) that indicates a first showing or performance. Tricky stuff. In order to sort this one out, we have to go back to the fourth grade for a moment: a noun is a person, place or thing; adjectives modify nouns; verbs describe an action.

Sneaked vs. snuck - I acknowledge that it's probably a losing battle, but it still must be said: The correct past tense of "sneak" is "sneaked," not "snuck."

Wisdom From Military Training Manuals

If the enemy is in range, so are you.

It is generally inadvisable to eject directly over the area you just bombed.

Whoever said the pen is mightier than the sword, obviously never encountered automatic weapons.

Any ship can be a minesweeper. Once.

If you see a bomb technician running, try to keep up to him.

The only time you have too much fuel is when you're on fire.

When one engine fails on a twin-engine airplane, you always have enough power left to get you to the scene of the crash.

Wanted

Plate setter, plate sizes 15.75 x 20 and 11.75 x 18. Please call Geoff or George at (818) 709-1220.

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



ACCELERATE
COMPUTER TRAINING

NOVEMBER
Member Discount
of the Month



LEARN MORE IN LESS TIME
AND FOR LESS MONEY!

Members in good standing receive a 20% discount on hands-on small group computer training, and more!

For more information contact
Tim Jones at 562.495.3109.

Printing Industries Association of Southern California

Affiliated with
Printing Industries
of America, Inc.



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