



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 7, 2016

Your PIASC Staff

Every year, we recognize those staff members of the PIASC family who are celebrating special service anniversaries. In 2016 these included 35 years: Lina Lindgren (Management Services); 30 years: Gerry Bonetto (Government Affairs); 20 years: Esther Arriola (Management Services), Sylvia Bodor (Accounting), Jairo Cuellar (Management Services), Deborah Dowling (Management Services), Dori Mondala (Accounting); 15 years: Diane Bejarano (Management Services), Sandra Bonilla (Benefit Trust). At end of this year, the 43 staff members of the PIASC family will have an average of 16 years serving you, our members.

Get the Law on Your Side

Frustrating as it can be to be in a dispute with a difficult client, an ex-employee or a failed supplier, you have to solve the problem with the least possible damage. You do not want to roll over, but you need to be realistic about the need to cut your pain and move on. For more than twenty years, PIASC has employed Ken Perkins as its counsel and he has become intimately familiar with the challenges of our industry. We have made arrangements with Ken and his firm, Musick, Peeler & Garrett, to work with PIASC member firms at reduced rates. If you need help, call Ken Perkins at (714) 668-2441 (email: k.perkins@mpglaw.com).

Fall Back

Happy Autumn Season to all. In 2016, daylight saving time ends at 2 a.m. on November 6th. What this translates to is that most people will gain an extra hour of sleep. This semi-annual ritual at 2 a.m. in the spring and fall season impacts the way employees are paid when the clock is set forward (employees "lose" an hour) or back (employees "gain" an hour). Regardless, be sure to pay attention to how your employee's hours are calculated as the Fair Labor Standards Act requires that employees be credited with all the hours actually worked, even though the employee's work schedule, time clock or recording device may reflect otherwise. One interesting fact to note, revealed in a study conducted on this ritual, is the impact it had on safety. The Mondays after the spring forward changeover indicated a spike in accidents due to the lack of sleep by workers. The Mondays after the changeover back noted a drop in workplace incidents and increased

2016 Service pin recipients: Lina Lindgren (35 yrs), Sylvia Bodor (20 yrs), Deborah Downing (20 yrs), Gerry Bonetto (30 yrs), Jairo Cuellar (20 yrs), Diane Bejarano (15 yrs), Esther Arriola (20 yrs) and Sandra Bonilla (15 yrs).



productivity due to employees getting an additional hour to sleep or rest. For questions on human resources issues, call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org).

On December 1st

The Federal minimum salary for persons exempt from the payment of overtime will become \$47,476/year. Additionally, they must satisfy the duties tests in both state and federal law. Before that date, the California minimum salary of \$41,760/year applies (double the California minimum wage). When the California minimum wage rises to \$12/hour in 2019, the California minimum salary will become \$50,112/year instead of the federal number of \$47,476/year. Remember that because a number of local governments have adopted higher minimums, these will impact minimum exempt salaries (it's always double the minimum wage).

Annual Survey

All PIASC members are asked to review and complete the "PIASC Membership Directory Listing" and "Annual Survey" that was recently mailed. Please review the data listed on the survey and make sure to add, change and/or delete any information which may no longer be current. Also, please make sure to complete the "2017-2018 Annual Survey" and return both, even if there are no changes to report, via FAX to (323) 358-2968 or mail it to PIASC before November 30, 2016. Need help? Need a copy of the survey? Contact Socorro Garcia at Ext. 229 (email: socorro@piasc.org).

Thought for the Week

Wise men talk because they have something to say, fools talk because they have to say something.

Upcoming National Events Calendar 2016-17	12/3-12/6	Color Conference	The Point Hilton Sqaw Peak Resort, Phoenix, AZ	Julie Shaffer	412-259-1730	jshaffer@printing.org
	2017					
	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.

PIASC November-March Activities

<p>Nov. 15</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>CALIFORNIA—THE LAND OF MANDATE 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"> • The minimum wage is exploding carrying other wages with it. • Communities are competing to see who can mandate more paid sick leave. • Environmental regulations are tough and getting tougher. • Energy costs are the highest in the country. • The California Labor Code is a world unto itself. • Real estate is gold plated and building codes are nightmarish. <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"/> Nov. 15th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> Nov. 16th – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i></p> <p><input type="checkbox"/> Nov. 17th – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p>Nov. 9</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> FYI</p> <hr/> <p>11:00 a.m.</p> <p>Cost: <i>FREE/members</i> <i>\$90/non-member</i></p> <hr/> <p>Location: <small>on your computer</small></p>	<p>FYI WEBINARS-THE NEW LAWS UNDER FLSA: A CALIFORNIA PERSPECTIVE! <i>Speaker: Kristine Kwong, PARTNER, Musick, Peeler & Garrett LLC</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</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>
<p>Nov. 30</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> HOLIDAY</p> <hr/> <p>5:30 – 9:00 pm</p> <p>Cost: <i>Before 11/23</i> <i>\$35/members</i> <i>(after \$45)</i></p> <hr/> <p>Location: <i>Hotel Fullerton</i> <i>1500 S. Raymond Ave.</i> <i>Fullerton, CA 92831</i></p>	<p>PIASC HOLIDAY PARTY <i>Double the Cause, Double the Feel Good</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>Enjoy great food, great drinks, and live music while participating in two great causes. Your participation includes a toy donation to City of Hope and silent auction proceeds benefit the RAISE Foundation.</p> <p>Thank you to our generous sponsors: Community Bank, Digital Printing Systems, CardConnect, L.A. Envelope, The Label Shoppe, Western Dental, Prudential Overall Supply and Castle Press.</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	11/10	AIGA-OC: 2016 O.C. Design Awards	Seven-Degrees, Laguna Beach	communication@aigaoc.org
	11/11	AAF-OC: Integrated Marketing Forum	Bowers Museum, Santa Ana	info@aafoc.org
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour www.printmuseum.org

<p>Jan. 19 <i>thru</i> 20</p> <p><input type="checkbox"/> Check here to REGISTER for this event</p>	<p><i>Event Number</i> SD30</p> <hr/> <p>9:00-2:00 p.m. Cost: FREE</p> <hr/> <p>Location: Lithographix, Inc. 12250 S Crenshaw Blvd. Hawthorne, CA 90250 (323) 770-1000</p>	<p>30TH ANNUAL SURPLUS DRIVE <i>at Lithographix, Inc.</i> Contact: Ara Izquierdo, Ext. 216, ara@piasc.org</p> <p>PIASC/RAISE Foundation will hold its thirtieth annual Surplus Drive to benefit graphic communications programs. Since its inception in 1987, this program supplements the extremely limited budgets of graphic arts teachers. The material donated by PIASC members and distributed to teachers, has become the life-blood of our local graphic arts programs. So, please, if you are doing end of the year inventory, hold on to any surplus paper and donate it to this good cause. Remember that your tax-deductible donations will help teachers train our future workforce! We will be at a new location this year, Lithographix, Inc.</p> <p>Distribution of surplus to instructors will take place at Lithographix, Inc. on Saturday, January 21st, at 9:00 A.M.</p>
<p>Feb. 17</p> <p>Download entry form at www.piasc.org</p>	<p><i>Event Number</i> C4ED</p> <hr/> <p>Cost: PIASC members first entry is FREE! <i>(when more than one entry is submitted)</i></p> <hr/> <p>Location: PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040</p>	<p>13TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>Printing Industries Association, Inc. of Southern California proudly presents "Call for Entries" for the 13th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it's Best of Category, Judge's Award, Award of Excellence or Certificate of Merit, a Print Excellence Award is the single most powerful promotional tool your business can have. It demonstrates your award-winning capabilities to customers and potential customers, and tells your employees how proud you are of the work they produce.</p> <p>Start gathering your best pieces from 2016 today! Save the date for the Call for Entries deadline on Friday, February 17, 2017.</p>
<p>Mar. 12 <i>thru</i> 15</p> <p><input type="checkbox"/> Check here to REGISTER for this event</p>	<p><i>Event Number</i> PC2017</p> <hr/> <p>Cost: \$895/ members early bird \$1,195 non-members</p> <hr/> <p>Location: Hilton Long Beach 701 W Ocean Blvd. Long Beach, CA</p>	<p>2017 PRESIDENT'S CONFERENCE Contact: www.presidentconference.com</p> <p>Turn your vision of a more profitable and robust future into a reality. Join us at 2017 President's Conference to explore strategies and resources designed to help you better serve your customers while improving your operational and financial objectives.</p> <p>Let's learn, network, motivate and inspire together.</p>

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Are You Invisible?

Do you know that PrintAccess (www.printaccess.org), the electronic yellow pages for the printing industry is getting two million page hits a year? Do you know that PrintAccess is vastly improved with easy, geographic search and sharper graphics? Better still—do you know that as a PIASC member, you're already on it? But, you want results. OK, first step is to look at your listing by typing in your firm name in the search box. If you've never used your ability to create your own story, all you'll see is your name and address. Then look at some other entries and you'll see that you have the power to write a story that will get prospects to call. Describe what you can do for them, add your website, add a logo, choose the categories of equipment or service you wish to be listed under, and even better, change it anytime you want right from your desktop. To get started in the process of creating your listing, call Jairo Cuellar at Ext. 202 (email: jairo@piasc.org).

Theory X or Y?


Being a manager is a challenging job, let alone understanding what it takes to motivate employees to be productive and efficient in executing their duties and responsibilities. In the management world, psychologist Douglas McGregor devised two theories to help managers be more effective leaders. Theory X is the authoritative and traditional style of management and assumes that people are lazy, are unmotivated by work, and that managers have no choice but to force or coerce employees to work. Managers

who tend towards Theory X generally get poor results. The other side of the coin is Theory Y in which managers assume people will perform well if treated positively. Employees are viewed as "assets" that should be valued and developed. Theory Y managers tend to delegate, empower their employees and usually have employees who are under them who are motivated and have good morale. Best practice is to place a balance on a good management style that works well with your company culture and employees.

Ask The PIA Technical Experts


We are getting complaints that a poster we have printed is fading almost immediately with exposure to sunlight. The fading is most pronounced in the yellow. Why is this? The mostly likely cause is that the yellow ink was made with diarylide pigment. Diarylide is a very brilliant yellow pigment but has very poor fade resistance in the presence of UV light. Most pigments used in lithographic inks will fade when exposed to UV light. The ink's resistance to fading will depend on the pigments and the amount of exposure to UV light. A printed piece used outdoors will have a very high exposure to UV light versus a piece displayed indoors in a window. Because of this, ink manufacturers are cautious when stating the fade resistance of an ink, and most inks will not be guaranteed for more than one year. If the printer knows the printed piece will be subject to sunlight, either directly or indirectly, they should specify fade resistant ink when ordering.

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



NOVEMBER
Member Discount
of the Month

PIASC members...
A benefit for you and your employees.



AT&T offers up to 10% savings on the monthly service charge on qualified wireless plans.

For more information contact Andres Ocon at 714.264.2950 or email at ao416h@att.com.

www.piasc.org

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Telephone Number: (323) 728-9500
or 808.9990 for area codes: 213, 310, 619, 714, 818, & 951

Web Site: <http://www.piasc.org>

Print Access:
<http://www.printaccess.com>

Choose Print:
<http://www.chooseprint.org>

Fax numbers:

Association	(323) 724-2327
Insurance Agency	(323) 500-0614
Credit Union	(323) 722-8927
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