

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 13, 2017

## Where Can I Get?

You're looking for a trade supplier (binder, specialty finisher, trade printer, etc.), where can you find them? That's what [www.printaccess.com](http://www.printaccess.com) is for. PrintAccess is the nationwide electronic yellow pages for our industry. On its home page, all you have to do is type in what you're looking for in the first box and your zip code in the second. PrintAccess will return all of the possible listings arranged by the distance from your location. You can click on any one of them to find out more detailed information about their capabilities and contacts.

## What About Us?

PrintAccess is really cool—are we in it? Of course, all PIASC members are, but only with their name and address unless they have expanded their listing to tell the story of what their firm can do. Thousands of folks search PrintAccess every month, so give yourself a chance to be seen by them. First, take a look at your own entry by typing in the name of your firm in the first box and your zip code in the second box. Second, take a look at some other entries to see what others are doing. Third, take some time to write your story and get it on PrintAccess (which is done from your computer). Need help? Call Jairo at Ext. 202 (email: [jairo@piasc.org](mailto:jairo@piasc.org)).

## Have You Been Convicted...

California law, beginning January 1, 2018, will forbid employer questions about prior criminal convictions on employment applications or during interviews. There are some exceptions to this, but they generally do not apply to situations in our industry. After a job offer has been made by the employer, the prospective employer may ask about criminal history but they must be prepared to justify why the disclosed history precludes hiring the applicant, and the applicant must be given a chance to present their position.

## Wisdom From Sacramento

AB 168, effective January 1, 2018, bans employers from asking about an applicant's salary history. However, an applicant may voluntarily supply this information to a prospective employer. A moment's reflection makes it clear that an applicant's resume would usually include the information at their choosing. Also, it would probably be unlikely that an applicant refusing to supply salary history would be considered for a position.

Cocktails & Conversations

Members: FREE  
with a donation to the RAISE Foundation

Making Spirits Bright!

Thursday NOVEMBER 30 5:30-8:00pm

See page 2 for details!

As a result, nothing will really change in the exchange between applicant and employer. However, it might be wise to modify employment application forms to indicate that disclosure of prior wage history is voluntary.

## California Sales Tax Rates

The rate that should be used for the California Sales Tax is based on the location where the merchandise is delivered. When you ship to the customer, it's their location that determines the rate. When they pick up the job at your plant, it's your location that counts. Of course, if the job is shipped outside of California, no sales tax is due. A number of sales tax rates changed effective October 1st primarily due to local changes. A current list of sales tax rates by locality is available at <http://bit.ly/2017SalesTax>. Because political boundaries do not agree with zip codes, you have to match the name of the locality. Also, the Board of Equalization website has a feature that enables the entry of a specific address and it will return the correct rate.

## Seasonal Temps

Employers should be aware that any new hires, whether FT, PT, temporary or seasonal need to fill out an I-9 form. Department of Homeland Security's updated form, effective September 17, 2017, should now be in place of the older document. Please contact Cheryl at Ext. 217 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)) for the form.

## Thought for the Week

*If you take too long deciding what to do with your life, you'll find out you've done it.*

**Upcoming  
National  
Events  
Calendar  
2017**

11/30	Webinar: 2 Second Lean – A Practical Way to Improve Your Company and Life	Sam Shea	412-259-1747	sshea@printing.org
12/07	Webinar: The USPS: Things You Didn't Know You Need to Know	Sam Shea	412-259-1747	sshea@printing.org
12/14	Webinar: Patent Trolls and the Printing Industries, Why You Should Care	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

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC November-December Activities**

**Nov.  
15**

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 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. 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**



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 linuma*

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto: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: <http://bit.ly/CloudFinancial>

**Nov.  
30**



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](mailto: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.

<b>Other Industry Events</b>	11/15/17	Scodix Open House	GotPrint, Burbank ( <a href="http://bit.ly/ScodixOpenHouse">bit.ly/ScodixOpenHouse</a> )	dennis@scodix.com	916-320-7733
	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	lsing@calpoly.edu	805-756-2645
	4/19/18	Grc Career Day	San Luis Obispo	lsing@calpoly.edu	805-756-2645

<b>Dec.</b> <b>8</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	Event Number <b>EH101</b>	<b>WEBINAR: EMPLOYEE HANDBOOK 101</b> <i>Presenter: Elaine Vukadinovich, PARTNER, Musick, Peeler &amp; Garrett LLP</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b>
	10:30 a.m. Cost: <b>FREE / member</b> <b>\$90/ non-member</b> Location: <i>on your computer</i>	<p>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.</p> <p>For more information and to sign up online visit: <a href="http://www.piasc.org/Employee-Handbook-101">www.piasc.org/Employee-Handbook-101</a></p>
<b>Dec.</b> <b>9</b> <small>Purchase tickets at: <a href="http://bit.ly/2017DickensHoliday">bit.ly/2017DickensHoliday</a></small>	Event Number <b>IPMDHC</b>	<b>THE DICKENS HOLIDAY CELEBRATION</b> <i>Presented by the International Printing Museum</i> Contact: <b>Mark Barbour, (310) 515-7166, <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b>
	10 a.m.-4 p.m. Cost: <b>\$25</b> <b>group of 4: \$80</b> Location: <i>Int'l Printing Museum            315 W. Torrance Blvd.            Carson, CA 90745</i>	<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>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">http://bit.ly/2017DickensHoliday</a>.</p>
<b>Dec.</b> <b>15</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	Event Number <b>P101</b>	<b>PRINT 101 - AN INTRODUCTION TO GRAPHIC COMMUNICATIONS</b> <i>Presenter: Glenn Huerth, Professor, Fullerton College</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b>
	8:30 a.m. Cost: <b>\$75 / member</b> <b>\$100/ non-member</b> Location: <i>Fullerton College            Printing Department            321 E. Chapman Ave.            Fullerton, CA 92832</i>	<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>Visit <a href="http://www.piasc.org/Print101">www.piasc.org/Print101</a> for more information!</p>

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Company \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Attendees: \_\_\_\_\_

☐ Bill Company ☐ Credit Card # \_\_\_\_\_

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## California Sales Tax Rules

The California Sales Tax is a tax on tangible personal property sold to the end user. From the perspective of the printing industry this means that electronic files are non-taxable because they're not tangible. The tax also does not apply to printed sales messages (direct mail) mailed by the printer or a mailing house. It does not apply to printing that is to be resold by its purchaser (the most common example of this is packaging and product instruction books.) It does not apply to sales where the delivery destination is outside of California. In all cases, proper documentation should be maintained if tax is not charged. Generally, tax is not due to the supplier on purchases of paper, ink and anything that is physically incorporated into the finished job. On the other hand, raw plates and related chemicals sold to the printer are taxable (unless they were delivered to the customer). PIASC has published a detailed sales tax manual for the printing industry which is available at <http://bit.ly/GuideToCASalesTax>. If you have questions or need help with sales tax, call Bob at Ext. 214 (email: [bob@piasc.org](mailto:bob@piasc.org)).

## Getting Social Media Right - I

**The Law of Listening:** Success with social media and content marketing requires more listening and less talking. Read your target audience's online content and join discussions to learn what's important to them. Only then can you create content and spark conversations that add value rather than clutter to their lives.

**The Law of Focus:** It's better to specialize than to be a jack-of-all-

trades. A highly-focused social media and content marketing strategy intended to build a strong brand has a better chance for success than a broad strategy that attempts to be all things to all people.

**The Law of Quality:** Quality trumps quantity. It's better to have 1,000 online connections who read, share and talk about your content with their own audiences than 10,000 connections who disappear after connecting with you the first time.

**The Law of Patience:** Social media and content marketing success doesn't happen overnight. It's possible to catch lightning in a bottle, but it's far more likely that you'll need to commit to the long haul to achieve results.

**The Law of Compounding:** If you publish amazing, quality content and work to build your online audience of quality followers, they'll share it with their own audiences on Twitter, Facebook, LinkedIn, their own blogs and more. This sharing and discussing of your content opens new entry points for search engines like Google to find it in keyword searches. Those entry points could grow to hundreds or thousands of more potential ways for people to find you online.

**The Law of Influence:** Spend time finding the online influencers in your market who have quality audiences and are likely to be interested in your products, services and business. Connect with those people and work to build relationships with them. If you get on their radar as an authoritative, interesting source of useful information, they might share your content with their own followers, which could put you and your business in front of a huge new audience.

## For Sale

30" Flood UV Coater with added IR lights and 14' conveyor: \$15,000. Call Jim at (310) 344-5062.

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



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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](http://www.piasc.org)

**Print Access:**  
[www.printaccess.com](http://www.printaccess.com)

**Key Contacts**  
**Lou Caron, President**  
Ext. 274, [lou@piasc.org](mailto:lou@piasc.org)

**Bob Lindgren, Management & Business**  
Ext. 214, [bob@piasc.org](mailto:bob@piasc.org)

**Joanne Cadenas, Insurance Benefits**  
Ext. 256, [joanne@piasc.org](mailto:joanne@piasc.org)

**Kristy Villanueva, Member Services**  
Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org)

**Cheryl Chong, Human Resources**  
Ext. 218, [cheryl@piasc.org](mailto:cheryl@piasc.org)

