



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 20, 2017

## We Are Thankful

We are thankful for the clients who give us work, appreciate our efforts, and pay their bills. We are thankful for our people whose skills and intelligence are the core of our business, and whose willingness to work long and carefully to get the last rush job delivered are what keeps us competitive. We are thankful for the love and support of our family who understand that running a small business is not a 9 to 5 job. We are thankful for living in a country where democracy and respect for human rights is not just a slogan, but a reality—even though that reality is imperfect, and we seem more divided than we would like.

## Holiday Hours

For the Thanksgiving holiday, the offices of the Association, Benefit Trust, and Insurance Agency will be closed on Thursday, November 23rd and Friday, November 24th. The Credit Union will be closed Thursday, November 23rd and will be open on Friday, November 24th. At all times [www.piasc.org](http://www.piasc.org) will be operating to give you access to the resources of our organizations.

## Dems and The Unions

The front page of the *Graphic Communicator* (the GCU/IBT magazine) attacked the Democratic Party for its “Better Deal for American Workers” which failed to mention organized labor. George Tedeschi, the union’s president, is quoted as saying, “There can’t be a better deal without organized labor.” In parallel with this, the AFL-CIO has decided not to invite political leaders to its upcoming quadrennial convention—usually a hot ticket for leading Democrats. In the background of this is the large number of blue collar union members who voted for Trump in the election and the rather dramatic shift in union membership from the private sector to public sector employees.

## "True Cost"

Shouldn’t our quote reflect our “true costs?” Not really—if the objective is becoming more profitable than you are (or losing less) in the business overall, then the guiding principle should be “sell as much as you can for as much as you can get.” Three ideas flow from this. 1. Any unused capacity in your business (which is 24/5 or 24/6) is a wasted opportunity. 2. Any attempt to charge more than the customer is willing to pay is a waste of your time and simply makes the competition look good. 3. Selling for less than the customer is willing to pay is



picking your own pocket. Obviously, if the out of pocket cost of production (wages, materials, commission) was more than the customer was willing to pay, you would not want to do the work, but that’s a rare outcome. The problem with focusing on “true cost” (a/k/a budget hour costs) is that it leads either to a pricing policy that turns away work that would pay for overhead and thus increase the profit of the firm, or one that charges less than the customer would pay if only asked. Only by chance does it produce the optimal answer.

## Getting Social Media Right - II

**The Law of Value:** If you spend all your time directly promoting your products and services, people will stop listening. You must add value to the conversation. Focus less on conversions and more on creating amazing content and developing relationships with online influencers. In time, those people will become a powerful catalyst for word-of-mouth marketing for your business.

**The Law of Acknowledgement:** You wouldn’t ignore someone who reaches out to you in person, so don’t ignore them online. Building relationships is one of the most important parts of social media marketing success, so always acknowledge every person who reaches out to you.

**The Law of Accessibility:** Don’t publish your content and then disappear. Be available to your audience. That means you need to consistently publish content and participate in conversations. Followers online can be fickle and they won’t hesitate to replace you if you disappear for weeks or months.

**The Law of Reciprocity:** You can’t expect others to share your content and talk about you if you don’t do the same for them. So, a portion of the time you spend on social media should be focused on sharing and talking about content published by others.

## Thought for the Week

*There is no universal formula for success, but there is one for failure—try to please everybody.*

<b>Upcoming National Events Calendar 2017</b>	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-January Activities**

<p><b>Nov.</b> <b>30</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p>Event Number <b>CC17</b></p> <hr/> <p>5:30 p.m.</p> <p>Cost: <b>FREE</b> for members with RAISE donation \$40/ non-member RAISE donation</p> <hr/> <p><b>Location:</b> JT Schmid's Restaurant &amp; Brewery 2610 E. Katella Ave., Anaheim, CA 92806</p>	<p><b>COCKTAILS &amp; CONVERSATIONS</b> <i>Making Spirits Bright</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p>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.</p> <p>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.</p>
<p><b>Dec.</b> <b>8</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p>Event Number <b>EH101</b></p> <hr/> <p>10:30 a.m.</p> <p>Cost: <b>FREE</b> / member \$90/ non-member</p> <hr/> <p><b>Location:</b> on your computer</p>	<p><b>WEBINAR: EMPLOYEE HANDBOOK 101</b> <i>Presenter: Elaine Vukadinovich, PARTNER, Musick, Peeler &amp; Garrett LLP</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <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. 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>
<p><b>Dec.</b> <b>9</b></p> <p>Purchase tickets at: <a href="http://bit.ly/2017DickensHoliday">bit.ly/2017DickensHoliday</a></p>	<p>Event Number <b>IPMDHC</b></p> <hr/> <p>10 a.m.-4 p.m.</p> <p>Cost: \$25 group of 4: \$80</p> <hr/> <p><b>Location:</b> Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</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>

**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>	12/8/17	FILM: Harry Seidler: Modernist	Orange County Museum of Art, Newport Beach	Orangecounty.aiga.org	212-807-1990
	12/9/17	Strategy Workshop: Pulling it All Together	SapientRazorfish - LA	Losangeles.aiga.org	212-807-1990
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	310-515-7166
	12/16	Art School Collective's Drink & Draw	UNSUNG BREWING, Anaheim, CA 92805	daniela@artschoolcollective.com	
	<b>2018</b>				
	1/26	Grc Career Day	San Luis Obispo	lising@calpoly.edu	805-756-2645
3/22/18	AAF-OC Addy Awards	Balboa Bay Resort, Newport Beach	Aafoc.org/events		

**Dec.  
15**



Check here to REGISTER

Event Number  
**P101**

**8:30 a.m.**

Cost: \$75 / member  
\$100 / non-member

**Location:**  
Fullerton College  
Printing Department  
321 E. Chapman Ave.  
Fullerton, CA 92832

**PRINT 101 - AN INTRODUCTION TO GRAPHIC COMMUNICATIONS**

Presenter: Glenn Huerth, Professor, Fullerton College  
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:**

- 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!

**Who should attend:**

- Those new to the field of graphic communications whether it be creatives, sales, administration, customer service or production.
- Those wanting a refresher course.
- Those who want to make sure they are not missing anything.

Visit [www.piasc.org/Print101](http://www.piasc.org/Print101) for more information!

**Jan.  
18  
thru  
19**



Check here to REGISTER for this event

Event Number  
**SD31**

**9:00-2:00 p.m.**

Cost: **FREE**

**Location:**  
Advantage, Inc.  
1600 N. Kraemer Blvd.  
Anaheim, CA 92804

**31ST ANNUAL SURPLUS DRIVE**

at Advantage, Inc.  
Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

PIASC/RAISE Foundation will hold its thirty-first 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, Advantage, Inc.

Distribution of surplus to instructors will take place at Advantage, Inc. on Saturday, January 20, 2018, at 9:00 A.M.

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- FAX page(s) to (323) 724-2327

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

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

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

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**Getting Everyone on The Same Page**

It starts with you, the leader—with the example you set, the culture you build, the commitment you make to inspiring your team members. Here are five ways leaders can build and boost staff engagement:

1. **Align the workforce.** The members of your team should be working toward the same thing, headed in the same direction—but how can they do this without knowing what you’re trying to achieve? As the leader, you must articulate a clear mission—and make plain how every project, every task, and every employee contributes to it.
2. **Empower your managers.** Invest first in those in direct supervisory roles—the people interacting with employees daily. Develop their skills of engagement and empowerment. Provide direction as to how they can listen, set clear expectations and deliver constructive feedback. Make sure your managers are all on the same page about employee engagement.
3. **Emphasize fairness.** You can’t afford to have employees feel disenfranchised because they think you’re playing favorites. In everything you do—from resource allocation to how you make sales—make sure you’re applying principles of fairness.
4. **Create leaders.** Don’t settle for employees who do a workmanlike job every day. Invest in promising talents, and encourage them in leadership development. Help

them develop the skills of engaging and motivating other employees; provide opportunities for them to prove themselves.

5. **Measure your progress.** As the leader of your team, one of your most important responsibilities is measuring results—and that includes engagement efforts. Use surveys and other employee feedback programs to gauge your progress. *Source: Ragan.com*

**Photoinitiator**

I have heard the term “photoinitiator” used when discussing UV inks. What is a photoinitiator? A photoinitiator is a component in a UV ink that initiates curing by absorbing UV light and generating free radicals that react with double bonds causing a chain reaction and polymerization. This is the process that cures UV ink instantly. The amount of photoinitiators in the ink and the amount of UV light exposure determine the level of cure. Too much photoinitiator in the ink can cause the ink to begin to cure from UV light emitted by fluorescent room lighting.

**For Sale**

Two color Presses, CTP system, Cutter, Folder and other print production equipment. For a complete list, Call (909) 622-7722 or email: [mpcequip@yahoo.com](mailto:mpcequip@yahoo.com)

**Wanted**

Do you want to explore the possibility of selling your Printing /Direct Mail Company? Southern CA printing and mailing company looking to expand through acquisitions. If your annual sales are above \$1 million, call Bob Lindgren at (323) 728-9500.

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



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Advancing Graphic Communications

