

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-April Activities

<p>Jan. 10</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m. Cost: \$5</p> <hr/> <p><small>Location:</small> <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB AND LESLIE TOO! Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>"ALL WE NEED IS MORE SALES"</p> <p>If there is a universal truth in our industry, this is it. If we just get more sales, everything else will fall into place. But, how do we do it? How do we find new clients? How do we identify and meet the needs of our existing base?</p> <p>In January, we will be joined by Leslie Groene to search for the answers. Leslie not just talks the talk she has walked the walk. She has capped a successful career in print sales with coaching many sales reps and their firms to sales success. Join us at this series of breakfast meeting to learn how you can grow your firm!</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Jan. 10th – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Jan. 11th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Jan. 12th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> Jan. 17th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Jan. 18th – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i> <input type="checkbox"/> Jan. 19th – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i>
<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 Cost: Before 11/23 \$35/members (after \$45)</p> <hr/> <p><small>Location:</small> <small>Hotel Fullerton</small> <small>1500 S. Raymond Ave.</small> <small>Fullerton, CA 92831</small></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>
<p>Jan. 19 <i>thru</i> 20</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> SD30</p> <hr/> <p>9:00-2:00 p.m. Cost: FREE</p> <hr/> <p><small>Location:</small> <small>Lithographix, Inc.</small> <small>12250 S Crenshaw Blvd.</small> <small>Hawthorne, CA 90250</small> <small>(323) 770-1000</small></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>

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	12/10-12/11 Dickens Holiday Celebration	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	1/14 Ben Franklin's Electric Birthday	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	4/8 Kids Crazy Krafts Day	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org

Feb.
17

Download entry form at www.piasc.org

Event Number
C4ED

Cost: PIASC members first entry is FREE!
(when more than one entry is submitted)

Location:
PIASC Offices
5800 S. Eastern Ave
Suite 400
Los Angeles, CA 90040

13TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE
Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org

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.

Start gathering your best pieces from 2016 today! Save the date for the Call for Entries deadline on Friday, February 17, 2017 .

Mar.
12 thru
15

Check here to REGISTER for this event

Event Number
PC2017

Cost: \$895/
members early bird \$1,195 non-members

Location:
Hilton Long Beach
701 W Ocean Blvd,
Long Beach, CA

2017 PRESIDENT'S CONFERENCE
Contact: www.presidentsconference.com

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.

Let's learn, network, motivate and inspire together.

Apr.
7

Check here to REGISTER

Event Number
GN

5:30 p.m.
Cost: \$100 ticket
\$1000/table of 10
\$800/table of 8

Location:
Pacific Palms Resort
One Industry Hills Parkway
Industry Hills, CA 91744

2017 GRAPHICS NIGHT
A Night to Remember
Contact: Maribel Campos, Ext. 210, maribel@piasc.org

Join us at an extraordinary evening filled with sky high festivities where we will honor the Executive of the Year and celebrate the winners of the 2017 Print Excellence Awards Competition. Two Celebrations – One Great Event!

Overnight Accommodations: 1.800.524.4557
Room Reservation Code: PIASC / Account #NC3290
Spa: 626.854.2502 • Golf: 626.854.2531

For all details visit www.piasc.org/GraphicsNight. Sponsorships are still available!

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.

Greeting Cards? \$UHQ·W WKH\ \HVWHUGD they are, but that's their power. Because nobody sends them, they're unique. We just received a Halloween card from a PHPEHU ÆUP WKDW WKH\ KDG VHOV list which was cleverly done and included a coupon entitling the recipient to a discount on future orders. Just because it was so unique it was opened and read. Think for a minute about the open rate of an email blast—1% of OHVV <RX ZDQW \RXU ÆUP WR EPHUV DQG JLYHV WUHHV VWUHQJW HYHQ LQGRRU ÁXRUHVFHQW OLJKW

Keeping Focus If your upcoming meeting is going to be a long one, make sure you take precautions against attendees' inevitable boredom. They won't all get bored at the same time, of course. But if you vary the agenda with activities and breaks, you should be able to prevent heads from QRGGLQJ .HHS WKLV WLPHWDEOH LQ PLOG

- **Every 8-10 minutes.** Change the format of your presentation in some way—switching among video, OHFWXULQJ ÁLS FKDUWV DQG GLVFXVLRQ
- **Every 20-30 minutes.** The average person starts squirming around this point. Shift activities here, such as stopping for questions or having the group study a handout, do an individual exercise, or take a quiz.


Every 60-90 minutes. This is a long time to sit still. Give people a chance to stretch, use the restroom, and eat or drink. Respect your participants' limits, and they'll pay you back with attention.

What causes paper to yellow over time? 3DSHU LV PDGH XS RI FH that can oxidize over time resulting in a yellow shift in color. The yellowing in groundwood paper is more pronounced because of the presence of lignin, a brown material that bonds cellulose fibers together. Papers with high lignin content include newsprint and coated groundwood publication grades. Lignin is removed during the chemical manufacturing process used for freesheet paper, making freesheet paper less prone to yellowing. For projects requiring the greatest resistance to yellowing, archival paper (acid free and pH OHXWUDQ VKRXOG EH XVHG

Wanted If you are looking to sell, retire or merge your company, we are interested in talking to you. 3OHDVH FRQWDFW 'DYLGDW FRPPHUFLO &DOO %-DW

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

NOVEMBER
Member Discount
of the Month



www.piasc.org

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
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
Benefit Trust	(323) 500-0614



