



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 11, 2017

## Telephone Challenges

Even though emails and the internet loom ever larger in our day, the telephone remains the central path from our customers and prospects to us. The unfortunate reality is that technology, primarily in the form of automated attendant systems, is blocking that path. This occurs because management is usually not aware of the problem that outsiders face in reaching their firm. Sid Chadwick, industry consultant, says that the fix begins with:

- You calling into your company at different times of the day. For instance, exactly at 8:00, during lunch hour, and immediately at and after 5:00. Take notes on how each of your calls are handled.
- Do this not once, but at least three times to get a real sense of what prospects, customers, and “friends of the company” are experiencing.
- Check your voicemail systems early, by 8:00, each morning, and see how many calls are left—after 5:00 the previous day, and before 8:00 am. Many customers (and prospects) need a competent supplier person during off-hours, much because they are working longer hours. (We see this, often, in feedback on our Client Customer Surveys.)
- Double-check to see how phone duty is handled during breaks and lunch. Important calls occur during these periods—and good personnel who fill-in, don’t necessarily know the protocols for important calls, like when a customer calls, who’s upset (I mean really upset).
- Review your internal training for how to handle an upset customer. Those tend to be “critical moments” for when a customer is retained or lost.
- If you are managing more than one time zone of customers, do your customer service hours adequately serve those additional hours?
- Are your night shifts and weekend shifts of production personnel trained on how to properly receive calls that come in? Is there a “log” that’s required to be filled-in during those shifts for calls that come in? Do those logs prompt your personnel on what questions to ask, and do your personnel follow-up on those calls to make sure the right personnel followed-up?

## Self-funded Medical Insurance

As employers struggle with the challenge of providing health coverage for their people, it’s tempting to explore the “self-funding” option where the employer

2018 Color Conference is almost here. See page 2 for details!

becomes directly liable for the employee’s medical expenses. The expectation is that eliminating the insurance middleman will save money. The reality is that the seven figure medical bill (cancer, premature baby, etc.) is now upon us and a substantial amount of insurance will still be required to protect the employer from bankruptcy. Also, while there is a cash flow gain in the inception of a self-funded plan because the prior plan is still paying their incurred claims, the reverse happens if the employer later ends self-funding. Self-funding also deprives the covered employees of a number of protections under state and federal law. The hundreds of PIASC member firms who obtain medical and other benefits from PIBT are insulated from these concerns as PIBT is fully insured, licensed by the State of California, and regulated under ERISA by the U.S. Department of Labor. For information about PIBT plans and benefits, call Joanne at Ext. 256 (email: [joanne@piasc.org](mailto:joanne@piasc.org)).

## Spoiled Work Standards

Unfortunately, standards don’t exist in this area. We recommend that companies: 1) establish a standard way of measuring spoilage; 2) have an initiative to reduce spoilage, including setting goals and dealing with its causes; 3) make spoilage levels and trends visible to employees; and 4) benchmark spoilage rate against top performing companies. We define spoilage as unplanned waste (defects, reruns, excessive run/makeready waste, etc.), and recommend including all costs of the spoiled work. Leaders in this area have spoilage rates of less than 1% of sales. PIA is currently surveying member companies to discover spoilage rates by type of company. To participate and get a summary of the results, go to [www.printing.org/2017-spoilage-survey](http://www.printing.org/2017-spoilage-survey) (survey closes at end of 2017).

## Thought for the Week

*Coming together is a beginning. Keeping together is progress. Working together is success.*  
— Henry Ford

**Upcoming National Events Calendar 2017**

12/14	Webinar: Patent Trolls and the Printing Industries, Why You Should Care	Sam Shea	412-259-1747	sshea@printing.org
12/19	Webinar: Financial Performance Assessment	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
1/25	Webinar: Making the Needle Move: Selecting Metrics that Drive Results	Sam Shea	412-259-1747	sshea@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 December-January Activities**

<p><b>Dec. 14</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>P&amp;C</b></p> <hr/> <p>10:00 a.m.</p> <p>Cost: <b>FREE</b> / member \$25/ non-member</p> <hr/> <p><b>Location:</b> on your computer</p>	<p><b>WEBINAR: PRODUCTIVITY AND COLLABORATION</b> <i>Presenters: Manish Bhardia, Eric Klauss, and Brian Iinuma</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p><b>How To Leverage Technology to Help Grow Your Business</b> Have you felt like you were not effectively communicating with your team members? Have you heard complaints from customers about response time? Have you seen the improvement that productivity and collaboration tools made in other teams?</p> <p>What you will learn - Microsoft Office 365 is a suite of tools that includes e-mail, Microsoft Office, and OneDrive to provide a complete set of tools to support productivity and collaboration in the office. For more information and to sign up online visit: <a href="http://bit.ly/Productivity-Collaboration">http://bit.ly/Productivity-Collaboration</a></p>
<p><b>Dec. 15</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>P101</b></p> <hr/> <p>8:30 a.m.</p> <p>Cost: \$75 / member \$100/ non-member</p> <hr/> <p><b>Location:</b> Fullerton College Printing Department 321 E. Chapman Ave. Fullerton, CA 92832</p>	<p><b>PRINT 101 - AN INTRODUCTION TO GRAPHIC COMMUNICATIONS</b> <i>Presenter: Glenn Huerth, Professor, Fullerton College</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <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><b>Who should attend:</b></p> <ul style="list-style-type: none"> <li>• Those new to the field of graphic communications whether it be creatives, sales, administration, customer service or production.</li> <li>• Those wanting a refresher course.</li> <li>• Those who want to make sure they are not missing anything.</li> </ul> <p>Visit <a href="http://www.piasc.org/Print101">www.piasc.org/Print101</a> for more information!</p>
<p><b>Jan. 13 thru 16</b></p> <p><small>To register visit <a href="http://cmc.printing.org">cmc.printing.org</a></small></p>	<p><small>Event Number</small> <b>CC2018</b></p> <hr/> <p>Cost: <b>\$995/</b> members \$1,195 non-members</p> <hr/> <p><b>Location:</b> Hyatt Regency Mission Bay San Diego, CA</p>	<p><b>2018 COLOR CONFERENCE</b> Contact: <a href="http://www.presidentconference.com">www.presidentconference.com</a></p> <p>Color 2018 is where you'll find the best, most practical and in-depth information from the best minds in color—and gain knowledge that will strengthen your competitive edge. This year we have more than 40 in-depth sessions lined up across five distinct tracks—Brand &amp; Design, Print &amp; Production, Emerging Technology, Standards &amp; Research, and Sponsor Technology. Whether you're a creative, brand professional, production specialist, or a color management expert, there will be sessions that are well-matched for you at this year's conference. Visit <a href="http://cmc.printing.org">cmc.printing.org</a> for more!</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>	12/13	Webinar: 7 Results-Generating Ideas Printers Can Implement Today	<a href="http://bit.ly/7IdeasWebinar">http://bit.ly/7IdeasWebinar</a>	
	12/16	Art School Collective's Drink & Draw	UN Sung Brewing, Anaheim, CA 92805	<a href="mailto:daniela@artschoolcollective.com">daniela@artschoolcollective.com</a>
	<b>2018</b>			
	1/26	Grc Career Day	San Luis Obispo	<a href="mailto:Ising@calpoly.edu">Ising@calpoly.edu</a> 805-756-2645
	3/22/18	AAF-OC Addy Awards	Balboa Bay Resort, Newport Beach	<a href="http://Aafoc.org/events">Aafoc.org/events</a>
4/19/18	Grc Career Day	San Luis Obispo	<a href="mailto:Ising@calpoly.edu">Ising@calpoly.edu</a> 805-756-2645	

**Jan.**  
**18**  
*thru*  
**19**

Check here to REGISTER for this event

Event Number  
**SD31**

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

**Cost: FREE**

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**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](mailto: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.

**Jan.**  
**20**

Purchase tickets at [www.printmuseum.org/birthdaytickets/](http://www.printmuseum.org/birthdaytickets/)

Event Number  
**IPMBFC**

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**11a.m. & 1p.m.**

**Cost: \$12**  
**\$10 Students & Seniors**

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**Location:**  
Int'l Printing Museum  
315 W. Torrance Blvd.  
Carson, CA 90745

**BEN FRANKLINS ELECTRIC BIRTHDAY CELEBRATION**  
*Presented by the International Printing Museum*  
Contact: **Mark Barbour, (310) 515-7166, [mail@printingmuseum.org](mailto:mail@printingmuseum.org)**

The first show is a special family-friendly show at 11 am. Great for kids of all ages and families! Join Ben Franklin as he details his life in colonial America, his inventions and experiments. He will also have a surprise birthday visit by some of his American Revolutionary War friends like Adams, Jefferson, Washington and others for a fun interactive question and answer period with the audience!

Another show is at 1 pm geared more towards adults with Franklin reviewing his life, inventions and politics. This show will also be visited by some of his American Revolutionary War friends. After a 15 minute intermission following the 1 pm show, attendees of both shows are invited at 2:15 pm to a special Q & A session with all the Revolutionary personalities about their lives and times.

The Museum will be open from 10:00 AM until 4pm; special tours and hands-on demonstrations in the Museum's galleries can be enjoyed before and after the Dr. Franklin Show in the Museum's theater. Come join the fun and thank the dear Doctor yourself for all that he has and continues to do for America!

**Jan.**  
**26**

Check here to REGISTER on your computer

Event Number  
**LL**

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**10:30 a.m.**

**Cost: FREE / member**  
**\$299/ non-member**

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**Location:**  
*on your computer*

**FYI WEBINAR: LABOR LAW UPDATES FOR 2018**  
*Presenter: Kristine Kwong, PARTNER, Musick, Peeler & Garrett LLC*  
Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**

The webinar will cover new laws regarding harassment, discrimination and retaliation claims and:

- Ban on applicant salary history inquiries
- NEW parental leave law
- Immigrant worker protections & CFRA rights expansion
- NEW Mandatory sexual harassment training topics
- CA joint liability for subcontractor's unpaid wages & fringe benefits
- Mandatory e-filing with EDD
- Workers' Compensation Medical treatment due to terrorist attacks
- Transgender rights posting
- CA minimum wage increases

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

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

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

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**2018 Wages**

There is no question that the labor market is getting tighter, resulting in it becoming more difficult to retain or hire good people in 2018. This is a good time to review your compensation and benefits structure to think about the changes that should be made in 2018. The first step should be to compare your wages and benefits with those revealed in the *2017 PIA Compensation Survey*. If your firm participated in this survey, you have already received your complimentary copy. If you didn't, you can obtain a copy (for \$250/members) by calling Cheryl at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

**Better Writing**

**Know your audience.** Before writing anything, identify the targets of your message. Try to anticipate their needs, and write with them in mind.

**Focus on planning.** Don't just wing it. Gather your thoughts, and sketch out a first draft long before hitting "send."

**Make it easy for your reader to scan.** No one on Earth wants to plow through rambling sentences and fluff. Delete extra words and trim lengthy sentences. Also, use headings, bullet points and numbered lists to make your messages easier to scan.

**Use active voice.** Passive voice puts people to sleep. Avoid this common writing issue.

**Avoid jargon.** Delete industry insider language that might confuse or annoy readers. Keep the goofy acronyms and needle-moving thought showers to yourself.

**Own your work.** Replace weak phrases such as "I think" or "I suggest" with more forceful, confident wording such as "I recommend."

**Double-check punctuation and grammar.** If you think grammar is unimportant, just ask the good folks at Pratt Tribune.

**Find an editor.** A fresh set of eyes can save your content. Ask someone to proofread for you. *Source: Ragan.com*

**Static Is Back**

We are having static problems in our conventional pressroom and bindery. What can we do to eliminate the static?

Cold air during winter has low moisture content, and heating inside the plant will decrease relative humidity. Pressrooms and binderies with a relative humidity below 35% are likely to experience static problems. The lower the relative humidity, the greater the potential for static. Static eliminating devices such as air ionizers and copper tinsel have limited effectiveness in reducing static. The paper is always in contact with other sheets or equipment parts and tends to pass the static charge, and the static is not completely eliminated. Humidifying the pressroom to 45-55% relative humidity is the most effective method to prevent and reduce static-related problems. Slightly higher relative humidity levels would benefit static-prone substrates such as synthetics and plastics. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

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



**DECEMBER**  
Member Discount  
of the Month

Make their holiday wishes come true this year with the perfect gifts from Apple.



Members in good standing receive exclusive savings on select Apple and third-party products.

Visit [www.piasc.org/registration/apple.aspx](http://www.piasc.org/registration/apple.aspx), enter your PIASC account number, and start shopping. Questions? Contact Kristy Villanueva at 323.728.9500 Ext. 215, or email [Kristy@piasc.org](mailto:Kristy@piasc.org).

**Printing Industries Association of Southern California**

Affiliated with  
Printing Industries of America, Inc.



Advancing Graphic Communications  
**PRINTING INDUSTRIES OF AMERICA**

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[www.printaccess.com](http://www.printaccess.com)

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