



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 12, 2016

Choose Print at Six

Not that many years ago, we proudly pointed to the fact that print was everywhere. It was hard to find any aspect of our personal or business life that didn't use print. When the new millennium began in 2000, we were delighted to find an almost universal agreement that the invention of printing with movable type by Gutenberg in 1440 was the "Invention of the Millennium." But, at about the same time, the internet became bigger and better. The world began to think that print was that 15th century stuff—it was yesterday's lunch. In darker moments, so did we. We were also assailed by folks who thought that using paper was destroying trees and polluting the planet with waste—that electronic was pure and modern. The PIASC Board of Directors thought about these realities and resolved that it was time that print spoke up to the world. Thus, Choose Print was born in 2011. Its mission was to bring the truth about the communications power of print and its pristine environmental credentials to the designer and print buying community. Since then, we've spent more than a half million dollars supporting our presence at designer trade shows, mailings to business decision makers, and the creation of a massive database of facts about print that is available for you to use to educate your clients about the power of print. Choose Print has now been endorsed by Printing Industries of America and its 24 Affiliated Associations throughout the United States and Canada. Its efforts have been joined by Two Sides, a worldwide campaign to fight misleading business advertising that justifies electronic communication by saying that it's "saving trees." The tools of Choose Print should be in your sales tool box as your clients and prospects need to know the essential part that print must play in any marketing campaign. They need to know the visual power of print with its cutting edge tools of personalization, color and tactility. The tools and more are at www.choseprint.org.

401(k) Now!

Sometime after January 1st, the California Secure Choice Retirement Program (SCRCP) will be mandatory for most employers who do not have their own program (401(k), etc.). The choices in SCRCP will be limited and it will not have the features that a private program could have that will benefit the employer. If you don't have a 401(k) for your firm, now is the time to start

CALL FOR ENTRIES:
Deadline:
Friday, February 17th
4:00PM

THIRTEENTH ANNUAL
2017
PRINT
Excellence
Awards
PIASC

Aim High For the Prize!

Enter your best work today! See page 3 for details!

thinking about it. Call Pauline Ornelas at Ext. 242 (email: pauline@piasc.org) for help with this.

Get a Referral

Every firm has a few clients with whom they have a great relationship. You've more than met their needs and they appreciate what you've done for them. Take a moment to ask them to give you a referral to someone that they know in business, preferably get them to make a phone call on your behalf. After all, most clients are proud of the fact that they've located a particularly good supplier and don't mind talking about their good judgement. Then, with the door opened, learn the prospect's needs and make a proposal to them. When you do so, try to go a step beyond quoting on something they've always done, but think about ways you could make it better. Then, try to quote a price that will get an order as they can't come to love you unless you're doing business.

Lean Employment

Our clients want everything yesterday. Backlog (if it ever existed) is a thing of the past. The only way that the "busy today, slow tomorrow" workflow can be managed is with a lean workforce and heavy overtime. When it's slow, you're on straight time—when it's busy it's ten or twelve hour days. The result is better jobs for fewer people with a nice reduction in fringe benefit costs and improved efficiency—no Parkinson's Law slowdown.

Thought for the Week

To someone else, we are someone else.

Upcoming National Events Calendar 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 January-April Activities

Jan.
10

Register at right

Event Number-

BWB

7:30 a.m.

Cost: \$5

Location:

see locations at right

BREAKFAST WITH BOB AND LESLIE TOO!

Contact: Emily Holguin, Ext. 262, emily@piasc.org

"ALL WE NEED IS MORE SALES"

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?

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!

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

- ☐ Jan. 10th – Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730
- ☐ Jan. 11th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- ☐ Jan. 12th – Brent's Deli • 19565 Parthenia Street • Northridge 91324
- ☐ Jan. 17th – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
- ☐ Jan. 18th – Norm's • 11001 West Pico Boulevard • Los Angeles 90064
- ☐ Jan. 19th – West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807

Jan.
19
thru
20



Check here to
REGISTER
for this event

Event Number

SD30

9:00-2:00 p.m.

Cost: FREE

Location:

Lithographix, Inc.
12250 S Crenshaw Blvd.
Hawthorne, CA 90250
(323) 770-1000

30TH ANNUAL SURPLUS DRIVE

at Lithographix, Inc.

Contact: Ara Izquierdo, Ext. 216, ara@piasc.org

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.

Distribution of surplus to instructors will take place at Lithographix, Inc. on Saturday, January 21st, at 9:00 A.M.

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	12/13	AMALA: Content Creation & Distribution	Edmunds, Santa Monica		amalosangeles.org
	1/14	Ben Franklin's Electric Birthday	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	1/19 – 1/20	Facilitation: BY DESIGN	The Perry Family Event Center, San Francisco		Losangeles.aiga.org
	1/27	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@calpoly.edu	(805) 756-2645
	4/8	Kids Krazy Krafts Day	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	4/20	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@calpoly.edu	(805) 756-2645

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.presidentconference.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!

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Attendees: _____

☐ Bill Company ☐ Credit Card # _____

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Holiday Party Time

Some best practice tips for employees:

- **Dress professionally.** This is still a work event. Inappropriate dress may bring claims of sexual harassment.
- **Avoid the need to overindulge or drink excessively.** This may cause you to impair your decisions and put you, co-workers and company at risk.
- **Limit the need to talk shop,** gossip or tell off-color jokes. Keep conversations light, fun and yet professional.
- **Check your behavior** and be careful not to get too touchy feely for fear of complaints or allegations inappropriate of sexual harassment.
- **Do mingle with others.** This is a good time to exercise chatting with others whom you haven't mixed with before and get out of your comfort zone.

Some suggestions for best practice tips for employers:

- **Consider having the event off-site** as this minimizes your liabilities for a worker's compensation injury.
- **Employers may limit alcohol** consumption to 2 drinks.
- **Designate key or senior managers to abstain** from alcohol and watch for employee's safety and behavior.
- **Provide suitable and neutral entertainment.** Avoid embarrassing or uncomfortable references to political or religious displays for holidays.
- **Prepare car service numbers or rides** for employees for use as needed.

- **Think of a charity themed event** such as a toy drive coupled with the event to demonstrate giving to charitable causes. Employees, employers and the receiving party benefits from acts of giving, generosity and kindness.

Dramatize Progress

Working on a big project? Keep workers engaged and up to speed with a "Progress Wall." Ask workers to create a colorful map using photos, memos, and other mementos of your project that symbolize its beginning, ongoing efforts, and successful conclusion. Give the wall special meaning by encouraging workers to include thank-you notes and words of praise about their teammates.

Matte vs. Gloss

We have printed an insert on matte paper and with a matte varnish. The customer is complaining that they do not work on the insert machine. There is no problem when printed on gloss paper and varnished with gloss varnish. What is the difference? There may be very significant difference in surface roughness between the matte and gloss inserts. The matte insert has a high coefficient of static friction (the ratio of force between two surfaces in contact—the higher the value the greater the frictional force acting between the surfaces) and is getting hung up in the insert machine.

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



DECEMBER
Member Discount
of the Month

PIASC and UPS are ready to help your business reach new heights!

The first 10 PIASC Members to enroll in the UPS Savings Program will receive a FREE UPS Tech in Motion Stereo Bluetooth Speaker!

Plus the following discounts:

- Save up to 34% on UPS small package services, including UPS Ground, UPS Next Day Air, and more.
- Savings start at 70% on UPS Freight services, including LTL, Trade Show Services, and more

Enroll in the PIASC/UPS Savings Program today!
online: savewithups.com/piasc or call (714) 502-2577.

www.piasc.org

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

Printing Industries Association of Southern California

Affiliated with
Printing Industries
of America, Inc.

