



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 19, 2016

Happy Holidays

The Officers, directors and staff of PIASC join together to wish you, your family, friends and staff the best and most joyous of holidays and a new year of renewed growth and prosperity! As its custom *Update* will take its annual one week vacation next week and return to enlighten and amuse you on January 3rd.

We Can Help

It isn't easy being the boss. Every day you're faced with questions for which there's no obvious answer. Even when you have the answer, you'd like a second opinion to check your thinking. The solution—pick up the phone and call Bob Lindgren at PIASC. He can use his decades of experience in the business of our industry to talk through the problem with you or get you on the right track to another resource. Try it. It's another free benefit of belonging to the largest printing industry association in the country—PIASC.

Holiday Hours

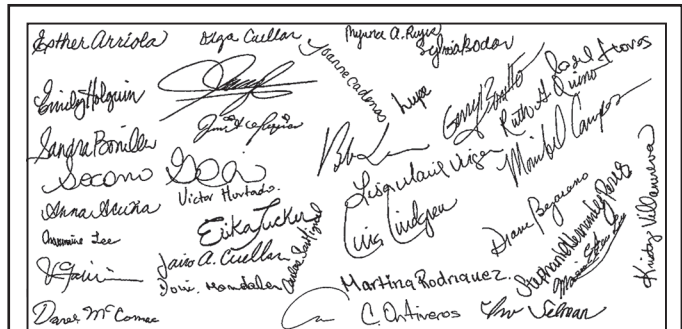
The offices of the Association, the Benefit Trust, the Insurance Agency and the Credit Union will be closed on December 26th, 27th, and January 2nd. However, Printing Industries Credit Union will be open to serve you and your employees on December 27th. At all times, our internet window, www.piasc.org, will be up and running.

Yes, You Can Say No

If you can't say no to a request easily, causing you to become overcommitted and stressed out by too much work, try this technique: When you don't want to or simply can't perform someone's request, say "no" and repeat what was asked of you: "No, I can't take on that project right now." That's much more powerful than waffling with "Maybe," or "I'm not sure." If you genuinely want to work on the project and are too busy, offer to help at a specified date. "No, I can't do that right now. But my schedule will be clear in three days—could you use me then?"

A Good End to a Bad Day

A bad day at the office can make employees dread coming to work in the morning. Try ending each day on a positive note as much as you can. Just before quitting time on a tense day, send out an email joke, let workers leave early, or find some other way to lighten the mood.



From all of us to all of you...happy holidays!

If you've reprimanded an employee, drop by that person's desk to show that your earlier remarks weren't personal. If workers leave smiling, they'll be more motivated when they return.

What's The Point?

The December 6th issue of the Wall Street Journal carried a full page ad placed by the Paper & Packaging Board (P&PB). When we saw its source, we thought—that's great! What a wonderful opportunity to reach out to the business community, to let them know the unique power of print on paper to get a company's message to those who will act upon it. The variable data direct mail piece targeted to the right audience or the package on the shelf that says "buy me!" What we actually saw is none of this. What we saw was a touching letter explaining the pain that the writer had suffered from past injustice. The ad had a link to a website with more letters in the same vein. The P&PB is funded by a tax on wood products (an Agricultural Marketing Order) which is intended to promote these products including paper. This tax produces over \$20 million per year for the P&PB. The list price of the ad in the WSJ is \$193,000 plus the cost of the videos. In the arena of print on paper, the P&PB has refused even a small amount of funding to the Choose Print campaign which does focus on building demand for print and paper. We hope that they may come to realize that infinitely more paper is consumed by our industry than the writers of personal letters.

Thought for the Week

It's not the load that breaks you down, it's the way you carry it... Lena Horne

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	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 Crazy 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!

Quick Registration

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Recruiting Tips

Staying in touch with former employees who left on good terms is a good way to bolster your recruiting. Under the right circumstances, you may be able to entice them to return, but you have to make sure they're willing and able to take on new responsibilities. When talking with them, think about these topics:

- **What they've worked on and accomplished.** Look for increased capacity. Are they handling more responsibility, producing more, or earning promotions? Caution: Be careful about pressing too hard for proprietary information; respect the person's legal obligations.
- **What they've learned.** Find out about additional or enhanced skills, knowledge, and training they've acquired since they departed. Ask about new qualifications, such as government clearances, educational degrees, and memberships and honors in industry organizations.
- **What they've experienced.** Look for evidence of personal growth—for example, heightened awareness of what makes an organization's culture good or bad, or an increased ability to handle uncertainty, difficult people, or tough decisions.
- **Who they've met.** You're looking especially for important new contacts in relevant areas of business and, ideally, for qualified job applicants they're willing to refer to you.
- **What they're interested in.** Try to get a sense of

whether they might want to return, and if so, under what terms. Ask about their interest in a variety of jobs and arrangements, such as full-time, part-time, or temporary work. And, of course, answer their questions as fully as you want them to answer yours.

Slip Compounds


What is a slip compound and why are they added to ink? Slip compounds include waxes, silicone, and Teflon. Slip compounds improve the ink's rub resistance by lowering the dried ink film's coefficient of friction. Slip compounds interfere with adhesion of coatings and film laminates, which is why inks formulated to be used with coatings and film laminates contain little or no slip agents.

Solve Them When They're Small

Small problems at work can turn into big ones if you're not careful. Watch out for this progression before minor issues escalate:

- **Inconveniences.** Seemingly trivial problems like being left out of an important meeting can cause resentment.
- **Conflict.** If unresolved, resentment can turn into arguments and turmoil within your team.
- **Crisis.** Conflicts that go on too long can become crises that endanger your group's productivity and morale. Addressing inconveniences early can prevent them from disrupting your workplace later on.

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

Printing Industries Association of Southern California

Affiliated with
Printing Industries of America, Inc.



PRINTING INDUSTRIES OF AMERICA

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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



CHOOSE PRINT
RECYCLABLE. RENEWABLE. SUSTAINABLE.

