

And the Winners Are...

Congratulations to the 24 Southern California firms that have been honored with 77 awards in the 2018 PIA Premier Print Awards. As the world's most prominent international print competition, submissions came from all over North America, China, Indonesia, Australia, and the United Arab Emirates.

Our Benny winners include the following PIASC members: Design Printing (Los Angeles), Marina Graphic Center, Inc. (Hawthorne), PJ Printers (Anaheim), Scodix, Inc. (Palm Desert) and Southwest Offset Printing Co., Inc. (Gardena).

The Benny winners will be honored during the Premier Print Awards reception on Sunday, September 30, 2018 at the J.W. Marriott Hotel in Chicago, Illinois, in conjunction with the Print18 show.

Castle Press (Anaheim)
3 Certificates of Merit

Chromatic Inc., Lithographers (Glendale)
2 Awards of Recognition

Church of Scientology, International (Commerce)
1 Certificate of Merit

Color Incorporated (Glendale)
1 Certificate of Merit

Colornet Press (Los Angeles)
7 Awards of Recognition
12 Certificates of Merit

Continental Colorcraft (Monterey Park)
2 Awards of Recognition
2 Certificates of Merit

Crown Connect (San Bernardino)
2 Certificates of Merit

D'Andrea Visual Communications (Cypress)
1 Award of Recognition

Design Printing (Los Angeles)
1 Benny
1 Award of Recognition
3 Certificates of Merit

Dual Graphics (Brea)
1 Award of Recognition
1 Certificate of Merit

L.A. Envelope Co. (Montebello)
1 Award of Recognition

Labeltronix LLC (Anaheim)
1 Award of Recognition

Lithographix, Inc. (Hawthorne)
3 Awards of Recognition
3 Certificates of Merit

Marina Graphic Center, Inc. (Hawthorne)
1 Benny
9 Certificates of Merit

Orange County Printing & Communication (Irvine)
2 Certificates of Merit

PJ Printers (Anaheim)
1 Benny
2 Awards of Recognition

Presentation Folder Inc. (Orange)
1 Certificate of Merit

Queen Beach Printers, Inc. (Long Beach)
2 Awards of Recognition

Scodix, Inc. (Palm Desert)
1 Benny
1 Award of Recognition
2 Certificates of Merit

Southern California Graphics Co. (Culver City)
1 Award of Recognition

Southwest Offset Printing Co., Inc. (Gardena)
1 Benny

Stoughton Printing Co. (City of Industry)
2 Awards of Recognition
1 Certificate of Merit

Trend Offset Printing (Los Alamitos)
1 Certificate of Merit

Typecraft, Inc. (Pasadena)
1 Certificate of Merit

Introducing the newest PIASC Preferred Partner: Mona Solutions powered by NXGEN

PIASC's Preferred Partners program features a variety of companies that have been handpicked for their ability to save our members time and money while providing a very high level of service. Our newest Preferred Partner, MONA Solutions, is an experienced and reliable merchant services company known for providing an excellent experience for businesses throughout California.

PIASC member Patrick Patterson of Patterson Graphics Corporation in Burbank shares his experience with them: "We have been very favorably impressed

by all facets of our relationship with NXGEN. From the beginning, their friendly and professional approach was impressive. Plus, after the initial contacts their level of service increased to what I can only call outstanding. For example, when we went through the PCI Compliant certification paperwork they were a constant, willing and thorough resource for us. NXGEN continues to be a very valuable vendor for us—one that we do not hesitate to recommend.

Mona has service packages customizable to any payment need from in-store, online and mobile, all using state-of-the-art equipment.

For a complimentary assessment contact Gloria Vargas at 323.728.9500, Ext. 207 or email gloria@piasc.org.

BUSINESS & MANAGEMENT

Marketing Advice from My Dad

Erma Bombeck once said, "When your mother asks, 'Do you want a piece of advice?' it is a mere formality. It doesn't matter if you answer yes or no. You're going to get it anyway." Although it can be that way with my father, too, I don't mind. The truth is, my Dad is full of good advice.



PIASC member Linda Coss with her father, long-time PIASC member and PIBT Trustee Steve Marienhoff of Adams Press.

This month, I'm featuring advice from my father. For over forty years Dad owned and ran Adams Press, a printing and office supplies business catering to L.A.'s garment district, so he knows a thing or two about business. Here are some of his words of wisdom:

• **Anything worth doing is worth doing right** – In the marketing context, "doing it right" includes creating a marketing plan, hiring professionals (such as a marketing writer and a graphic designer) to help you create any marketing materials needed to implement your plan, and then tracking your results.

• **You can't sell from empty shelves** – Whether you have a physical retail store like Dad did, or an e-commerce business where you're doing your own fulfillment, you need to invest in inventory. This is especially true in today's instant gratification culture. If you don't have the desired items in stock, customers will find someone who does.

• **You need to know what you're selling & to whom** – Shelves full of the wrong things won't do you any good. Whether you're selling products or services, you need to understand your target market. What can you sell that will solve their problems, meet their needs or improve their lives? And exactly how will it do so?

• **You must have infrastructure in place** – This includes everything from your IT and bookkeeping systems to inventory control, equipment and the people to get the work done.

• **The customer is always right** – There is nothing worse than a customer who feels that they've been wronged. Even if the problem was the customer's own fault, such as if they supplied their own artwork and then weren't happy with how that design looked once printed, Dad would still refund their money or find a way to make them feel that the "wrong" had been righted.

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TECHNICAL & TECHNOLOGY

Ask the Technical Expert

Q. A new customer is insisting we print his process brochures on uncoated paper. What do we need to know regarding printing process color on uncoated paper?

A. Uncoated paper is very absorbent and has a rough surface. There is more variation in the print quality of different uncoated sheets compared to smooth surface coated sheets. Ink will absorb into the sheet, causing lower solid ink densities, and will also spread out more, resulting in an increased dot gain.

Solid process ink densities are typically .30 -.40 density points lower than on coated paper. Lower ink density results in a reduced color gamut, mean-

ing not as many colors can be reproduced. Because of the increased dot gain with uncoated paper, coarser screen rulings are used—a 110 line screen is not uncommon, and some may use a 150 or slightly higher screen ruling.

In addition, you need to be aware that proofing systems are made to represent printing on coated paper and will not produce proofs that represent print on uncoated paper. Soft proofing on monitors and toner press proofing with a profile that represents the litho output can be used to proof the uncoated paper. Printing 4/C process on uncoated paper can be done for the aesthetic appeal of the paper, but it will not rival the quality and richness of 4/C printing on a good coated sheet.

HUMAN RESOURCES

What If Your Payroll Service Doesn't Pay Your Taxes?

Many companies use third-party payroll services that create paychecks, file all required reports and send in payroll tax payments to the IRS or the EDD. However, even if you outsource the entire payroll function to a third party, you need to know that your company remains responsible for ensuring that tax payments are made.

Unfortunately, there are unscrupulous providers that will take your withholding dollars, pocket the money and lead you to believe the required deposits have been made with the IRS and EDD. This leaves you on the hook for unpaid

taxes plus penalties and interest.

Action item – To avoid this problem:

• **Thoroughly vet your payroll provider** – It can be very easy for these companies to steal funds.

• **Enroll in the electronic tax payment systems** – You can do this for free at www.eftps.gov/eftps/ for federal taxes and <http://bit.ly/eddcataxes> for California state taxes. Login and monitor deposits each month.

• **Have IRS and EDD correspondence go to your address** – Do not have correspondence go to the payroll service provider's address.

Why You Should Participate in PIA's Annual Wage & Benefits Survey

Each year the Printing Industries of America (PIA) and its regional affiliates, including PIASC, conduct a detailed survey of the wages, benefits and human resources policies of the printing, packaging and related industries. This is the most comprehensive industry survey of its kind.

Data is collected nationwide, and then reported at a very granular level in two different ways: by region and by company size. This means, for example, that the survey report doesn't just show what the average "press operator" makes. First it breaks things down by the type

of press. Then it shows the average, median, highest and lowest wages, as well as wages by quartile, both by region and by company size.

The top 3 reasons to participate PIASC urges all members to participate in the survey. Here are the top three reasons why you should do so:

1. **You'll get access to a treasure trove of data.** Want to see the results of the survey? The Survey Report is only given to participants. And you'll definitely want a copy of this report, because it's filled with invaluable data that can help

make your business more successful. You'll get answers to many important questions, such as:

• **Pay** – Are you paying enough to attract the best talent? Are you paying more than necessary to keep the best talent? For example, last year's report showed that in the Western Region the average operator of a 20" to 28" 4 or 5 color sheet fed press made \$25.60/hour. If you have a 20" 4-color sheet fed press, how do your pay rates compare?

• **Benefits** – You've overheard employees grumbling that your PTO policies are unreasonably stingy. Compared to your area peers, are they—or are your employees comparing your company to the common policies in some other industry?

• **Decision Making** – You're running the numbers to see if it makes sense to add a third shift. Based on industry averages, how much of a premium will you need to pay your workers for assignment to this shift?

2. **You'll be helping the industry.** As with all industry surveys, a high level of participation is required to create statistically significant results. Your participation helps everyone.

3. **Your participation will be easier than it looks.** Yes, the questionnaire itself is 40 pages long. But this is because we are collecting granular salary data by job title, including many job titles that do not apply to your organization. So please don't let this put you off. Unless your operation is so big that it includes

nearly every type of equipment out there, you will not actually be filling out 40 pages' worth of data!

Action item: To participate in the survey, visit <http://bit.ly/2018WageSurvey>. If you have any questions, please contact Cheryl Chong at 323.728.9500 ext. 218 or cheryl@piasc.org.

Upcoming Event

WEBINAR – Top 10 "Lawsuit Magnet" Mistakes Employers Make and How to Avoid Them

Nearly every day employers nationwide are served with lawsuits from ex-employees or slapped with fines from governmental agencies. When it comes to human resources, there's a high cost to getting it wrong! This informative 60-minute webinar presents the top 10 mistakes that employers make that may increase their chances of being hit with an employment-related lawsuit and provides action steps for how to avoid these mistakes. Register now!

July 16th
11:00 am PST
FREE/Members
Register with Emily Holguin,
323.728.9500, Ext. 262,
emily@piasc.org

GOVERNMENT & LEGISLATIVE

The Implications of the Supreme Court's Online Sales Tax Ruling

On June 21 the Supreme Court ruled in the widely watched case of South Dakota v. Wayfair Inc. that businesses can be required to collect sales tax for sales made to customers who live in states where the business has no physical presence.

Today 45 states and the District of Columbia each levy a sales tax, and many local jurisdictions (such as cities or counties) levy an additional sales tax. As a result, there are currently close to 10,000 different sales tax jurisdictions in the U.S.—each with its own laws and regulations regarding tax rates, taxable items, sales tax reporting, and so on.

While some states have already enacted legislation requiring out-of-state e-commerce companies to collect sales tax, most have not yet done so. But chances are they will. And when they do, there's no guarantee that they will follow South Dakota's lead and enact laws that

exempt companies with sales below a given threshold. There's nothing to stop states from levying sales tax on all taxable sales made to their residents.

How this will impact companies in the graphic arts industry depends entirely on their customer base. Although the Supreme Court case focused on e-commerce, the concept applies to printed materials shipped across state lines, too. If you only sell and ship to California businesses, this will not affect you. But if there's an e-commerce component of your business, or if you have customers located in other states, or with offices in other states, you may have to start collecting and remitting sales taxes based on the differing laws of these thousands of tax jurisdictions nationwide. In short, this can be a nightmare.

You may have to start collecting sales taxes based on the differing laws of thousands of tax jurisdictions

Did You Think You Were Exempt from Submitting OSHA Form 300A?

As reported in the June 11 issue of Native.news, all printing companies with at least 20 employees should have submitted OSHA Form 300A, which collects annual injury and illness data, by July 1. What we have since clarified with OSHA is that "20 employees" does not just mean 20 full-time employees. Part-time and temporary workers must also be included in the employee count to determine if the threshold is exceeded. Based on this criteria, if you had 20 or more employees at any point in time during 2017 (even if just for one day) you must submit Form 300A.

Action item: While the official submission deadline has passed, our advice is "better late than never." Access the electronic submission portal at <http://bit.ly/300AForm>.

NATIONAL ASSOCIATION NEWS

Sign our Petition #StoptheNewsprintTax

Join Printing Industries of America to voice your opposition to tariffs (a.k.a. new taxes) on uncoated groundwood paper today! Sign our petition to let the International Trade Commission know that trade law should not be used to harm the domestic print and publishing industry (which employs over 600,000 workers) just to satisfy the request of one paper producer looking to protect its bottom line. The unintended consequences of this tariff on the thousands of newspapers, advertising inserts, books, and the companies and workers that manufacture these products must not be ignored.



Stop Tariffs on Printers and Publishers (STOPP) by signing our petition today. Plus, please share this petition with employees, customers, and other stakeholders! Visit <http://bit.ly/stopnewsprinttax>.

CLASSIFIEDS

FOR SALE Medium sized bindery company for sale due to retirement. Operations include cutting, folding, perfect/PUR binding, saddle stitching, tipping, collating, mechanical binding, drilling, shrink wrapping, wafer sealing. Machinery is in excellent working condition. Servicing clients with a radius from Santa Barbara to San Diego. Serious inquiries only. Contact Lou Caron at 323.728.9500, Ext. 274 lou@piasc.org

Want to place a classified ad? Contact Erica Sanchez, 323.728.9500, Ext. 209, erica@piasc.org

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Other Industry Events 2018

7/11/18	AIGA-OC SPARK: July Networking Event	Tustin, CA		www.orangecounty.aiga.org
9/19/18	OSHA Ready! Online Conference		800.910.4283	www.printing.org
9/30/18 - 10/2/18	PRINT 18	Chicago, IL	703.264.7200	www.graphexpo.com
10/15/18 - 10/17/18	Adobe MAX	Los Angeles, CA		www.max.adobe.com
10/18/18 - 10/20/18	2018 SGIA Expo	Las Vegas, NV		www.sgia.org/expo/2018
10/30/18 - 10/31/18	2018 OSHA Compliance for Printing Workshop	Warrendale, PA	412.259.1779 krundle@printing.org	www.printing.org

Want us to list your event? Contact Maribel Campos, 323.728.9500, Ext. 210, maribel@piasc.org

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PIASC Events Calendar

JULY 16

WEBINAR - Top 10 "Lawsuit Magnet" Mistakes Employers Make and How to Avoid Them

11:00 am PST - At a computer near you
FREE/member
Contact: Emily Holguin, Ext. 262, emily@piasc.org

SEPT. 18

20th Annual Paper & Substrate Show

5:30 pm - Andrei's Event Center, Irvine
\$30/member pre-register
Contact: Emily Holguin, Ext. 262, emily@piasc.org

JULY 19

WEBINAR - How to Ease the Pain of Change

11:00 am - 12:00 pm PST
FREE/member
Register: <http://bit.ly/easethepainweb>

OCT. 13-14

Los Angeles Printers Fair

10:00 am, The Printing Museum, Torrance
\$10/adult, \$5/kids under 12
Details: printmuseum.org
Contact: 310.515.7166

JULY 26

WEBINAR - How High Can You Go? How to Manage Legal and Illegal Drug Use in the Workplace

11:00 am - 12:00 pm PST
FREE/member
Register: <http://bit.ly/howhighwebinar>

OCT. 18-20

SGIA Expo

Las Vegas, NV
FREE Exhibit Floor Passes
Details: sgia.org/expo/2018
Contact: 888.385.3588

For full list of workshops and virtual classes, please visit www.piasc.org/training.