

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

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.

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.



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

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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:

- 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?
- 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.
- 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.

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.

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>.

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>.

