

Introducing our Redesigned Website

PIASC is excited to announce that the newly redesigned website, www.piasc.org, is now up and running! Redesigned with you in mind, the new website features simplified navigation and provides more resources and information about the benefits and services available to you.

We encourage visits to explore the website. Discover the full spectrum of what is available, including a new members-only Resource Center that puts all the information you need in one location. Please note that to access the Resource Center you'll need to create a new login on the website. Doing so requires your PIASC Account number; if you need assistance locating that number, please call us at 323.728.9500.

New Member Resource Site

The first place to look when you need anything from Human Resources form samples, checklists and handouts to sales tax information, helpful white papers, reference guides, safety information, documents related to regulatory compliance and much more.

Now all of this is located into one web page for easy navigation. As a member you must first create a new login to gain access!

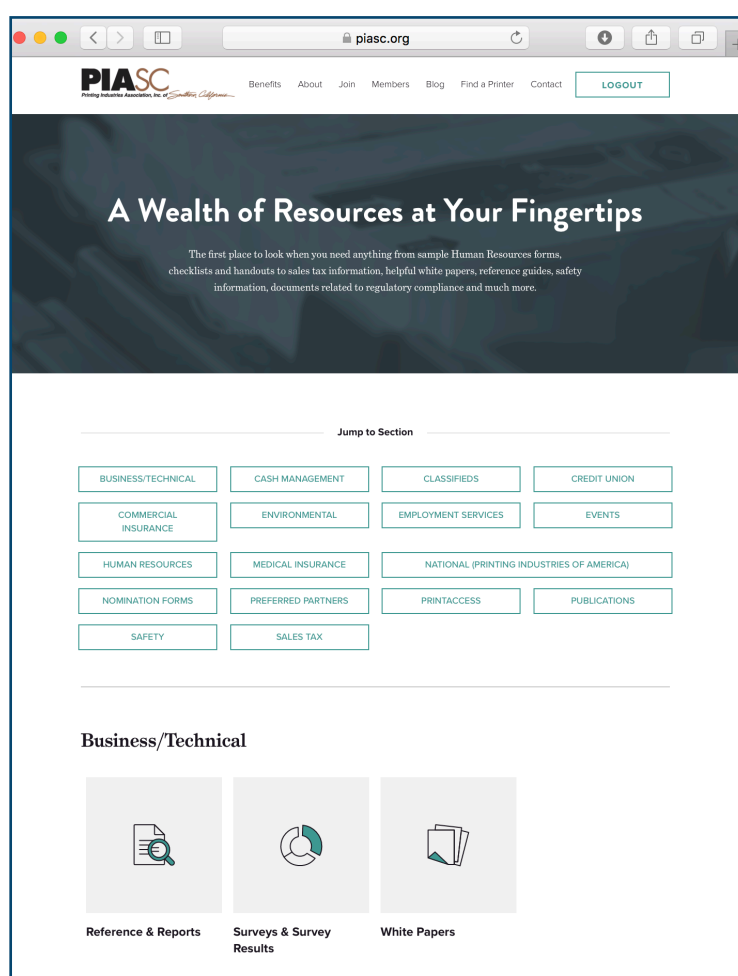
Create a Login for Access

Take advantage of a wealth of resources and discounts you must first create a login for the website.

- Gain access to all the discount programs offered by our Preferred Partners.
- Gain access to numerous regulatory and safety resources, all designed for our industry.
- And much more!

Visit www.piasc.org and click on Member Login and then select "Already a Member".

We will continue to expand our resources to deliver the most updated and relevant information for the industry.



BUSINESS MANAGEMENT

PIASC Record Retention Guide

The PIASC Record Retention Guide is a handbook provided to members which offers some guidance as to how long business records must be retained, including a suggested time frame for maintaining records. This handbook has been assimilated from several sources, including the basic IRS Regulation - 26 CFR 1.6001-1 and The Guide of Record Retention Requirements in the Code of Federal Regulations, as well as by reviewing and analyzing numerous record retention schedules. Before finalizing an entity's record retention procedures, it is recommended that the IRS regulations as well as state and local government retention requirements be reviewed.

The handbook provides record retention guidelines in the following areas: (1) accounting systems, (2) corporate records, (3) fixed assets, (4) human resources, (5) insurance, (6) legal, (7) payroll, (8) security and (9) taxation.

You can download this handbook at www.piasc.org; go to the Members in the top navigation bar and then click on Resources. A login is required. Once you have logged in, the Guide can be found under Business/Technical. Need help logging in? Contact us at 323.728.9500.

Don't Forget to Show Up

Woody Allen once said that "80% of success is showing up." Or, as some people say, "you snooze, you lose." After all, it's hard to catch the opportunities if you're not there when they arise!

Where should you show up?

Don't underestimate the importance of SEO (search engine optimization) in the virtual world, or the importance of meeting with people face-to-face in the physical world. You should show up wherever your clients are, such as...

- In online search results
- At business networking events
- In social media
- At trade shows
- When people reach out to you

How should you show up?

There's more to "showing up" than just going through the motions or walking in the door. You need to:

- **Show up fully.** Be fully present – physically, mentally and emotionally. And when your business "shows up," be sure that its presence is a positive reflection on your brand as well.
- **Show up consistently.** The old saying, "out of sight, out of mind" is very true. If you join a business networking group, plan to attend every meeting. If you put out a monthly newsletter, make sure it goes out once a month. And if you decide to participate in social media, remember that this takes more of a commitment than just logging in once

a week.

- **Show up positively.** People do business with people and businesses that they like and trust. Be the type of positive person and business that others want to associate with.

The truth is, I often get business simply because I answer my phone and return emails promptly. Customers tell me, "I reached out to several copywriters, but you got the job because you're the only one who immediately replied." If you're not showing up, you can bet your competitors are.

Reprinted with permission from the Plumtree Marketing Minute, <http://bit.ly/plumtreeinc>.

Now Accepting 2019 Executive of the Year Nominations

PIASC'S Benjamin Franklin Award is the highest honor presented in Southern California's printing industry. Past recipients of this award claim that this is indeed the highlight of their career. Keeping the significance and prestige of this honor in mind, please take the time to make your choice known. Review the following criteria and return your nomination to PIASC right away.

The PIASC Benjamin Franklin Award honors an individual for being a long-term major contributor to the graphic arts industry in Southern California.

Nominees for this award should be:

- Successful in his or her chosen profession.
- A person of high principles and integrity.
- A person who shares time and talent to work toward the advancement of the printing industry.
- A person who works for the betterment of society through civic, community or religious involvements.
- A person who has worked in the graphic arts industry for at least 15 years, with at least five of those years in Southern California.

Nominations are due no later than December 28, 2018. To download the nomination form visit (Insert bitly). Questions, please contact Kristy Villanueva, 323.728.9500, Ext. 215, kristy@piasc.org.

Connecting Current Students with the Jobs of the Future

During a recent PIASC event, attendees complained about how hard it is to find good employees. This was not the first time we have heard this from PIASC member companies. The truth is, as experienced employees get older and move into retirement, the harder it's going to be to find qualified employees.

Recently, PIASC President/CEO Lou Caron did a search on indeed.com and the results were eye-opening: The search showed 560 full-time printing industry jobs in the Los Angeles area, ranging from office assistant to press operator to plant manager. Many of these are well paying entry-level jobs. The truth is, the

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NATIONAL ASSOCIATION NEWS

PRINTING United: Brand New Trade Show about all Things Print!

The SGIA Expo is now PRINTING United taking place on October 23-25, 2019 in Dallas Texas. This new show will showcase all market segments including garment, graphics, packaging, commercial and industrial printing under one roof.

Who's Going to be There?

PRINTING United will attract attendees from market segments including garment, graphics, packaging, commercial and industrial printing.

Industry-leading suppliers are already lining up to exhibit at the premier edition of PRINTING United, coming to Dallas October 23-25, 2019.

EFI, Fujifilm, Kodak, Komori, MBO, Ricoh, Screen and Xeikon.

Why Should You Attend?

Today's convergence of technologies and capabilities is inspiring printers to expand the products and services they offer — and it's happening quickly. That means new competition as well as new opportunities for growth.

With a dynamic show floor, education, programming and services, PRINTING United will present a broad vision of these opportunities under one roof as well as the means for printers to expand their businesses. The goal is to

give attendees the tools needed to present their customers with the best possible solutions for their businesses.

What Do You Need to Know?

Here's the bottom line: PRINTING United will convey all the components of an integrated solution to satisfy virtually any client need.

This isn't any ordinary event. PRINTING United is brand-new and co-produced by the Specialty Graphic Imaging Association (SGIA) and NAPCO Media — a powerhouse partnership.

SGIA has a tradition of trade show excellence and its SGIA Expo consistently attracts the largest array of technology available at any trade show in the print community. PRINTING United will attract attendees from market segments including garment, graphics, packaging, commercial, industrial printing and in-plant.

NAPCO strengthens that reach with a deep history and market penetration into markets including commercial, packaging and in-plant printers. Its strong presence in the brand and marketing community means PRINTING United will represent the cycle of print throughout the entire supply chain.

Save the date for October 23-25, 2019 in Dallas, Texas. Visit www.printingunited.com for more information.



Upcoming Events

WEBINAR: Top 10 Don'ts When Conducting Background Checks

Nov. 15th, 10:00am – 11:00am PDT

Are you using the appropriate state and federally compliant releases and disclosures? Employers often have false senses of security when performing background checks. Did you know the result of a nationwide criminal database search, by itself, is not permissible for employment decision purposes? Are you sure your background screening vendor is licensed to sell you information?

This webinar will address some frequent and major mistakes employers make when conducting background checks. We will stress the importance of using the appropriate forms and releases when conducting screening. The topics covered will include Form I-9 verification, immigration issues and the potential legal and financial consequences for non-compliance.

Join us for this informational webinar with our preferred partner Employers Choice Online, Inc. and learn more about background screening.

Visit www.piasc.org/events to register.

WEBINAR: The WOW Factor – Digital Embellishment Effects, Techniques and Best Practices

Nov. 29th, 11:00am – 12:00pm PDT

Research has shown that a consumer's experience is not just visual—it includes other senses, including our sense of touch. For your customers, it's all about getting attention and response. Digital embellishment can add WOW to print with the digital application of spot colors, spot varnish, dimensional varnish, foil or other effects. Attend this webinar and learn how to create an undeniable connection that adds value to the printed piece!

You Will Learn:

- Digital embellishment effects and options
- Why you should incorporate digital embellishment in your print projects
- Best practices for use
- How to create spot varnish and foil effects using layers, filters and actions
- How to create a PDF file that includes the digital embellishment effects needed for print production

Who Should Attend

- Designers
- Prepress professionals
- Salespeople
- Anyone who wants to know how to add more WOW to print!

BUSINESS & MANAGEMENT

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industry is in need of qualified, technically literate individuals with knowledge of the printing and graphics industry.

Entry Level Jobs Have Changed

The entry-level jobs of today are different from those of the past. There was a time when a young person could walk into a printing company and start working sweeping floors or helping at the back end of a press.

For example, back in the day many entry-level jobs at a web shop included removing the printed materials from the press and stacking them onto a palette. Then once the palette was full they'd wrap it tightly and use a pallet jack to move it and place it on a truck for delivery. Today, there are robots that do that work.

Today's entry-level jobs require more knowledge of prepress, press or bindery techniques. And young people of today have an opportunity to train for those positions in as little as 18 months.

A College Education in 12-18 Months

Today both young people and people interested in a career change can train for a position in the printing industry with the classes offered at Riverside City College (RCC), Pasadena City College (PCC) and Fullerton College (FC). College education at these schools include a Certificate Program that will provide a well-rounded printing education. Some options include classes in prepress, press

operation, color management, screen-printing and management and estimating.

Depending on the student's goals, they can also add General Education classes to their printing and graphics classes to earn an Associate of Science Degree. If the student wishes to continue their education, it's important that the General Education courses they choose are transferable to the California State University or University of California systems.

Let's take a minute to see the potential for individuals who choose to earn a certificate at one of these three community colleges in Southern California.

- Let's start with a student taking screen-printing classes at PCC. indeed.com lists screen-printing positions available in Huntington Beach, Downtown Los Angeles and Paramount, California. These jobs pay \$14 to \$20 an hour.

- If a student at RCC earned a Basic Electronic Prepress Certificate they may qualify for Prepress jobs in Glendale, Norwalk or Bellflower, California. These jobs also pay \$14 to \$20 an hour. And, with a few years of experience, a prepress operator can make \$70,000 to \$85,000 a year.

- A student who completes 11 units in the required courses at Fullerton College can earn a Flexography Certificate. indeed.com has jobs for flexo press operators in Rancho Dominguez, Santa Ana and Orange, California. These jobs as listed are paying from \$35,000 to \$65,000 a year.

Of course, a student straight out of college cannot expect to be paid the same as an experienced technician or operator, but the potential is there.

And this is just the beginning. There are numerous employment opportunities for students who earn a Bachelor or Masters Degree at Cal Poly SLO, Cal Poly Pomona, ASU or RIT.

As our industry becomes more diverse and moves into digital, variable data and online marketing, how can we connect high school and college students with the printing industry and quality educational institutions like RCC, PCC and FC?

The potential employees are out there. The careers are out there. How can we, as an industry, connect the two? We would be interested in hearing your suggestions. Contact Lou Caron, lou@piasc.org, 323.728.9500 Ext. 274.

Receive a Tax-Deduction for your Extra Paper & Office Supplies: PIASC/R.A.I.S.E. Foundation

Your paper donations are very much needed by teachers and students in graphic communications or arts programs. It's no secret that these programs run practically without a budget; therefore, they need help from our industry to secure the paper they need to continue training their students and our potential future workforce.



Start setting aside your tax-deductible donation of your extra paper and/or extra office supplies now! Then, on January 17 & 18, 2019, between the hours of 9:00 a.m. - 2:00 p.m., please deliver your donation to:

Advantage, Inc.
1600 N. Kramer Blvd.
Anaheim, CA 92806

Let us know how much surplus you will donate, and its estimated value, by contacting Kristy Villanueva at 323.728.9500, ext. 215, kristy@piasc.org. *Please do not bring any chemistry supplies, film or equipment.*

How are these materials distributed to instructors? Instructors are invited to pick up needed paper and office supplies from Advantage, Inc. on Saturday, January 19, 2019. Distribution starts at 9:00 a.m. and there are rarely any donated materials left behind. If you have surplus equipment, please notify Kristy Villanueva at 323.728.9500, Ext. 215.

HEALTH **CLASSIFIEDS**

Making the Best of Cold Season

Cold and flu season is getting started and you owe it to yourself and your family to avoid catching either virus. Despite your best efforts, cold and flu viruses are resilient and stubborn. And if you have school- or daycare-aged children, the chances of catching a cold or flu multiplies exponentially.

Fortunately, there are steps you can take to minimize the chances of getting sick and, if you do fall ill, you can lessen the symptoms with some tried and true methods.

How to avoid getting sick

- Wash your hand frequently, especially after:
 - ♦ blowing your nose
 - ♦ coughing
 - ♦ sneezing (into your hands or a tissue)
 - ♦ being around sick people and
 - ♦ before you eat
- Avoid sharing objects
- Avoid touching your nose, mouth and eyes
- Get enough sleep and avoid getting fatigued
- Reduce stress
- Use tissues for coughs and sneezes and dispose of them immediately
- Eat right and get regular exercise



- Keep your distance from people who you know are ill
- Turn away from sneezers

If you get a cold

- Avoid contact with the frail, very young and elderly
- Stay home from work or school
- Take zinc lozenges when you start feeling symptoms
- Drink lots of liquids
- Eat spicy food, which can help clear your sinuses
- Gargle with warm salt water
- Don't take antibiotics

Source: *Printing Industries Benefit Trust, LifeLines*

CLASSIFIEDS

FOR SALE MULLER MARTINI STARPLUS Perfect Binder with 18 Pockets, Stream Cover Feeder, Side-gluing unit, Spine Glue Cutoff, Inline Trimmer and Counter Stacker. Contact Art Solano, art@youngamericanbindery.com or call (818) 535-5334

FOR SALE MULLER MARTINI BABY PONY Perfect Binder with 5 Clamps for "SMALL RUNS". Contact Art Solano, art@youngamericanbindery.com or call (818) 535-5334

FOR SALE Plastic Spiral Binding Machines, Wire-O-Binding Machines, Plastic Comb Binding Machines. Contact Art Solano, art@youngamericanbindery.com or call (818) 535-5334

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

CONTACT US

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- Cheryl Chong, Human Resources
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- Irv Selman, Voluntary Insurance
Ext. 249, irv@piasc.org

Other Industry Events 2018-2019

11/6/18 - 11/8/18	Color Management Group Color Management Bootcamp	Carson, CA	ray@sgia.org 888.385.3588	www.sgia.org
11/13/18	ETHOS: 2018 Design Annual	Costa Mesa, CA		www.orangecounty.aiga.org
12/8/18	Dickens Holiday Celebration	Carson, CA	mail@printmuseum.org 310.515.7166	www.printmuseum.org
1/17/19 - 1/18/19	Surplus Drive	Deliveries to: Advantage, LLC, Anaheim	kristy@piasc.org 323.728.9500	www.piasc.org
1/19/19	Benjamin Franklin's Birthday Celebration	Carson, CA	mail@printmuseum.org 310.515.7166	www.printmuseum.org
4/4/19 - 4/9/19	2019 AIGA Design Conference	Pasadena, CA		www.orangecounty.aiga.org
10/23/19 - 10/25/19	PRINTING United	Dallas, Texas		www.printingunited.com

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

PIASC Events Calendar

OCT. 1
NOV. 26

Toy Drive & Ride
Drop-off Location: PIASC Offices, Los Angeles
Contact: Maribel Campos, Ext. 210, maribel@piasc.org to have a donation box delivered to your offices.

OCT. 30

WEBINAR: Selling Value in a Commodity-Driven Market
11:00 am - 12:00 pm, PDT FREE/members
Details: www.piasc.org/events
Contact: Emily Holguin, Ext. 262, emily@piasc.org

NOV. 14

WEBINAR: Critical Thinking
12:00 pm - 1:00 pm, PDT FREE/members
Details: www.piasc.org/events
Contact: Emily Holguin, Ext. 262, emily@piasc.org

NOV. 15

WEBINAR: Top 10 Don'ts When Conducting Background Checks
10:00 am - 11:00 am, PDT
FREE/members
Details: www.piasc.org/events
Contact: Emily Holguin, Ext. 262, emily@piasc.org

NOV. 29

WEBINAR: The WOW Factor-Digital Embellishment Effects, Techniques and Best Practices
11:00 am - 12:00 pm, PDT
FREE/members
Details: www.piasc.org/events
Contact: Emily Holguin, Ext. 262, emily@piasc.org

DEC. 1

Toy Drive & Ride: Group Motorcycle Ride
8:00 am - 10:00 am,
GPA, Specialty Substrate Offices,
Cerritos to City of Hope, Duarte
Contact: Bill Rivera, 949.422.8330

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