

# The 2018 Ben Franklin Honor Society Southern California Inductees

The Ben Franklin Honor Society of Printing Industries of America recognizes and honors individuals who have made significant contributions to the advancement and betterment of the printing and graphic communications industry through meritorious service (paid or unpaid). These individuals may come from the Printing Industries of America (PIA), its affiliates, other industry associations, printers and all other segments of the industry. The society encourages its members to share their experience and knowledge with younger individuals in the industry through mentoring, speaking engagements and/or other methods.

On Friday, November 9, the Ben Franklin Honor Society formally inducted ten industry leaders at its awards ceremony at the Printing Industries of America Fall Administrative Meetings in Grapevine, Texas.

We congratulate the two Southern California members who were induct-



(L-R) Doug Rawson, Superior Lithographics, Lou Caron, PIASC President, Jack W. Stoughton Jr., Stoughton Printing

ed that evening!

**Jack W. Stoughton** is the owner and President of Stoughton Printing Company, where he has served for 54 years.

The company produces music packaging for which it has won two Grammys. Stoughton Printing Company's first Grammy was for Best Album Package

for the album "Pure Comedy" for their customer, Sub-Pop Records. Their second Grammy was for Best Boxed or Special Limited-Edition Package for the "Golden Voyager Record Project" for their customer, Ozma Records. The company also provides offset lithographic printing of point of purchase displays, blister cards, litho labels, folding cartons, game boards, catalogs, manuals, flyers, brochures, presentation folders, sports trading cards and more. Jack has been on the PIASC Board of Directors since 2010 and was Chairman in 2015. He is an active participant in various Regional Occupational Programs. He has been a guest speaker many times at the Graphics Communication Degree Program classes at Cal Poly San Luis Obispo and Cal Poly Pomona. He has also been the organizer for the Career Day Forum for the printing industry at both uni-

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## BUSINESS MANAGEMENT

# The Role of Promotion in Driving Digital Printing Sales

Investing in digital printing devices doesn't guarantee print demand. The key to building demand lies in promotion. Marketing communications, or promotion, is what propels the marketing and sales process for digital printing; it catapults demand.

Promoting digital printing is of prime importance because your customers and prospects may not be aware of the benefits and value it can deliver. Promotion can prove your ability to handle and produce digitally print jobs that yield results.

Attracting new digital printing customers or expanding share of business with current clients starts with creating awareness and educating customers on digital printing's benefits and your competency. Awareness of your competency can lead to consideration as a potential supplier. Needless to say, if you are considered in more sales cycles, your close rate for new business should increase.

Self-promotion campaigns, marketing materials and educational efforts that demonstrate digital printing capabilities will open more doors for your sales reps. These efforts can also help shift the sales conversation away from a price-per-piece discussion by focusing on new opportunities and the value that digital printing can deliver.

### Where Should You Start? Identify the Key Value Messages

- **Short-run, fast, affordable production** – Digital printing accommodates

demands for shorter runs and faster turnaround times at competitive prices. This isn't a new value message, but it remains important. According to a recent Keypoint Intelligence / InfoTrends survey of enterprises with 500+ employees, the top criteria used to select a print provider included competitive pricing and the ability to meet deadlines—both of which are benefits of digital printing.

- **Digital printing is more than four-color** – Advancements in digital printing technology, substrate availability and finishing capabilities bring great flexibility to end customers in terms of the jobs they can produce and the use of special effects. Unique imaging capabilities lift the status of printed materials from commodity, price-sensitive offerings to higher value products. InfoTrends believes that the market value for enhanced digital printing in the U.S. and Western Europe is about \$917 million. This value is expected to experience a compound annual growth rate of 14%, reaching \$1.3 billion by 2020.

- **Expanded substrate capabilities extend application options** – Digital print engines can support an increasing array of substrates, including heavier stocks and synthetic materials. They can also support high-value substrates like rugged synthetics; pressure-sensitive stocks; photo media; and pre-scored, ready-to-print dimensional stock. This brings great flexibility to print buyers in terms of the jobs they can produce. The

right substrate can create the opportunity for higher value (margin) print in today's market.

- **Personalizing one-to-one communications** – Personalization enables marketers to deliver the right content, to the right person, in the preferred channel, at the right time. According to InfoTrends' survey of enterprise marketers, 41% of printed communications include

Now more than ever, customers are looking for a partner that can help them accomplish their goals

some type of personalized information or images targeting the recipient. Personalization was primarily pursued to improve results—communications with personalization delivered a 38% higher response rate than communications that did not. Personalization is primed for mainstream use, and 55% of surveyed enterprises expect to increase their use of it over the next two years. Print providers can help drive the use of personalization by creating personalized promotions and measuring/sharing the results of those efforts.

- **Markets for customized print products are expanding** – Digital printing's ability to customize and affordably produce lower quantities on an ever-expanding range of substrates enables customers to create new products for specific audiences or individuals. One of the more significant trends that has emerged in recent years is the influence of technology on homemade manufacturing. Combining the Internet with technological innovations that enable individuals to easily make and sell products has resulted in the rise of the "Maker Movement." Makers are found in fields ranging from food to crafts to technology; they are a legion of entrepreneurs starting their own businesses to create and sell self-made products.

Now is the time for you to demonstrate the value that digital printing services can deliver to your customers. Promotional efforts build awareness, showcase value and demonstrate your ability to deliver innovative digital printing applications. Print providers that use their digital printing capabilities to demonstrate the possibilities can build stronger customer bonds and position their organizations as trusted and valued partners.

Getting your message across involves continually showing customers what is possible while also positioning your organization as a provider of innovative applications.

## GOVERNMENT & LEGISLATIVE

# Workers' Comp Reforms are Working

David Lanier, the Secretary of the California Labor and Workforce Development Agency, has reported that the reforms made to California's worker's compensation system five years ago with the passage of SB 863 have resulted in significantly higher than projected cost savings. Actual annual savings have been \$1.3 billion, versus the \$200 million that was estimated back in 2012 when the reforms were being considered by the Legislature.

Starting in 2013, SB 863 brought a number of changes and cost-cutting measures to the system. As a result, wage replacement rates have since gone from 60% to around 80%, systemic costs are down and the rates charged to employers have actually been decreasing. A rare bit of good news!

### Age Discrimination Can Result in Mandatory Retroactive Back Pay

The U.S. Court of Appeals for the Fourth Circuit recently held that under the Age

Discrimination in Employment Act (ADEA), back pay is a mandatory legal remedy. Under the enforcement procedures and remedies of the Fair Labor Standards Act (FLSA), which Congress adopted into the ADEA, an employer who violates the law "shall be liable" for unpaid wages.

This means that if a court rules in a particular case that age discrimination took place, this back pay is not subject to the court's discretion. This is different than Title VII, in which back pay is a discretionary award.

### On Our Radar

Recently added to the list of proposed regulations and other issues that we're following:

- **Split roll property tax initiative** – An initiative that would exempt commercial and industrial properties from Proposition 13 tax increase protections and tax them at their market values instead has qualified for the November 2020 ballot.

## Upcoming Events

### Dickens Holiday Celebration

December 8th, 10:00 am – 4:00 pm



Join us as the Printing Museum's galleries are transformed into Fezziwig's Warehouse, with special presentations, tours, carolers, music and the chance to print your own Victorian cards on antique presses from the 1850s. Meet characters from various Dickens novels, including the nefarious Fagin, the mad Miss Havisham and the dreamer Mr. Micawber, and enjoy the vintage holiday music from "Captain Jack" and his 1895 Concert Roller Organ.

The highlight of your visit will be with Mr. Charles Dickens himself entertaining guests in the Museum's Heritage Theater; he will retell his most famous story, A Christmas Carol, becoming Scrooge and randomly using his audience as cast members.

A festive lunch of an English Banger, gingerbread and punch is included with your ticket. We believe that it would be a humbug if you did not come to the International Print-

ing Museum's Dickens Holiday Celebration dressed in your finest Victorian dress!



Ticket prices are \$25 per person or \$80 for a group of four. Special prices for **Annual Museum Friends and Donors** are \$20 each and \$70 for a group of four.

Visit [www.printmuseum.org](http://www.printmuseum.org)

### Color Conference

January 12 – 15, 2019, San Diego, CA

Printing Industries of America is hosting the premier color event in the industry--The Printing Industries of America Color Conference. The Color Conference delivers helpful, practical, real-world sessions for print production professionals, designers and creatives, and brand owners responsible for color accuracy and consistency.

Visit [www.cmc.printing.org](http://www.cmc.printing.org)

NATIONAL ASSOCIATION NEWS

# Providing Value—It's What Your Customers Want

Customer experience is a high priority for consumers. In fact, it is so important that 86% of consumers will pay more for a better experience.

When it comes to customer service in the printing industry, we know what it takes to turn one-time customers into repeat customers. Improve your customer retention, satisfaction and cross-selling and up-selling by investing in the Customer Service Professional (CSP) certification program for your team. This program is designed specifically to give your customer service staff the tools they need to provide an optimal consumer experience, ensuring your company stands out amongst the competition. **Here's how**



**the program, which is designed to fit busy schedules, works:**

- Utilizes an easily-accessible online learning platform. Learning occurs through modules designed to be consumed at a reasonable pace.
- Focuses on seven industry-specific topics to train and validate the expertise of your customer service staff.
- Performance evaluation is completed through one online exam at the completion of the course.

Get started with your Customer Service Professional certification program today by visiting [www.printing.org/csp](http://www.printing.org/csp).

HUMAN RESOURCES

# Another Reminder about Maintaining an Appropriate Work Environment

Last month we talked about how harassment claims can come from unexpected sources (see <http://bit.ly/NNlastmonth>). A recent court case illustrates this perfectly: Costco was ordered to pay \$250,000 in compensatory damages to an employee who had been stalked over a period of time by a customer. After the employee filed a Hostile Work Environment suit, Costco learned an expensive lesson about the liability that employers have for the actions of third parties.

Particularly noteworthy was the court's statement that Costco's argument in the case implies "that harass-

ment must be overtly sexual to be actionable under Title VII. Actionable discrimination can take other forms, such as demeaning, ostracizing, or even terrorizing the victim because of her sex." Given the fact that the harasser's behavior was so persistent and disturbing that the employee was able to obtain a Stalking No Contact Order against him, the court concluded that "a reasonable juror could find [the harasser's] conduct objectively intimidating or frightening."

**Action item:** Take any and all instances of harassment or possible harassment seriously—including when the perpetrator is not an employee.



NEW DATE!

PIASC  
FREE FOR MEMBERS

## TOP 10 DON'TS WHEN CONDUCTING BACKGROUND CHECKS

Tuesday 01.22.19, 10am-11am PDT

FEATURE ARTICLE

## Ben Franklin Inductees

*Continued from front*  
versities. Additionally, Jack has been a board member for the PIASC Benefit Trust since 2004, and currently serves as the Trust's Chair. Jack is also an active board participant for the International Printing Museum, Raise Foundation and the PIASC Public Relations and Education Committee.

**Doug Rawson** has been with Superior Lithographics for over 25 years and is the firm's Chief Executive Officer.

Years ago Doug identified a need for high quality, large-format litho labels to address the demands of a new retail concept called Price Club, known today as Costco. The printed packaging was the "silent salesperson" required to sell the product in this warehouse environment. Superior continued to supply the packaging and display industry with litho labels and top sheets, and, in 2006, its folding carton operation was formed when customers expressed a

desire for their individual packaging to match their litho-laminated products. Doug is the Government Affairs/Labor Policy Committee Chairman on the PIA Board of Directors and has served PIA for more than six years. At the local level he has been a PIASC board member since 2002 and was named PIASC's Chairman of the Board in 2010. He has been a Printing Industry Credit Union board member since 2005. Additionally, in 2011 Doug was named the PIASC Executive of the Year. Doug financially supports the efforts of PIASC to en-

courage young people to join the industry. He contributes to PIASC's RAISE Foundation and further offers financial support to cover costs of students and their families to attend the annual celebration of student competitions. Some of his other charitable contributions include PrintPAC of California, Printing Industries of America PrintPAC, University Synagogue and Dystonia Medical Research Foundation.

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Other Industry Events 2018-2019

12/8/18	Dickens Holiday Celebration	Carson, CA	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a> 310.515.7166	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
1/17/19 - 1/18/19	Surplus Drive	Deliveries to: Advantage, LLC, Anaheim	<a href="mailto:kristy@piasc.org">kristy@piasc.org</a> 323.728.9500	<a href="http://www.piasc.org">www.piasc.org</a>
1/19/19	Benjamin Franklin's Birthday Celebration	Carson, CA	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a> 310.515.7166	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
4/4/19 - 4/9/19	2019 AIGA Design Conference	Pasadena, CA		<a href="http://www.orangecounty.aiga.org">www.orangecounty.aiga.org</a>
10/23/19 - 10/25/19	PRINTING United	Dallas, Texas		<a href="http://www.printingunited.com">www.printingunited.com</a>

# PIASC Events Calendar

NOV. 29	<p><b>WEBINAR: The WOW Factor-Digital Embellishment Effects, Techniques and Best Practices</b></p> <p>11:00 am - 12:00 pm, PDT FREE/members Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a></p>	DEC. 11	<p><b>Profit Matters Webinar: 10 Attributes of High-Growth Companies</b></p> <p>11:00 am - 12:00 pm, PST At a computer near you Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></p>
DEC. 1	<p><b>Toy Drive &amp; Ride: Group Motorcycle Ride</b></p> <p>8:00 am - 10:00 am, GPA, Specialty Substrate Offices, Cerritos to City of Hope, Duarte Contact: Bill Rivera, 949.422.8330</p>	JAN. 17-18	<p><b>32nd Annual Surplus Drive</b></p> <p>9:00 am - 2:00 pm Advantage Inc., Anaheim Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></p>
DEC. 8	<p><b>Dickens Holiday Celebration</b></p> <p>10:00 am - 4:00 pm, International Printing Museum, Carson Contact: 310.515.7166, <a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a></p>	JAN. 22	<p><b>Webinar: Top 10 Don'ts When Conducting Background Checks</b></p> <p>10:00 am - 11:00 am, PST At a computer near you Details: <a href="http://www.piasc.org/events">www.piasc.org/events</a> Contact: Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></p>

For full list of workshops and virtual classes, please visit [www.piasc.org/training](http://www.piasc.org/training).