



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 13, 2017

## 20/20 Vision

Do you want a clear vision of your future? Then you need 20/20 vision about where print is going. That vision is coming to Long Beach March 12th to 15th. The PIA President's Conference at the Hilton Long Beach is a solid lineup of folks with the information you really need. The registration fee for the conference is \$995, but PIASC has agreed to cover \$200 of that so your cost is \$795. See the whole program at [www.presidentsconference.com](http://www.presidentsconference.com). Want to register? Call Socorro Garcia at Ext. 229 (email: [socorro@piasc.org](mailto:socorro@piasc.org)) and she'll set you up. If you can only make one day, there's a special one day rate of \$150 for PIASC members only.

## Welcome to 20/20

On Saturday, March 11th, Rob and Amy Miller (Castle Press) will be hosting a welcome reception for PIASC members attending the President's Conference at the home of Blake Rea and Leslie Groene at 17451 Suffolk Lane in Huntington Beach from 5:00 PM to 7:00 PM. For those staying at the Hilton Long Beach, a bus will pick you up at 4:00 PM and then return you to the hotel. Call Socorro Garcia at Ext. 229 (email: [socorro@piasc.org](mailto:socorro@piasc.org)) to let her know you're coming!

## President's Day

The offices of the Association, Benefit Trust, Insurance Agency and Credit Union will be closed on Monday, February 20th for Presidents Day, a national holiday. As always, all of the services on our website, [www.piasc.org](http://www.piasc.org), will be working 24/7 to serve you.

## Where Are the New Employees?

Over the last decade, printing industry employment has declined, primarily because of changes in technology and client demand. As a result of this, the average age of our workforce has increased and employers are beginning to wonder where the new replacements will come from. If the focus is on hiring only experienced people, this will become increasingly difficult as their numbers shrink since they are leaving the workforce. Expecting the school system to help is unlikely as print related (as well as other vocational education) has almost shriveled away. However, we are beneficiaries of the reality that the hardware and software we use has become much smarter, capturing much of the skill formerly required of the people. We are past the long learning curves of letterpress and traditional offset. What we really need are people who are willing to come to work every day,

## CALL FOR ENTRIES: THIS FRIDAY Deadline!



**Aim High for the Prize!**  
**Enter your best work today!**

See page 3 for details!

work overtime to meet client demand, and who are interested in learning on the job. The good news is that there are more than 11 million people in the LA metro area and about 35,000 employed in our industry. Assuming a 10% turnover rate, we need about 3,500 entrants annually or 3/100 of 1%! Finding people for these entry level jobs isn't a problem because there are a lot folks looking for them. Whether the new hire is the right person is just a matter of observing them. If they come to work every day, on time, work overtime as needed and ask questions—they're a winner. If they don't do these things and they're still on the payroll, the management is a loser.

## Measure S

Voters in the city of Los Angeles will be asked on March 7th to vote on "Measure S." What is it? It is a virtual moratorium on new construction in the city. It's a step that will eliminate more than \$1 billion in economic activity every year as well as a guarantee of increased housing scarcity and higher prices. The *Los Angeles Times* called it "a recipe for higher housing costs, more homelessness and greater inequality." Before you and your people vote, ask yourselves whether this is what you want.

## It Doesn't Look Right

I have a customer who is complaining that the UV inks on a carton are too glossy and do not look "green." Lower gloss UV inks are available, but they do not have a matte finish. You can spot coat or flood coat the UV ink with matte aqueous coating. The UV ink and aqueous coating must be formulated for this type of application. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

## Thought for the Week


*If you want people to remember you,  
borrow money from them.*

**Upcoming National Events Calendar 2017**

2/8	Webinar: Financial Performance Assessment 1:00pm-2:00pm with Ron Davis	Tia McNaughton	412-259-1756	tmcnaughton@printing.org
2/15	Webinar: Your Taxes - What You Should Expect 2:00pm-3:00pm	Julie Shaffer	412-259-1730	jshaffer@printing.org
3/1	Webinar: Creating Culture of Engagement 2:00pm-3:00pm	Adriane Harrison	412-259-1707	aharrison@printing.org
3/12-3/15	2017 President's Conference Hilton Long Beach, Long Beach, CA	Julie Shaffer	412-259-1730	jshaffer@printing.org
3/19-3/22	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	412-259-1710	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](http://www.piasc.org).

**PIASC February-April Activities**

<p><b>Mar.</b> <b>7</b></p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> <b>BWB</b></p> <hr/> <p><b>7:30 a.m.</b></p> <p><small>Cost:</small> \$5</p> <hr/> <p><small>Location:</small> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB AND CHERYL</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>California is the world leader in restrictive labor laws and hungry trial lawyers. All you're trying to do is to run your business and hire folks who will do decent work, but it's easy to make a mistake and become a victim of the system. Be sure to join Cheryl Chong, PIASC's HR Director and Bob Lindgren, PIASC' President to learn how to be safe rather than sorry.</p> <p>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Mar. 7th</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></li> <li><input type="checkbox"/> <b>Mar. 8th</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></li> <li><input type="checkbox"/> <b>Mar. 9th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></li> <li><input type="checkbox"/> <b>Mar. 21st</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></li> <li><input type="checkbox"/> <b>Mar. 22nd</b> – <i>Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</i></li> <li><input type="checkbox"/> <b>Mar. 23rd</b> – <i>West Bistro • 3900 Atlantic Ave. • Long Beach 90807</i></li> </ul> 
<p><b>Feb.</b> <b>9</b></p> <p><small>Register at right</small></p>	<p><small>Event Number</small> <b>CAC14</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p><small>Cost:</small> \$25 <small>non-members: \$40</small></p> <hr/> <p><small>Location:</small> <small>See locations at right</small></p>	<p><b>COCKTAILS AND CONVERSATIONS</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>Connect with other local colleagues, meet some new friends and network, network, network.</p> <p>Check the box(es) below to register for these events:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Feb. 9th</b> – <i>Karl Strauss Brewing Co., 2390 E. Orangewood Ave., #100, Anaheim, CA 92806</i></li> <li><input type="checkbox"/> <b>Feb. 16th</b> – <i>Pour Haus Wine Bar, 1820 Industrial St., Los Angeles, CA 90021</i></li> </ul>
<p><b>Feb.</b> <b>15</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>LWL</b></p> <hr/> <p><b>11:30 a.m.</b></p> <p><small>Cost:</small> \$35 / member \$60/ non-member</p> <hr/> <p><small>Location:</small> <i>ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</i></p>	<p><b>LUNCH WITH LESLIE: MASTERING EFFECTIVE PROSPECTING</b> <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>In order to be a consultative sales rep, we need to be prepared to build a relationship with a new contact which needs a well thought out go to market strategy. This includes many 'touch points' and prospecting tools. We will discuss the timelines that work as well as objection resolution.</p> <p>Join us to learn (or remember) how to approach new contacts with confidence and a plan that helps them accomplish their objectives. Their objectives are the center of our approach and selling process in this new world of solution selling!</p>

**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.

<b>Other Industry Events</b>	2/11	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	4/8	Kids Krazy Krafts Day	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	4/20	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	lsing@calpoly.edu	(805) 756-2645
	4/22	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	5/13	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	6/24	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

<p><b>Feb.</b> <b>17</b></p> <p><small>Download entry form at <a href="http://www.piasc.org">www.piasc.org</a></small></p>	<p><small>Event Number</small> <b>C4ED</b></p> <hr/> <p><small>Cost: PIASC members first entry is FREE! (when more than one entry is submitted)</small></p> <hr/> <p><small>Location:</small> <i>PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040</i></p>	<p><b>13TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE</b> Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p>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.</p> <p>Start gathering your best pieces from 2016 today! Save the date for the Call for Entries deadline on <b>Friday, February 17, 2017.</b></p>
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<p><b>Feb.</b> <b>23</b></p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>CYBER</b></p> <hr/> <p><b>10:00 a.m.</b></p> <p><small>Cost: FREE / member \$25/ non-member</small></p> <hr/> <p><small>Location:</small> <i>on your computer</i></p>	<p><b>CYBERSECURITY: 5 STEPS TO SAFEGUARD YOUR BUSINESS</b> <i>Presenters: Brian Iinuma, Strategic System Group, Inc. &amp; Eddie Bader, Companybuilt</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>Are you concerned about cybersecurity for your business? Do you think that your computer network has already been compromised? Are you concerned about how much a data breach will cost your company? This Webinar is presented in conjunction with PIASC and the Microsoft Community Connections program.</p>
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<p><b>Mar.</b> <b>12 thru 15</b></p> <p><input type="checkbox"/> <small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> <b>PC2017</b></p> <hr/> <p><small>Cost: \$995/ members \$1,295 /non-members</small></p> <hr/> <p><small>Location:</small> <i>Hilton Long Beach 701 W Ocean Blvd, Long Beach, CA</i></p>	<p><b>2017 PRESIDENT'S CONFERENCE</b> Contact: <b>Socorro Garcia, Ext. 229, <a href="mailto:socorro@piasc.org">socorro@piasc.org</a></b></p> <p>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.</p> <p>Let's learn, network, motivate and inspire together.</p> <p>Member's receive an additional \$200 discount by contacting Socorro Garcia at Ext. 229.</p> <p>Additional information available at <a href="http://www.presidentsconference.com">www.presidentsconference.com</a>.</p>
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<p><b>Apr.</b> <b>7</b></p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>GN</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p><small>Cost: \$100 ticket \$1000/table of 10 \$800/table of 8</small></p> <hr/> <p><small>Location:</small> <i>Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744</i></p>	<p><b>2017 GRAPHICS NIGHT</b> <i>A Night to Remember</i> Contact: <b>Maribel Campos, Ext. 210, <a href="mailto:maribel@piasc.org">maribel@piasc.org</a></b></p> <p>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!</p> <p>Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC / Account #NC3290) Spa: 626.854.2502 • Golf: 626.854.2531</p> <p>For all details visit <a href="http://www.piasc.org/GraphicsNight">www.piasc.org/GraphicsNight</a>. Sponsorships are still available!</p>
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Company \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Attendees: \_\_\_\_\_

Bill Company  Credit Card # \_\_\_\_\_

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**I-9 Enforcement**

We're seeing evidence of increased enforcement of the requirement that all employees hired after November 6, 1986 have completed a Form I-9 which is kept on file by their employer. It's a good guess that the new Administration will push further on this requirement. Take the time to match the I-9 forms you have on file against your payroll. If you're missing some, get them now before the inspectors drop in. Remember that it's your responsibility to have employees complete the form listing the documents that they are presenting as proof of employability in the United States. You should see the documents, but you do not have the duty to validate them nor should you keep copies of them. For help on this, call Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

**Say "NO" Right**

You can't agree to every request from an employee, a co-worker, or even your boss. But saying no is never simple. Even if you have to deny a request or can't help someone, you want people to know they can depend on you for support and assistance. Here's how to say no without alienating people:

- **Say it clearly.** Don't duck confrontation by saying "Maybe," or "I'll see." State your position in clear language: "No, I can't do that."
- **Explain your reasons.** Employees and colleagues don't want to feel stonewalled. Explain clearly why

you can't do what they're asking. For example, specific policies or priorities may make rejection necessary. Maybe you don't have the skills to do a good job. Clarify the business needs behind your refusal so people don't take it personally.

- **Offer options when you can.** When you close off one avenue, look for alternatives. For example, you may have to deny a request for time off during your team's rush period, or turn down a bid for promotion if the employee needs more skills. However, you may be able to offer other days off, or coach the employee to develop those skills. Put some thought into your answer to make it the start of something positive.

**Wanted**

Selling Your Printing / Direct Mail company? Local investment group is seeking opportunities to expand their current operation through acquisitions. If your annual sales are above \$1-million, call Bob Lindgren at (323) 728-9500, Ext. 214.

**For Sale**

2013 HP Indigo 5500, was under HP Contract. 5 Color, 38 mil. Always maintained well, in good running order. Must sell fast \$32,500. We will deinstall and load in container for \$3750. 2004 Kodak 5634 DI press, running and in good order, 7.2 mil impression, excellent condition, \$17,850. Two 2012 INDIGO 7600 5 color presses, must sell NOW! \$98,500 ea. De-installed and loaded in your container or truck. 5 color press including white option. Max. Sheet Size: 13" x 19". Image Format: 12.48" x 18.26". Paper Range: 40 lb Uncoated to 130 lb. Coated Cover. Throughput Speed: 120 for 4 Color, 8.5" x 11". 160 for EPM 8.5" x 11". 240 for 1 or 2 Color 8.5" x 11". Line Screen: 144, 160, 175, 180 & 180M (HDI) LFI Vision System. Inline Densitometer. Electronic Collation & Automatic Duplex. Divider Sheet, 4 Draw Paper Input System. Paper Output System. HP Pantone Emulation Technology Automation. HP Prinmlink Software Communication Protocol. BI Directional Data Exchange. HP Smartstream Print Servers. Orange & Violet Ink included in the Clickx, RIP Software, under monthly maintenance contract, 12 million clicks, running currently. RIP Software Client Version: 3.1.0.37761. Total Clicks for each: 13.0,10.9(in millions). The Rip name is HP ProLiant DL360 G7. Stock max is 16 pt., in100 server. Contact William Kern (Precise Equip/Slaterlee Asset Liquidations, Locations: Chicago - Los Angeles) at (714) 719-9495.

See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).

**FEBRUARY DISCOUNT OF THE MONTH**

**PIASC and BASYS PROCESSING want to help save you \$\$\$**

**\$100 Visa Gift Card**  
for PIASC members who sign-up  
for credit card processing with **BASYS\***

**BASYS offers these benefits:**

- 💰 Save up to 40% compared to your current processor
- 👥 In-house PCI team to assist you with PCI compliance
- 👤 Live person to answer the phone when you call



Enroll in the BASYS Processing/PIASC Member Discount Program today!  
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\*New merchant accounts only \*Issued after first month of processing is complete  
\*\*Must set-up new account before 3/31/17

**Printing Industries Association of Southern California**

Affiliated with Printing Industries of America, Inc.



**PRINTING INDUSTRIES OF AMERICA**

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