



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 17, 2017

## The Winners Are...

Graphics Night 2017 was a smash! Over 350 people applauded as Marina Poropat Joyce accepted the Executive of the Year Award, and the winners of the Print Excellence competition were recognized (listed below). The Best of Category winners will go on to the national Benny Awards whose winners will be announced in Chicago, IL on September 10<sup>th</sup>. **BEST OF SHOW WINNER: Lithographix, Inc.** They also won: Best of Division, Judges' Award, 8 Best of Categories, and 3 Awards of Excellence.

AAA Flag & Banner 1 Best of Category	Design Printing 6 Best of Category 4 Awards of Excellence 5 Certificates of Merit	Main Graphics 4 Best of Category 2 Awards of Excellence 3 Certificates of Merit
Adcraft Labels 4 Best of Category 6 Awards of Excellence 11 Certificates of Merit	Dual Graphics 9 Best of Category 6 Awards of Excellence	Maskell Graphics, Inc. 2 Best of Category 4 Awards of Excellence
Admit One Products 2 Certificates of Merit	G2 Graphic Service, Inc. 2 Awards of Excellence	Media Well Done, Inc. 1 Award of Excellence
Advantage Mailing, LLC 1 Best of Category 2 Awards of Excellence	Graphic Visions, Inc. Best of Division 2 Best of Category 1 Award of Excellence	Orange County Printing Co. 2 Best of Category
The Castle Press 2 Best of Category 3 Awards of Excellence 3 Certificates of Merit	Impress Communications, Inc. 1 Best of Category 1 Award of Excellence	PJ Printers 2 Best of Category 1 Award of Excellence
Chromatic Inc., Lithographers 4 Best of Category 2 Awards of Excellence 2 Certificates of Merit	International Printing Museum Best of Division 1 Best of Category 1 Award of Excellence	Presentation Folder, Inc. 1 Best of Category 2 Awards of Excellence
Church of Scientology 1 Best of Category 3 Awards of Excellence 4 Certificates of Merit	Inventive Label, Inc. 1 Best of Category	S2K Graphics 1 Best of Category
Color FX, Inc. 2 Awards of Excellence	L.A. Envelope Co. 1 Best of Category 1 Award of Excellence	Scodix, Inc. 1 Best of Category
Colorcom, Inc. 1 Best of Category 1 Certificate of Merit	Label Impressions, Inc. 2 Best of Category 1 Award of Excellence 1 Certificate of Merit	So. California Graphics Co. 6 Best of Category 4 Awards of Excellence 1 Certificate of Merit
Color Incorporated Best of Division 5 Best of Category	The Label Shoppe 2 Best of Category 2 Awards of Excellence 1 Certificate of Merit	Southwest Offset Printing Co., Inc. 5 Best of Category 1 Award of Excellence 2 Certificates of Merit
Creative Direct Marketing Group 3 Certificates of Merit	Labeltronix 2 Best of Category 1 Award of Excellence 1 Certificate of Merit	Stoughton Printing Co. People's Choice 6 Best of Category 4 Awards of Excellence 1 Certificates of Merit
Creel, LLC 1 Best of Category 5 Awards of Excellence 7 Certificates of Merit	Lithographix, Inc. Best of Show Best of Division Judges' Award 8 Best of Category 3 Awards of Excellence	Thoro Packaging 1 Best of Category 2 Awards of Excellence 1 Certificate of Merit
Crown Connect 3 Best of Category 3 Certificates of Merit	Lone Star Press, LLC 2 Best of Category 1 Certificate of Merit	Trend Offset Printing 1 Best of Category 4 Awards of Excellence 6 Certificates of Merit
D'Andrea Visual Communications 1 Best of Category		Typecraft, Inc. 2 Best of Category 4 Awards of Excellence 1 Certificate of Merit



Congratulations Lithographix, Inc. on their Best of Show win! For a 360° view of the Best of Division entries, visit [www.piasc.org/printexcellence](http://www.piasc.org/printexcellence) and click on Winners.

## Before You Sign

You're enthusiastic about the new (system, press, folder, etc.) you're about to buy. Before, you sign the purchase contract, think for a moment about the reality that the payments will have to be made and thus the breakeven point for your firm is now higher. Chances are that the new purchase will enable you to produce your work faster and sometimes with less spoilage. Review this carefully as it's unlikely a small reduction in payroll (if it even occurs) or lower paper use will justify the purchase. If the new purchase improves quality, that's great, but you have to consider whether existing clients will pay more for what they may perceive as essentially the same thing. Ideally, the purchase will enable you to enter new markets and sell work that you couldn't before. For example, a digital press may open the door to variable data printing or short run multi-page color work. While this may be true, the decision should be based on specifically identified prospects and reasonable volumes not "build it and they will come" hope. Under no circumstances should your decision be based on being able to sell more at lower prices as it's a far better strategy to open new markets at lower prices but not make any capital investment. If you can build real sales to the point where you're operating 24/5, the purchase will make a lot more sense.

## Thought for the Week

*Accept risk. Accept responsibility.  
Put a lawyer out of business.*

**Upcoming National Events Calendar 2017**

6/20-6/21	Print & Packaging Legislative Summit	Washington, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
7/16-7/19	Affiliate Managers Summer Conf.	Vintners Inn, Santa Rosa, CA	Tad Parker	508-804-4114	tparker04@pine.org
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org
<b>2018</b>					
1/13-1/16	Color Conference	San Diego, CA	Julie Shaffer	412-259-1730	jshaffer@printing.org
2/22-2/24	Graphics of the Americas	Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009	gabe@flprint.org

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC April - June Activities**

<p><b>May</b> <b>2</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> Cost: \$5</p> <hr/> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB AND GERRY</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p><b>Some things you don't want to get...</b></p> <ul style="list-style-type: none"> <li>• A CalOSHA citation with a list of violations and a big penalty.</li> <li>• A letter from an attorney notifying you of an action for an injury to a former employee.</li> <li>• A notice from your Workers' Comp insurance carrier that your experience mod has just gone through the roof.</li> </ul> <p>While we can't guarantee that none of these will not happen to you, letting PIASC do a safety compliance walk through can make it much less likely and certainly less painful.</p> <p>Gerry Bonetto, our government affairs and compliance expert, will be happy to visit your plant and help you see the areas of potential concern. He can also work with you on initiating specific procedures, like "lockout/tagout" that will avoid injuries, reduce costs and keep you in compliance. As he will be joining us for this series of breakfasts, this will be a great chance to find out how to keep your costs down.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>May 2nd</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></li> <li><input type="checkbox"/> <b>May 3rd</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></li> <li><input type="checkbox"/> <b>May 4th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></li> <li><input type="checkbox"/> <b>May 9th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></li> <li><input type="checkbox"/> <b>May 10th</b> – <i>Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</i></li> <li><input type="checkbox"/> <b>May 11th</b> – <i>West Bistro • 3900 Atlantic Ave. • Long Beach 90807</i></li> </ul>
<p><b>Apr.</b> <b>20</b></p> <p><small>Register at right</small></p>	<p><small>Event Number</small> <b>CAC15</b></p> <hr/> <p><b>5:30 p.m.</b> Cost: \$25 <small>non-members: \$40</small></p> <hr/> <p><b>Location:</b> <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><i>Check the box(es) below to register for these events:</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Apr. 20th</b> – <i>Magnolia House, 492 S Lake Ave, Pasadena, CA 91101</i></li> <li><input type="checkbox"/> <b>Apr. 27th</b> – <i>Rock &amp; Brews, 7777 Beach Blvd., Buena Park, CA 90620</i></li> </ul>
<p><b>Apr.</b> <b>27</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>CLOUD</b></p> <hr/> <p><b>10:00 a.m.</b> Cost: <b>FREE / member</b> \$25/ non-member</p> <hr/> <p><b>Location:</b> <small>on your computer</small></p>	<p><b>WHAT IS THE CLOUD: HOW TO REDUCE I/T COSTS BY 40%</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>Separate fact from fiction and learn the true definition of the "cloud" and how you can utilize this platform to reduce your on-site technology footprint and save money. We'll discuss cloud servers (what they are) and what a typical cloud server environment looks like. Learn about VoIP (Voice over IP), which service providers to consider, how this technology is applicable to your business, and how you can leverage it to grow.</p> <p>Different cloud models, such as software as a service (SaaS) and infrastructure as a service (IaaS) will be discussed and how you might already be using them. Finally, we will cover managed I/T services which allows you to have 24/7 technical support at a fraction of what most companies are currently paying.</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>	4/20	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@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
	7/1	Independence Day Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/15	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

<p><b>May</b> <b>16</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> <b>APSS</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p><i>Cost:</i> \$30 members \$40/non-members \$20/student/ designers (before May 9th)</p> <hr/> <p><b>Location:</b> Andrei's Conscious Cuisine, Event Center 2407 Main Street, Irvine</p>	<p><b>19TH ANNUAL PAPER &amp; SUBSTRATE SHOW</b> <i>Calling all paper nerds!</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p>When you are at a restaurant, do you feel your menu and guess what point of card stock it is? Do you open your mail and get excited when you immediately recognize a soft touch coating? Do you find yourself thinking, "They should have printed that on a semi-gloss since there is so much writing on it."? Your friends think you're nuts, but we can't get enough of it! Come geek out on paper with us at the 19th Annual Paper and Substrate Show. Be inspired with the latest substrates for all types of printing processes along with printed samples. See a demonstration of paper made right in front of your eyes!</p> <p>Learn more at <a href="http://www.piasc.org/papershow">www.piasc.org/papershow</a>.</p>
<p><b>June</b> <b>14</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> <b>CPR</b></p> <hr/> <p><b>8 a.m.-1 p.m.</b></p> <p><i>Cost:</i> \$60/ member \$90/non-member</p> <hr/> <p><b>Location:</b> PIASC Training Room 5800 S. Eastern Ave, #400 Los Angeles, CA 90040 Inside B of A Building</p>	<p><b>CERTIFIED FIRST AID AND CPR TRAINING</b> <i>Includes Bloodborne Pathogen Training!</i> Contact: <b>Emily Holguin, Ext. 262, emilyholguin@piasc.org</b></p> <p>Cal/OSHA Safety Order Section 3400 states: "In the absence of an infirmary, clinic, or hospital, in near proximity to the workplace, which is used for the treatment of all injured employees, a person or persons shall be adequately trained to render first aid."</p> <p>The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.</p> <p>Visit <a href="http://www.piasc.org/CPR">www.piasc.org/CPR</a> for full details!</p>
<p><b>June</b> <b>20 thru 21</b></p> <p>Details and registration at: <a href="http://www.printpackagingsummit.com">www.printpackagingsummit.com</a></p>	<p><i>Event Number</i> <b>PPLS</b></p> <hr/> <p><b>2:00-5:00 p.m.</b></p> <p><i>Cost:</i> \$395/ member \$575/non-member</p>	<p><b>PRINT &amp; PACKAGING LEGISLATIVE SUMMIT (CAPITOL HILL FLY-IN)</b> <i>Formerly Print's Voice</i> Contact: <b>Lisbeth A. Lyons, (202) 627-6925, llyons@printing.org</b></p> <p>Print &amp; Packaging Legislative Conference is Printing Industries of America's signature government affairs event that brings printers, suppliers and allied interests together for a powerful program of public policy and political education, issue advocacy, interaction with Members of Congress and networking events on Capitol Hill. Recommended attendees are Presidents/CEOs and other C-Suite executives of printing and graphic communications companies. Executives with responsibility for environmental/health and safety, human resources, legal, postal, tax, technology and/or sales are especially encouraged to attend.</p> <p>Print &amp; Packaging Legislative Conference is co-hosted by PIA, Association of International Corrugated Converters (AICC) and Fibre Box Association (FBA) and is held in conjunction with National Association of Manufacturers' (NAM) annual Manufacturing Summit. Attendees will attend both industry sessions hosted along with events attended a cross section of manufacturers. Capitol Hill Lobbying Visits: Request meetings at <a href="mailto:membercentral@printing.org">membercentral@printing.org</a> by May 13<sup>th</sup>.</p>

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Company \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

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

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**Whiteness Vs. Brightness**

When ordering paper, I often see the paper’s brightness listed in the specifications. What is the difference between paper brightness and whiteness?

Whiteness refers to the extent that the paper reflects light of all wavelengths throughout the visible spectrum, which is between 400 nanometers to 700 nanometers. Brightness is reflectance in the blue light range around 457 nanometers. Paper grades are based on paper brightness. Commonly, titanium dioxide is added to the coating to make the paper brighter, resulting in higher cost. A number 1 coated sheet would have brightness between 88.5 and 88.9. Brightness above 89.0 is considered to be a premium sheet. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

**Where's My 1095-C**

Now that people are going to tax preparers, employers are getting questions like “my tax guy asked for my 1095-C.” Only employers of fifty or more persons are required to provide a Form 1095-C (information about health coverage) to their employees. Since most firms in our industry are smaller than that, they don’t provide these forms. More importantly, the employee really doesn’t need one. All they need to do is to tell the preparer that they have health insurance (if they do). They don’t have to prove it to the preparer as the preparer’s role is simply to complete the tax return with information supplied by the taxpayer.

**Problems**

It may seem natural to ask a non-exempt (hourly) employee to help finish a project at their home or answer business calls in the evening. If they’re not paid for doing this, the door has been opened to costly claims for back wages which can balloon into class action suits involving all employees. Expressing frustration and anger over these issues will make the problem worse. It’s also important to remember that wage and hour claims are now usually excluded from the EPL insurance coverage that the firm may have. For assistance with these types of wage and hour issues call Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

**We're Meeting Because**

Enticing people to meetings can be a chore. To generate more interest, try clarifying what the meeting is supposed to achieve. For example, saying you’ll be meeting “to discuss the budget” isn’t very compelling. Instead, you might say, “We’ll be meeting to decide the details of the budget, which will allow us to deliver it early to accounting—and budgets submitted early seem to do better in the approval process.” This helps employees get more invested in showing up and participating.

**For Sale**

Used Royal Sovereign 65" Heat Press Model CX180, in top condition, purchased in 2016 for \$27,000. The CX-180 is a versatile 65" calender heat transfer system offering the functionality to transfer ink on cut pieces or continuous roll to roll transfer. For features and specs see online ad at [www.piasc.org/classifiedsOnline.html](http://www.piasc.org/classifiedsOnline.html).

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



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[www.piasc.org](http://www.piasc.org)

**Printing Industries Association of Southern California**

Affiliated with Printing Industries of America, Inc.



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**Print Access:**  
[www.printaccess.com](http://www.printaccess.com)

**Choose Print:**  
[www.chooseprint.org](http://www.chooseprint.org)

**Fax numbers:**

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Credit Union	(323) 722-8927
Benefit Trust	(323) 500-0614



