



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 4, 2017

Use The Telephone

Emails and text messages have become second nature for many of us. They're certainly neat forms of communication which follow us around on our smart phones. The problem is that they're great opportunities for miscommunication. The urge to dash off a quick message may lead us to omitting the details that would clarify our position or question. Also, because it's a one-way communication, neither sender nor receiver of the message can detect the nuances of style or tone that are key to understanding. If there's a question or problem, a telephone call (or meeting) can get both parties on the same page, avoiding a mess downstream. Then, if appropriate, an exchange of emails can confirm the understanding.

C or S?

Most owner-managed firms in our industry file their corporate tax returns as "S" corporations in which their income is ascribed directly to their shareholders thus avoiding the double taxation that would result from the corporation filing as a "C" corporation and then paying a dividend to its shareholders. The tax reform legislation now before Congress may make it more attractive to switch to "C" filing for many firms because of the new lower rates. However, the problem of double taxation on dividends will remain. Since paying a dividend to the shareholders is unwise, the owner-managers will receive their compensation as salary which will increase. If this occurs, consideration of methods to shelter this increased salary is useful. Two approaches are possible. The first is a "safe harbor" 401(k) which, in exchange for making a uniform contribution to all employees, the non-discrimination rules are waived and the principals can make a maximum 15% contribution to the plan for themselves. The second is to enhance the healthcare benefits for the principals by the use of a PIBT Executive Option plan which provides 100% benefits for covered persons. For help, consult your accounting professional or call Bob at Ext. 214 (email: bob@piasc.org).

Printers E & O Insurance

Due to the nature of printing as a complex custom manufacturing process, mistakes can, and do, occur. Usually, the error is dealt with by reprinting the job or giving the client a partial credit if the project is not quite right but is still usable. However, there are situations where the

PRINT 101

An Introduction to Graphic Communications

NEW HIRES?



Friday, December 15th at Fullerton College. MEMBER FEE: \$75. See page 3 for details!

error is not caught and its use causes damage to the client. Examples include promotional games that produce more than the intended number of winners or mailings which are sent to the wrong list causing a marketing window to be lost. In rare instances, the client may suffer damage far beyond the value of the printing involved. To deal with this, Printers Errors and Omissions Insurance is available. This covers client loss but not the cost of reprinting the erroneous job. For info on this, call Joanne at Ext. 256 (email: joanne@piasc.org).

When Is Commission Paid?

Outside sales reps in our industry are almost always paid on a commission basis. The sales rep's job is completed when they obtain the order from the client and it is accepted by their firm. Generally, this is the point at which commission is earned and it is usually paid on a monthly basis after deducting the draw for the period. However, some firms have followed a practice of paying commission only after the client pays the invoice. Their motivation is understandable as they may be waiting sixty or even ninety days for the money. However, the sales rep is not usually responsible for the decision to grant open account credit nor for collection of the invoice. In fact, these are duties that they are ill-equipped to perform. Also, the pay after collection policy makes calculation of commissions more difficult and dilutes their incentive effect. Finally, non-payment of commission in the event of non-payment of the invoice may present issues under the California Labor Code.

Thought for the Week

Vision without action is a daydream. Action without vision is a nightmare... Japanese proverb

Upcoming National Events Calendar 2017	12/07	Webinar: The USPS: Things You Didn't Know You Need to Know	Sam Shea	412-259-1747	sshea@printing.org	
	12/14	Webinar: Patent Trolls and the Printing Industries, Why You Should Care	Sam Shea	412-259-1747	sshea@printing.org	
	12/19	Webinar: Financial Performance Assessment	Sam Shea	412-259-1747	sshea@printing.org	
	2018					
	1/13-1/16	Color Conference	San Diego, CA	Jenn Strang	412-259-1810	jstrang@printing.org
	1/25	Webinar: Making the Needle Move: Selecting Metrics that Drive Results		Sam Shea	412-259-1747	sshea@printing.org

For more information on any of the following events, go to www.piasc.org.

PIASC December-January Activities

<p>Dec. 8</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> EH101</p> <hr/> <p>10:30 a.m.</p> <p><small>Cost: FREE / member</small> <small>\$90/ non-member</small></p> <hr/> <p><small>Location:</small> <small>on your computer</small></p>	<p>WEBINAR: EMPLOYEE HANDBOOK 101 <i>Presenter: Elaine Vukadinovich, PARTNER, Musick, Peeler & Garrett LLP</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>This webinar will examine the benefits of employee handbooks and the legal and practical issues associated with those handbooks. We will cover some of the essential policies to have in order to protect an employer's interests and comply with the law such as policies covering at-will employment, employee drug use - Prop 64 (Marijuana), anti-harassment and discrimination, wage and hour policies such as those pertaining to meal and rest periods and overtime and timekeeping. We will also discuss benefits like vacation and sick leave. We will also cover types of discipline, standards for conduct, leaves of absence, social media, and managing privacy expectations, among other topics. You will not want to miss this invaluable training. For more information and to sign up online visit: www.piasc.org/Employee-Handbook-101</p>
<p>Dec. 9</p> <p><small>Purchase tickets at: bit.ly/2017DickensHoliday</small></p>	<p><small>Event Number</small> IPMDHC</p> <hr/> <p>10 a.m.-4 p.m.</p> <p><small>Cost: \$25 group of 4: \$80</small></p> <hr/> <p><small>Location:</small> <small>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small></p>	<p>THE DICKENS HOLIDAY CELEBRATION <i>Presented by the International Printing Museum</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org</p> <p>Your transportation back in time will cause the Museum's galleries to be 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 1850's. You will have the chance to meet characters from various Dickens novels including the nefarious Fagin, the mad Miss Havisham and the dreamer Mr. Micawber, as well as enjoy the vintage holiday music from "Captain Jack" and his 1895 Concert Roller Organ.</p> <p>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.</p> <p>It is important that you make your reservations early as this event sells out quickly each year. You may purchase your tickets by calling the Printing Museum at (310) 515-7166, or tickets can be purchased online by visiting: bit.ly/2017DickensHoliday.</p>
<p>Dec. 14</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> P&C</p> <hr/> <p>10:00 a.m.</p> <p><small>Cost: FREE / member</small> <small>\$25/ non-member</small></p> <hr/> <p><small>Location:</small> <small>on your computer</small></p>	<p>WEBINAR: PRODUCTIVITY AND COLLABORATION <i>Presenters: Manish Bhardia, Eric Klauss, and Brian linuma</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>How To Leverage Technology to Help Grow Your Business Have you felt like you were not effectively communicating with your team members? Have you heard complaints from customers about response time? Have you seen the improvement that productivity and collaboration tools made in other teams?</p> <p>What you will learn - Microsoft Office 365 is a suite of tools that includes e-mail, Microsoft Office, and OneDrive to provide a complete set of tools to support productivity and collaboration in office.</p> <p>For more information and to sign up online visit: http://bit.ly/Productivity-Collaboration</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.

Other Industry Events	12/8/17	FILM: Harry Seidler: Modernist	Orange County Museum of Art, Newport Beach	Orangecounty.aiga.org	212-807-1990
	12/9/17	Strategy Workshop: Pulling it All Together	SapientRazorfish - LA	Losangeles.aiga.org	212-807-1990
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	310-515-7166
	12/13	Webinar: 7 Results-Generating Ideas Printers Can Implement Today		http://bit.ly/7IdeasWebinar	
	12/16	Art School Collective's Drink & Draw	UN Sung Brewing, Anaheim, CA 92805	daniela@artschoolcollective.com	
	2018				
	1/26	Grc Career Day	San Luis Obispo	Ising@calpoly.edu	805-756-2645

Dec.
15

Check here to REGISTER

Event Number
P101

8:30 a.m.

Cost: \$75 / member

\$100/ non-member

Location:
Fullerton College
Printing Department
321 E. Chapman Ave.
Fullerton, CA 92832

PRINT 101 - AN INTRODUCTION TO GRAPHIC COMMUNICATIONS

Presenter: Glenn Huerth, Professor, Fullerton College
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

If you are new to the printing industry, then this program is for you! This class, full of factual information, will take participants through the basics of printing.

What you will learn:

- History of the industry and its impact on society
- Terminology
- Color Theory
- Common machinery used in print production
- Basic processes
- Post-press finishing operations
- Production flow of a job from order entry to delivery
- And more!

Who should attend:

- Those new to the field of graphic communications whether it be creatives, sales, administration, customer service or production.
- Those wanting a refresher course.
- Those who want to make sure they are not missing anything.

Visit www.piasc.org/Print101 for more information!

Jan.
18 thru 19

Check here to REGISTER for this event

Event Number
SD31

9:00-2:00 p.m.

Cost: **FREE**

Location:
Advantage, Inc.
1600 N. Kraemer Blvd.
Anaheim, CA 92804

31ST ANNUAL SURPLUS DRIVE

at Advantage, Inc.
Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

PIASC/RAISE Foundation will hold its thirty-first annual Surplus Drive to benefit graphic communications programs. Since its inception in 1987, this program supplements the extremely limited budgets of graphic arts teachers. The material donated by PIASC members and distributed to teachers, has become the life-blood of our local graphic arts programs. So, please, if you are doing end of the year inventory, hold on to any surplus paper and donate it to this good cause. Remember that your tax-deductible donations will help teachers train our future workforce! We will be at a new location this year, Advantage, Inc.

Distribution of surplus to instructors will take place at Advantage, Inc. on Saturday, January 20, 2018, at 9:00 A.M.

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Bill Company Credit Card # _____

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Electronic Form 300A

In May 2016, OSHA published its new recordkeeping rule, officially named “Improve Tracking of Workplace Injuries and Illnesses.” The rule dictates that employers with more than 20 full-time employees, including printing operations, must submit their work-related injury and illness records from their completed 2016 OSHA Form 300A to a new OSHA website. OSHA has stated that once the data is collected they will publish the data on its webpage. The submission deadline was originally set for July 1, 2017, but has now been delayed to December 15, 2017. Although OSHA has stated that they want to revise the rule prior to the deadline, at the time of this printing they have not issued any changes. Therefore, printing operations with more than 20 full-time employees should plan on meeting the December 15, 2017 deadline. In order to accept the data, OSHA created the Injury Tracking Application (ITA). The web-based form allows employers to electronically submit required injury and illness data from their completed 2016 OSHA Form 300A. The application is accessible at: www.osha.gov/injuryreporting/index.html.

The data submission process involves four steps:

1. Creating an establishment
2. Adding 300A summary data
3. Submitting data to OSHA
4. Reviewing the confirmation email

The secure website offers three options for data submission. One option will enable users to manually enter data into a web form. Another option will give users the ability to upload a CSV file to process single or multiple establishments at the same time. A third option will allow users of automated recordkeeping systems to transmit data electronically via an application programming interface (API.) In order to demonstrate that you have met the new reporting requirement, you should keep copies of all of the electronic correspondence from OSHA.

SPECIAL NOTE FOR CALIFORNIA: CAL-OSHA has not yet adopted the federal OSHA electronic reporting requirement. Therefore, people in California will encounter a pop up when they are attempting to enter this data that says something to the effect that “your state has not yet adopted this requirement.” California printers can ignore the pop-up and go ahead and enter their data on a voluntary basis. According to Herman Jett, supervisor for CAL-OSHA Consulting in Los Angeles and Orange counties, this should prevent California printers from having to reenter the data once California adopts the requirement. Therefore, California printers can voluntarily submit the data now, or they can wait until CAL-OSHA formerly adopts the requirement and then meet the California deadline.

Source: John Holland, Assured Compliance Solutions

See our e-Classifieds section on the web at www.piasc.org.



DECEMBER
Member Discount
of the Month

Make their holiday wishes come true this year with the perfect gifts from Apple.



Members in good standing receive exclusive savings on select Apple and third-party products.

Visit www.piasc.org/registration/apple.aspx, enter your PIASC account number, and start shopping. Questions? Contact Kristy Villnueva at 323.728.9500 Ext. 215, or email Kristy@piasc.org.

Printing Industries Association of Southern California

Affiliated with
Printing Industries of America, Inc.



Advancing Graphic Communications

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