



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 12, 2018

Think Before You Leap You're looking seriously at a new piece of hardware or software that you believe will make you more competitive and expand your capabilities. You've checked out its features and talked extensively to the manufacturer. It's not cheap, but you're hopeful that it will pay for itself. Of course, that's the real question—it must pay for itself and then some if it is to grow your profits. Before you sign the contract, get a second opinion. Bob Lindgren, PIASC's Management and Business Consultant, can analyze the economics of the purchase to help you to be sure that it's the right decision. To get started, Call Bob at Ext. 214 (email:bob@piasc.org).

In For The Long Haul Every year, PIASC honors those firms which have been members for 25 years with a Silver Award and those who are 50 year members with a Gold Award. On February 1st, these awards were presented by Executive Vice Chairman, Peter Young and President, Lou Caron. The honorees were:

SILVER

- | | |
|-------------------------------|----------------------------|
| Canyon City Printing, Inc. | The Photo/Graphics Studio |
| Colorcom, Inc. | The Print Master Corp. |
| Docupak, Inc. | The Printery, Inc. |
| Index Products Incorporated | Thoro Packaging |
| Kruger Litho | U-Gotta-Wanna & Associates |
| Lewis Communications | Western Graphics Plus |
| Martin E-Z Stick Labels, Inc. | Westlam |
| PIP Printing #46 | Wong Design |
| Presentation Folder Inc. | |
| Printwithus Online | GOLD |
| PSG Media Group | Continental Colorcraft |
| Publishers Print Group | Documotion Research, Inc. |
| Stationery Services | Ross Bindery, Inc. |

Overs The nature of a multi-step manufacturing process like printing is that it's impossible to guarantee the exact number of finished pieces that will emerge. Fortunately, this reality matches with the fact that when the client orders 10,000 they do not necessary need that exact number. Thus, the practice is to bill for the amount actually delivered (within an agreed range). In the event that the client wishes to receive an exact number, provisions must be made for this in advance to avoid possible shortages. To deal with this, your terms of sale should include this



Among all those receiving anniversary awards, a few were able to join us for a celebration. Top row left to right: Joseph Tardie, Jr., Presentation Folder, Inc., Jay Sheffield, Continental Colorcraft,

Massis Chahbazian, The Printer, Inc., Gary Grossman, Index Products Incorporated, Ken Cornman, Westlam. Bottom row left to right: Linda Clarke, Continental Colorcraft, Dee Faigin, PSG Media Group, Aaron Azmi, Colorcom, Inc.

language from the PIA Best Business Practices:

Over-runs or Under-runs: Over-runs or under-runs will not exceed the percentage specified in the contract. The supplier will bill for actual quantity delivered within this tolerance. If the client requires a guaranteed quantity, the percentage of tolerance must be stated at the time of quotation.

Alts—Printer's Gold

A project of any complexity is seldom completely specified and designed at the beginning. As it begins to take shape, the client will see how to make it better and more effective. This stream of changes, called "alts" are the key to a perfect job and meaningful money in the printer's pocket. Thus, the text in the PIA Best Business Practices that says:

Alterations/Corrections: Client alterations include all work performed in addition to the original specifications. It is customary in the industry to charge for these services.

Getting paid for these alts requires that CSRs log every request for changes, now copy, etc., confirming each with email to the client and an estimate of cost. This last element is key as it's hard to get paid for a long list of alts if the first time that they are seen by the client are on the final invoice as a single item.

Thought for the Week

*Urgent things are seldom important.
Important things are seldom urgent.*

Upcoming National Events Calendar 2018

2/15	Webinar: Tax Cuts and Jobs Act: What it Means for your Business	Sam Shea	412-259-1747	sshea@printing.org
2/22-2/24	Graphics of the Americas Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009	gabe@flprint.org
3/4-3/6	Presidents Conference Hyatt Regency San Antonio, San Antonio, TX	Adriane Harrison	412-259-1707	aharrison@printing.org
3/18-3/21	TAGA Annual Technical Conference Sheraton Inner Harbor Hotel, Baltimore, MD	John Bodnar	412-259-1706	jbodnar@printing.org
4/8-4/11	Continuous Improvement Conference Loews Chicago O'Hare Hotel, Rosemont, IL	Jim Workman	412-259-1710	jworkman@printing.org
4/25-4/26	OSHA Compliance for Printing Workshop Warrendale, PA	Gary Jones	412-259-1794	gjones@printing.org
6/19-6/20	Print & Packaging Summit Washington Marriott Marquis Hotel, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org

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

PIASC February-April Activities

<p>Feb. 13</p> <p><small>Register at right</small></p>	<p>Event Number- CWC</p> <p>7:30 a.m.</p> <p>Cost: \$5</p> <p>Location: <small>see locations at right</small></p>	<p>COFFEE WITH CHERYL - NEW LOCATIONS!</p> <p>Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Labor Law Updates</p> <p>Do you know about all the new labor law updates for 2018? Do you have questions about 2018's new employment law updates? Join Cheryl Chong, PIASC's HR Director, for a lively round table discussion about your options and remedies.</p> <p>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <p><input type="checkbox"/> Feb. 13th - <i>Mimi's Café, 3890 Grand Ave., Chino, CA 91710</i></p> <p><input type="checkbox"/> Feb. 21st - <i>Mimi's Café, 2925 Los Feliz Blvd., Los Angeles, CA 90039</i></p> <p><input type="checkbox"/> Feb. 27th - <i>Hof's Hut, 2147 N. Bellflower Blvd., Long Beach, CA 90815</i></p>
<p>Feb. 16</p> <p><small>Download entry form at www.piasc.org</small></p>	<p>Event Number C4ED</p> <p>Cost: PIASC members first entry is FREE! <small>(when more than one entry is submitted)</small></p> <p>Location: <small>PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040 (Inside BOA building)</small></p>	<p>14TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE</p> <p>Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>Printing Industries Association, Inc. of Southern California proudly presents "Call for Entries" for the 14th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it's Best of Category, People's Choice 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 2017 today! Save the date for the Call for Entries deadline on Friday, February 16, 2018.</p>
<p>Mar. 4 thru 6</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p>Event Number PC2018</p> <p>Cost: \$995/ members <small>\$1,195 /non-members</small></p> <p>Location: <small>Hyatt Regency San Antonio Riverwalk San Antonio, TX</small></p>	<p>2018 PRESIDENT'S CONFERENCE</p> <p>Contact: Socorro Garcia, Ext. 229, socorro@piasc.org</p> <p>Join us at the 2018 President's Conference, March 4–6 in San Antonio, Texas. This year the focus is "Innovations in Leadership" to explore strategies and resources designed to help you better serve your customers while improving your operational and financial objectives.</p> <p>In addition to the opportunity to network and learn from industry peers, we also will be honoring Best Workplaces in the Americas (BWA) winners during a luncheon presentation. The BWA and the new Safety Shield program are open to any U.S. or Canadian printer and graphic communications company or supplier to the industry. Winners exemplify print industry excellence in human relations and safety. You can learn full details of the BWA program at www.printing.org/bwa. Let's put innovation at the forefront of leadership excellence.</p> <p>Member's receive an additional \$200 discount by calling Socorro at Ext. 299.</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 2018	2/12	Ad Bowl Rewind	Duke's Bar and Grill, Riverside, CA	aaf-inlandempire.com	
	3/22/18	AAF-OC Addy Awards	Balboa Bay Resort, Newport Beach	Aafoc.org/events	
	4/19/18	Grc Career Day	San Luis Obispo	Ising@calpoly.edu	805-756-2645

Apr.
13

Check here to REGISTER

Event Number
GN

5:30 p.m.

Cost: \$100 ticket
\$1000/table of 10
\$800/table of 8

Location:
Pacific Palms Resort
One Industry Hills Parkway
Industry Hills, CA 91744

2018 GRAPHICS NIGHT
Ideas. Solutions. Achievers.
Contact: **Maribel Campos, Ext. 210, maribel@piasc.org**

PIASC invites printing industry members and partners to join us at the upcoming Graphics Night event, where we will celebrate the ideas, solutions and achievers of 2018. We will honor the PIASC's Executive of the Year and announce the winners of the Print Excellence Awards, regional printing competition.

Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC)
Spa: 626.854.2502 • Golf: 626.854.2531

For all details visit www.piasc.org/GraphicsNight. Sponsorships are available!

Apr.
25

Check here to REGISTER

Event Number
CPR

8 a.m.-1 p.m.

Cost: \$60/
member
\$90/non-member

Location:
PIASC Training Room
5800 S. Eastern Ave. #400
Los Angeles, CA 90040
Inside B of A Building

CERTIFIED FIRST AID AND CPR TRAINING
Includes Bloodborne Pathogen Training!
Contact: **Emily Holguin, Ext. 262, emilyholguin@piasc.org**

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."

The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.

Visit www.piasc.org/CPR for full details!

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Ink Rubbing Off

Recently, while reading a magazine I noticed ink on my fingers. Why is this happening? The ink that was used to print that magazine has poor squalene oil resistance. Squalene oil is human skin oil and is softening or dissolving the ink. Fingerprinting that appears on high gloss UV coatings is caused by squalene oil. Cold set inks have little or no dryer and the ink is absorbed into the uncoated stock and can smear when rubbed.

Better Inside Communication

Here are five ways to ensure success in your internal communications:

1. Build an internal social network. Chat platforms such as Workplace and Slack can facilitate communication and collaboration. Internal networks can also house master calendars of company events and streamline communication channels in the workplace. If your employees are spread across many locations and offices, an internal social network helps connect them and enhances accountability, awareness and teamwork.

2. Build a culture of engagement and empowerment. In a recent global survey, Aon Hewitt found that a 5 percent increase in employee engagement is linked to a 3 percent increase in revenue growth the following year. Employees of all generations tend to be more engaged and empowered by companies that value people. Creating a culture of engagement starts with leadership.

3. Deliver content that employees crave. Prioritize short, visual content that can be quickly consumed. Filter and segment content based on relevance and importance to specific employees and job functions. Of course, the content is important, but also consider the way it's delivered. Video is among the most engaging, easily digestible formats, and it should be incorporated into your internal communication.

4. Strategically target different groups of employees. As with your marketing messages to customers, communication should be tailored to meet the different needs of various groups. Segment communication to ensure your messaging is relevant and well received.

5. Recognize employees. Team leaders should regularly recognize employees for accomplishments made inside and outside the office. Who doesn't like compliments, appreciation and recognition?

Source: Halli Bruton via ragan.com

For Sale

2013 Presstek 52DI with coater. This press has only 86,000 impressions. Yes 86 thousand! It is in like new condition. If you are looking for a new 52DI and want to save \$\$\$ give us a call for more info and pics. Call William Kern at (714) 719-9495 or email slaterleecompany@gmail.com.

Wanted

Commercial printer with \$750M+ in sales. Call Bob Lindgren at (818) 219-3855.

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



**WE GUARANTEE
5% MORE REVENUE**
over current Recycling Program

4G sells recyclables to both domestic and international mills in **14 countries**. This ensures that PIASC Members receive **guaranteed pickups** and **premium pricing** regardless of market conditions.

4G will setup a **no-obligation** waste review at PIASC Member locations. They also offer **onsite training** with their team of recycling process experts to improve work flow.

Contact Dominique Storelli:
PIASC@4Grecycling.com - (213) 444-8782

www.piasc.org

Printing Industries Association of Southern California

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www.printaccess.com

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Affiliated with
Printing Industries
of America, Inc.



Advancing Graphic Communications
**PRINTING
INDUSTRIES
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