



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 4, 2012

## Be Seen All Over America

The all new PrintAccess is rolling with expanded search capabilities and many more product and process categories. As a PIASC member you're already on it, but it's up to you to make your entry stand out. Editing your entry is easy using the instructions that were emailed to you a few days ago along with your user name and password. If you don't have them at hand or need help, call Jairo Cuellar at Ext. 202 (email: [jairo@piasc.org](mailto:jairo@piasc.org)).

## Inner City 100

Color FX (Sun Valley) was named to the Fortune list of 100 fastest growing inner city businesses by the Initiative for a Competitive Inner City. Hats off to the great team at Color FX!

## The Color Isn't Right

These words from a client either signal the beginning of profit enhancing alterations, plate remakes, etc. or an expensive job rejection. The reality is that no two persons see color in exactly the same way. Even if we get the viewing conditions right, we still have to deal with the impact that the substrate has on color. Then, a significant part of the population has some loss of ability to perceive color which gets worse with age. We're also challenged by the client's description of the problem, when they wanted it redder, did they want to change the hue or the saturation? Having a range of samples on hand is useful to demonstrate to the client what a particular effect might look like.

## They're At It Again

The people sending emails from Africa seeking to buy printing for their charitable/religious cause are at work again. If you receive one, delete it because it's a scam built around getting you to advance cost of shipping, which they keep, while they pay for the work with a phony credit card.

## Sick Leave

Paid sick leave is an employer-provided benefit that employees can use to replace loss of wages, if they are ill or injured and take short-term leave, regardless of whether the absence is non-work-related or work-related. You can require the use of sick leave before the employee takes unpaid leave. You can require the use of sick leave for physicians' appointments and other types of treatment, including those for a work-related illness or

Join us for  
Women in Print  
Communications...  
"A Personal Journey"

Thursday, June 7, 2012  
Pacific Palms, Industry Hills

See page 2 for details!



Presented by  
**Susan Nofi**  
Senior Vice President,  
Human Resources and General  
Counsel for Heidelberg USA

injury. You must pay for the employee's initial time spent obtaining medical treatment for a work-related illness or injury. Follow-up appointments and treatment need not be paid time. The employee can use any available sick leave or other paid time off for appointments. Note that you cannot require the use of paid sick leave or other paid time off if the employee is using FMLA and receiving any type of disability benefits, including State Disability Insurance (SDI) California's SDI program provides temporary disability benefits for employees disabled by a non-work-related illness or injury. SDI benefits are paid by the Employment Development Department (EDD) from a tax paid by employees. Time off that may be used for a combination of vacation, sick leave or another reason is usually referred to as paid time off (PTO is a way to combine various types of leave, such as sick time and vacation time.) PTO is time which can be used at the employee's discretion. No law requires you to offer paid sick leave as a benefit. Your policy controls your decision. However, if you do not maintain a sick leave plan, you cannot deduct wages from an exempt employee's salary. If you deduct wages, you jeopardize the exempt employee status. If the employer has a sick leave plan, the employer may deduct wages from an exempt employee's salary. The employee must have run out of all PTO. The employee must have missed a day or more of work due to sickness. If you have additional questions please contact Katia Acosta-Smith at Ext.218 (email: [katia@piasc.org](mailto:katia@piasc.org)).

## Thought for the Week

*It doesn't take a hero to order men into battle.  
It takes a hero to be one of those men who  
goes into battle...*Norman Schwarzkopf

<b>Upcoming National Events Calendar 2012</b>	6/4-6/6	BIA Conference	Hyatt Regency, St. Louis	Justin Goldstein	412-259-1806	jgoldstein@printing.org
	6/5-6/7	Print's Voice 2012	Washington, D.C.	L.A. Larson	202-730-7970	llarson@printing.org
	6/11-6/13	G7 Expert Training	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	6/14-6/15	G7 Offset Operator Training	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	7/11-7/12	New Media Boot Camp for Printers	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	7/15-7/18	2012 Affiliate Managers Summer Conf.	Coeur d'Alene, ID	Jules Van Sant	503-221-3944	jules@ppiassociation.org
	7/16-7/20	Teachers Update	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org

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

**PIASC June-August Activities**

<p><b>July</b> <b>24</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number-</i> <b>BWB</b></p> <hr/> <p><b>7:30 a.m.</b></p> <p>Cost: \$5</p> <hr/> <p><b>Location:</b> Mimi's Cafe 17231 E. 17th St. Tustin 92780</p>	<p><b>BREAKFAST WITH BOB</b> Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p><b>WE NEED TO HIRE A SALES REP</b></p> <p>Sooner or later every firm reaches this conclusion and then quickly discovers that hiring a rep who will do the job that is needed (and is not a rip-off artist) if far harder than hiring a pressman. Then when the rep is hired, we need to decide how we can help them achieve success including the best form of compensation. We will be joined by Paul Carney, one of the most outstanding sales managers in our industry, who will share his experience in a tough arena.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <p><input type="checkbox"/> <b>July 25th</b> – Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</p> <p><input type="checkbox"/> <b>July 26th</b> – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813</p> <p><input type="checkbox"/> <b>July 31st</b> – Mimi's Cafe • 10909 Foothill Blvd • Rancho Cucamonga 91730</p> <p><input type="checkbox"/> <b>Aug. 1st</b> – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</p> <p><input type="checkbox"/> <b>Aug. 2nd</b> – Abe's Deli • 19626 Nordhoff Street • Northridge 91324</p>
<p><b>Jun.</b> <b>5</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> <b>ADOBE</b></p> <hr/> <p><b>10:00 a.m.</b></p> <p>Cost: \$85 per computer hookup</p> <hr/> <p><b>Location:</b> on your computer</p>	<p><b>ADOBE ON-LINE TRAINING CLASSES</b> <i>Building the Perfect PDF</i> <b>Rose Dorado, Ext. 231, <a href="mailto:rose@piasc.org">rose@piasc.org</a></b></p> <p>Starting with Adobe Photoshop, June brings another round of online classes to continue your Adobe software and computer skills training.</p> <p>Kelly McCathran is the founder of onlineinstruct.com. She has been teaching Adobe applications since 1992 and is a Certified Technical Trainer, an Adobe Certified Instructor, and an Adobe Certified Expert in InDesign, Photoshop, Illustrator, Acrobat and PageMaker.</p> <p><i>Check the box(es) below to register for these additional Adobe Online Training Classes:</i></p> <p><input type="checkbox"/> <b>Jun. 6th at 8 a.m.</b> – Adobe Dreamweaver Introduction</p> <p><input type="checkbox"/> <b>Jun. 6th at 11 a.m.</b> – Introduction to Adobe Flash Animation</p> <p><input type="checkbox"/> <b>Jun. 6th at 1 p.m.</b> – Image Management &amp; Productivity</p>
<p><b>June</b> <b>7</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> <b>WIPL</b></p> <hr/> <p><b>11:00 a.m. - 1:15 p.m.</b></p> <p>Cost: \$35</p> <hr/> <p><b>Location:</b> Pacific Palms Industry Hills</p>	<p><b>WOMEN IN PRINT COMMUNICATIONS</b> <i>A Personal Journey - Presented by Susan Nofi, Heidelberg</i> Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p>You're invited to the second Women in Print Communications event with Susan Nofi, Senior Vice President, Human Resources and General Counsel for Heidelberg USA, Susan will share her personal and inspiring experience as a woman in the printing industry, and not only will she describe the ever increasing role of women in the printing industry, but she will also give some suggestions and will share some of the many opportunities available to women in printing today.</p> <p>Are women actively choosing a career in print, rather than just falling into jobs by happenstance?</p> <p>After the keynote presentation, a panel comprised of women in print will talk about their experiences in an industry mostly dominated by men.</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>Upcoming National Events Calendar 2012</b>	9/18-9/19	Safety Matters: OSHA Compliance	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	9/18-9/19	Automation Solutions Network Meeting	St. Louis Park, MN	Brandon Iskey	412-259-1787	biskey@printing.org
	9/19	Printing Industries Alliance Franklin Event	The Lighthouse at Chelsea Piers, NY	Vicki Keenan	908-233-4124	vkeenan@pialliance.org
	9/25-9/27	Optimizing Color from Digital Press	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	9/27	Program Audit	Via Conference Call/ Webex	Nick Stratigos	412-259-1750	nstratigos@printing.org
	9/28	Executive/Finance Committee Meetings	Conference Call	June Crespo	412-259-1778	jcrespo@printing.org

<p><b>June 8</b></p> <p><input type="checkbox"/></p> <p>Check here to REGISTER</p>	<p>Event Number <b>STAG</b></p> <hr/> <p><b>9:00 a.m. - 12:00 p.m.</b></p> <p>Cost: \$75</p> <hr/> <p><b>Location:</b> Unisource 2600 S Commerce Way Los Angeles CA 90040-1413</p>	<p><b>HOW TO STRATEGICALLY TRANSFORM &amp; GROW YOUR BUSINESS</b> <i>Presented by John Foley, Inter Link One</i> Contact: <b>Rose Dorado, Ext. 231, rose@piasc.org</b></p> <p>In this session, John Foley, Jr., presents an in-depth look at the dramatic changes that have affected the printing industry recently. However, he provides proven strategies, plans, and tactics that printing companies can follow to grow their business despite the decrease in printed materials. He will provide case studies of companies that have already found ways to adjust their business model, and have succeeded. John provides commentary and advice from industry leaders who not only offer valuable guidance on what printers must do now, but also how they can prepare for what changes are coming in the near future.</p>
<p><b>June 14</b></p> <p><input type="checkbox"/></p> <p>Check here to REGISTER</p>	<p>Event Number <b>TMN</b></p> <hr/> <p><b>11:30 a.m. - 1:00 p.m.</b></p> <p>Cost: \$25</p> <hr/> <p><b>Location:</b> Roland DGA 15363 Barranca Pkwy Irvine, CA, 92618</p>	<p><b>TOP MANAGEMENT NETWORK</b> <i>World of Wide Format</i> Contact: <b>Maribel Campos, Ext. 210, maribel@piasc.org</b></p> <p>PIASC and Roland invite you to a Top Management Network meeting. Join us for lunch and a tour of the Roland Creative Center, featuring more than a hundred wide-format printing examples, from vehicle wraps and backlit displays to packaging prototypes, decorated apparel and movie sets.</p> <ul style="list-style-type: none"> <li>• Rick Blomquist, Main Graphics, will discuss how the addition of a Roland PRO III XC-540 printer/cutter has opened up additional sales opportunities for his business.</li> <li>• Andrew Oransky, Roland's Director of Marketing and Product Management will share profitable wide format printing opportunities for expanding your business.</li> </ul>
<p><b>June 27</b></p> <p><input type="checkbox"/></p> <p>Check here to REGISTER</p>	<p>Event Number <b>IYSR</b></p> <hr/> <p><b>12:00 p.m.</b></p> <p>Cost: \$65</p> <hr/> <p><b>Location:</b> on your computer</p>	<p><b>INCREASING YOUR SALES REVENUE</b> <i>Presented by Leslie Groene, Groene Consulting</i> Contact: <b>Rose Dorado, Ext. 231, rose@piasc.org</b></p> <p>We will address these ways to maintain and increase your sales revenue. Learn new sales strategies, refresh your sales strategies, and refresh your sales skills with these DYNAMIC webinars that are focused on increasing your sales volume. Today...we need to become consultants and provide resources for our clients and prospects...NOT a transactional salesperson that just takes orders.</p> <p>First up: <b>June 27th - Goal Setting and Planning</b></p> <p>Check the box(es) below to register for any of these additional upcoming webinars:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>July 11th</b> - Asking the Right Question and Overcoming the Objections</li> <li><input type="checkbox"/> <b>July 25th</b> - Sell More Solutions to your Current Customer Base</li> <li><input type="checkbox"/> <b>Aug. 8th</b> - How to Get that First Appointment</li> <li><input type="checkbox"/> <b>Aug. 22nd</b> - Discover What Kind of Presentation to Deliver and How to Deliver it</li> <li><input type="checkbox"/> <b>Sept. 12th</b> - Manage the Relationship NOT Just the Project</li> <li><input type="checkbox"/> <b>Sept. 26th</b> - What it Takes to Make it!</li> </ul>

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**Dear Brad...**

What does a paper coating consist of? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: Paper coating consists of a pigment and adhesive. The pigment material supplies the color, smoothness, and ink holdout to the paper.

**Inkjet and Offset On The Same Paper**

Inkjet printing at production speeds is starting to revolutionize our industry, helping satisfy the demand for personalized print. An increasing array of inkjet solutions are available now. While some standalone inkjet presses are now available, many solutions are designed to be configured with offset presses. This requires paper manufacturers to produce substrates that can be successfully printed by both processes, a challenging task since the properties needed for high-quality images with inkjet differ from those needed for offset. Inkjet papers have been developed to immobilize the colorant (dye or pigment) at the surface of the paper and that the fluid is then absorbed into the paper structure via capillary action to the body of the paper. This is different from how offset inks dry, and this is one of the reasons for the different requirements. For example, ink holdout is optimized for offset papers by controlling the oil absorptivity, while water absorptivity and ionic charge affects inkjet ink holdout. Multi-purpose paper must have good paper gloss, brightness, smoothness, opacity, and mottle characteristics. For offset it is also important

to have good ink gloss from the paper and to minimize show through. Inkjet demands the paper be optimized for color-to-color bleed (lateral diffusion), hold-out to produce the high color saturation, feathering, obtaining water fastness of the printed image in combination with a good permanence for both water and highlighters. For example, in text books where students will often highlight sections of text, these need to be unaffected by the highlighter ink. Finally, even though high absorptivity is necessary to avoid smearing and buildup on rollers, bleed through needs to be minimized. Unique coating formulations hold the key to being able to print at high speeds and with sharp images by both processes. These are coming to the market at the moment. Expect to see greater availability of such papers and at a more cost effective price point. Contact PIA's Dr. Mark Bohan at [mbohan@printing.org](mailto:mbohan@printing.org) for more info.

**Wanted**

Business forms printing company. Call Len Shonka at (818) 247-1625.

Printing business: if you are in the retail not trade and sales are between \$1mil to \$3mil, please call Michael (818) 989-3600.

Looking to sell your business? Looking to merge your business? We are looking to expand. We have merged or purchased thirteen print shops in the San Fernando Valley. We've been in business for 33 years. Call BJ at (818) 231-0380.

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

*PIASC's Pick of the Week*



**Inkjet! Second Edition**

by: Frank J. Romano

The reason for the latest interest in inkjet printing is that it is a near-perfect printing process--if done correctly. And, every day, the quality and production speeds are allowing inkjet printers to create pieces to satisfy discerning customers' high standards.

**PIASC Members \$55.00 ea\*.**

**Non-Members \$75.00 ea\*.**

\*Prices do not include tax and shipping.

To purchase your copy, visit [www.printing.org](http://www.printing.org).

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