



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 1, 2018

## A Better New Year

All of us at the PIASC family (Association, Benefit Trust, Insurance Agency and Credit Union) wish you a prosperous and growing 2018 as it finally appears that our country's economy is moving forward again.

## A Fresh Start in 2018

The passage of tax reform, imperfect as it might be, together with a retreat from the regulatory excesses in Washington have opened the door for America's business community to start growing again. That growth can give all of our people better opportunities and a better standard of living. You want your firm and its people to be part of the process of growth and regeneration, but just because the government has got out of our way won't make it happen. Starting right now, you need to make growth happen. Make a commitment to fully utilize the plant and equipment you already have—if you're now operating a shift or a shift and one-half, make adding another shift a priority for 2018. The first step is to review your pricing policy and the hit ratio it produces. If only 30% of the quotes you generate turn into orders, your estimating system is out of touch with reality. Make some reasonable adjustments in the quotes to customers who are not giving you orders and see what raising that hit ratio to 40% or 50% would do toward filling that additional shift. Then, really think about your customers and their use of print. Concentrate on those for whom print is important and work to understand their business plan and print's role in it. This *Update* outlines what the successful sales manager must do. While most PIASC member firms don't have a sales manager, sales growth won't happen unless those steps are followed by whomever leads sales in your firm. If you can ignite growth, you may begin to think about new investments in equipment, which may be justified but avoid the "build it and they will come" syndrome because equipment doesn't build sales, people do.

## Building Your People

If you have decided that 2018 is the year that you will start moving forward toward growth in sales, fuller utilization of your plant and thus, real profits, you will need people for that additional shift. Not just anyone, but people who are interested and involved in their work. This can be a challenge, as hiring good people is not easy. Those firms who have followed a path of expansion have discovered that hiring "experienced" people is not

**31st Annual**  
**WE WANT YOUR EXTRA PAPER!**  
**PIASC RAISE FOUNDATION**  
**SURPLUS DRIVE**  
**January 18-19, 2018**  
at Advantage, Inc.  
Support Graphic Arts Education. See page 2 for details!

necessarily the solution as they frequently come with bad habits and an unwillingness to try new things. The first step to building a workforce is to start with folks who may not have printing experience, but who want to come to work every day and are willing and anxious to work overtime. Of course, some of the new hires will turn out to be problem children, but that will be apparent early on when it's cheap and painless to dismiss them. The keepers then need to be given every opportunity to work with experienced colleagues where they can surprise you by how quickly they learn. The Los Angeles metro area is fortunate in having a large pool of people who fit this entry level description. Employers who have followed this path have discovered the power of encouraging the people on the floor to think about ways to make their work easier as the appeal of working smarter, not harder, is very powerful.

## Sales Tax on Machinery

If you buy a piece of production equipment (offset press, digital printer, folder, etc.), the California sales tax is due on the purchase price. If you happen to buy it from an out-of-state seller and they do not charge sales tax, you must report the use tax on your own sales tax return. Board of Equalization sales tax auditors are trained to look for capital acquisitions as they are rich sources of unpaid sales tax plus interest and penalties. Remember also, that there is (until 2022) a partial exemption from sales tax on productive equipment of 3.935%. Since click charges are a common part of digital press costs, they are also generally subject to sales tax.

## Thought for the Week

*The greatest glory in living lies not in never falling, but in rising every time we fall.*  
~ Nelson Mandela

|   |                          |   |  |                  |                     |                        |
|---|--------------------------|---|--|------------------|---------------------|------------------------|
| <b>Upcoming National Events Calendar 2018</b> | 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     |
|   | 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  |
| 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](http://www.piasc.org).**

**PIASC January-February Activities**

|  |   |  |
|--|---|--|
| <p><b>Jan.</b><br/><b>13</b><br/><i>thru</i><br/><b>16</b></p> <p><small>To register visit <a href="http://cmc.printing.org">cmc.printing.org</a></small></p>              | <p><small>Event Number</small><br/><b>CC2018</b></p> <hr/> <p><small>Cost: \$995/ members \$1,195 non-members</small></p> <hr/> <p><small>Location:</small><br/>Hyatt Regency Mission Bay San Diego, CA</p>   | <p><b>2018 COLOR CONFERENCE</b><br/>Contact: <a href="http://www.presidentsconference.com">www.presidentsconference.com</a></p> <p>Color 2018 is where you'll find the best, most practical and in-depth information from the best minds in color—and gain knowledge that will strengthen your competitive edge. This year we have more than 40 in-depth sessions lined up across five distinct tracks—Brand &amp; Design, Print &amp; Production, Emerging Technology, Standards &amp; Research, and Sponsor Technology. Whether you're a creative, brand professional, production specialist, or a color management expert, there will be sessions that are well-matched for you at this year's conference.</p> <p>Visit <a href="http://cmc.printing.org">cmc.printing.org</a> for more!</p>  |
| <p><b>Jan.</b><br/><b>18</b><br/><i>thru</i><br/><b>19</b></p> <p><small>Check here to REGISTER for this event</small></p>   | <p><small>Event Number</small><br/><b>SD31</b></p> <hr/> <p><b>9:00-2:00 p.m.</b><br/><small>Cost: FREE</small></p> <hr/> <p><small>Location:</small><br/>Advantage, Inc. 1600 N. Kraemer Blvd. Anaheim, CA 92804</p>   | <p><b>31ST ANNUAL SURPLUS DRIVE</b><br/><i>at Advantage, Inc.</i><br/>Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p>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.</p> <p>Distribution of surplus to instructors will take place at Advantage, Inc. on Saturday, January 20, 2018, at 9:00 A.M.</p>  |
| <p><b>Jan.</b><br/><b>20</b></p> <p><small>Purchase tickets at: <a href="http://www.printmuseum.org/birthdaytickets/">www.printmuseum.org/birthdaytickets/</a></small></p> | <p><small>Event Number</small><br/><b>IPMBFBC</b></p> <hr/> <p><b>11a.m. &amp; 1p.m.</b><br/><small>Cost: \$12 \$10 Students &amp; Seniors</small></p> <hr/> <p><small>Location:</small><br/>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p> | <p><b>BEN FRANKLINS ELECTRIC BIRTHDAY CELEBRATION</b><br/><i>Presented by the International Printing Museum</i><br/>Contact: <b>Mark Barbour, (310) 515-7166, <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b></p> <p>The first show is a special family-friendly show at 11 am. Great for kids of all ages and families! Join Ben Franklin as he details his life in colonial America, his inventions and experiments. He will also have a surprise birthday visit by some of his American Revolutionary War friends like Adams, Jefferson, Washington and others for a fun interactive question and answer period with the audience!</p> <p>Another show is at 1 pm geared more towards adults with Franklin reviewing his life, inventions and politics. This show will also be visited by some of his American Revolutionary War friends. After a 15 minute intermission following the 1 pm show, attendees of both shows are invited at 2:15 pm to a special Q &amp; A session with all the Revolutionary personalities about their lives and times.</p> <p>The Museum will be open from 10:00 AM until 4pm; special tours and hands-on demonstrations in the Museum's galleries can be enjoyed before and after the Dr. Franklin Show in the Museum's theater. Come join the fun and thank the dear Doctor yourself for all that he has and continues to do for America!</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 2018</b> | 1/26    | Grc Career Day     | San Luis Obispo                  | Ising@calpoly.edu | 805-756-2645 |
|                                   | 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 |

**Jan.  
25**

Check here to REGISTER

Event Number  
**LWL**

**11:30 a.m.**  
Cost:  
\$35 / member  
\$70/ non-member

**Location:**  
ActionCOACH  
of Orange County  
1231 E. Dyer Road  
Suite 215  
Santa Ana, CA 92705

**LUNCH WITH LESLIE: HIRING, ON-BOARDING, AND MANAGING SALES PEOPLE**

Speaker: *Leslie Groene, Groene Consulting*  
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

*(for owners, sales managers, HR professionals)*

We will discuss how to hire new reps and what to look for while making an effective assessment. You know who you want to hire and what your criteria is, and we must make sure their goals are in line with yours!

When we onboard new reps it's important to establish benchmarks and common goals. Creating a training/support system for a new hire is imperative as well as providing them with a designated mentor.

Visit [www.piasc.org/lunch](http://www.piasc.org/lunch) for more!

**Jan.  
26**

Check here to REGISTER

Event Number  
**LL**

**10:30 a.m.**  
Cost: **FREE / member**  
\$299/ non-member

**Location:**  
on your computer

**FYI WEBINAR: LABOR LAW UPDATES FOR 2018**

Presenter: *Kristine Kwong, PARTNER, Musick, Peeler & Garrett LLC*  
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

The webinar will cover new laws regarding harassment, discrimination and retaliation claims and:

- Ban on applicant salary history inquiries
- NEW parental leave law
- Immigrant worker protections & CFRA rights expansion
- NEW Mandatory sexual harassment training topics
- CA joint liability for subcontractor's unpaid wages & fringe benefits
- Mandatory e-filing with EDD
- Workers' Compensation Medical treatment due to terrorist attacks
- Transgender rights posting
- CA minimum wage increases

**Feb.  
7**

Check here to REGISTER

Event Number  
**SSSWC**

**10:00 a.m. & 1:00 p.m.**  
Cost:  
**Members: FREE with RSVP**

**Location:**  
PIASC  
5800 S. Eastern Ave.,  
4th Floor  
Los Angeles, CA 90040

**STRATEGIES FOR SAFETY & SAVINGS: WORKERS' COMP**

Speaker: *Jan A. Beaver, VP Risk Advisors*  
Contact: **Vanessa Davila, Ext. 284, vanessa@piasc.org**

HIGH EX-MOD? Do you feel at the mercy of the workers' compensation system? How about feeling like you have no control over the premiums you pay or how the insurance company is managing an employee's injury? PIASC Insurance Services is holding an informational session on Safety & Risk control.

These sessions will include:

- Information for those who have the responsibility of risk control, safety compliance or employee injury management.
- Define the "mysterious" line of insurance and provide you with insights and best practices that help you contain costs and ensure injured employees return to work as soon as medically possible.
- Modification factors, pre & post employee injury management best practices
- How to gain support from employees to promote workplace safety

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

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

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

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**Sales Management That Works**

Mike Jacoutot, sales management consultant, explains what a successful sales manager must do to make the sales team successful:

- Conduct weekly one-on-ones with sales reps every week. Not optional. These “game films” should include a structured agenda whereby the manager has the information necessary in order to coach and strategize the future activities of their sales reps.
- Spend two days a week in the field with two different sales reps. A desk is a very dangerous place from which to view a sales organization. Sales managers need to spend 40% of their time in the field with their people. This is especially important with Millennials.
- Conduct a 1-hour bi-weekly sales meeting. This should include a formal agenda with a different salesperson presenting a success story or a specific challenge seeking team input. It should also include “situation scrimmages” whereby different sales reps are required to role-play different scenarios. To quote author Patrick Lencioni, “Not finance. Not strategy. Not technology. It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and because it is so rare.”
- Conduct a weekly Major Account Deal Review. This should include both new deals from prospects and new opportunities with existing major accounts.
- Conduct a 30-Minute Weekly Pipeline Review with the team. This reinforces the fact that you are never psychologically

safe as a salesperson and that all of your successes and failures are out in the open for everyone to see. Again, leveraging the knowledge of your teammates can be a powerful tool for making the necessary adjustments.

- Interview one new sales candidate per week. Sales turnover is inevitable and strong sales managers understand “ABI” (always be interviewing) even if they are fully staffed. This is one of the blind spots for even the best sales managers.
- Devote considerable time to onboarding new hires. New hires are your investment in the future. The key is to start right and stay right. That requires investment in the relationship.

*Source: Butler Street Consulting, LLC*

**Acrobat Tip**

In Adobe Acrobat, I have to move my mouse to the lower left-hand corner of the page to see the dimensions in a PDF file.

Is there a way to turn this on permanently? Yes! You can set both Adobe Acrobat DC and the free Adobe Reader application to always display the dimensions of the PDF when opened. To set Adobe Acrobat DC (or even the free Adobe Reader application) to always display the page size, go to *Adobe Acrobat DC > Preferences > Page Display*. Under the *Page Content and Information* section, check the box for *Always show document page size*. For questions, call Dillon Mooney, the PIA technical expert, at (412) 259-1786.

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

**Make it your New Year's Resolution to start saving money! PIA SC is here to help you!**

As a PIA SC member, you are entitled to numerous discount programs that bring you substantial savings. Using just one or two of these discounts may cover—even exceed—your cost of membership.

Start Saving today!  
Question? Contact Maribel Campos at (323) 728-9500, Ext. 210.

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

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Affiliated with  
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Advancing Graphic Communications  
**PRINTING INDUSTRIES OF AMERICA**

