



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 3, 2017

## In 2017...

- I resolve to remember that print is not going away, it's changing. It's better. Our technology brings the client vibrant color and sharp images that can be different on every piece. It can bypass the spam filters and get into the mailbox, it can say "Buy Me!" on the shelf in the store.
- I resolve to learn about and use the tools in [www.chooseprint.org](http://www.chooseprint.org) to help me sell value, not price to my clients.
- I resolve to focus on the client businesses where I do best, taking an ever deeper dive into their strategies and opportunities, so I can use print to help achieve their goals.
- I resolve to give my people the best training possible by sending them to seminars and trade shows and introducing them to the power of the PIA iLearning Center at <http://ilearn.printing.org/about>.
- I resolve to learn about and take advantage of the myriad of services and discounts that PIASC and Printing Industries of America makes available to its members.

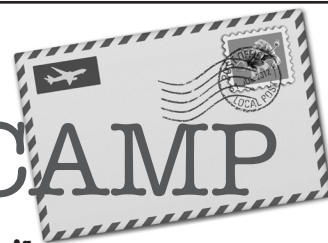
## Want More Sales?

So who doesn't? The easy part is wanting more sales—the hard part is making it happen. Make the first step by joining one of the *Breakfast with Bob and Leslie* meetings at one of the six locations (see page 2 for full info) at 7:30 in the morning—let that morning be the first day of the rest of your life!

## Lawyers Are Lurking

We are seeing an uptick of suits against employers for wrongful discharge, sexual harassment, etc. These are fueled by the barrage of advertising from plaintiff's counsel promising big settlements. These can happen to your firm even if you've done nothing wrong, but defense is expensive. We have made an arrangement with a leading law firm, Musick, Peeler & Garrett (MPG), to provide PIASC member firms assistance and defense at favorable rates. Call Ken Perkins, Esq. at (714) 668-2441 for help. Also, every firm should have Employer Relations Liability (EPL) insurance coverage. In many cases, the insurance will cover your costs of defense through MPG. Information about EPL coverage is available by calling Joanne Cadenas at Ext. 256 (email: [joanne@piasc.org](mailto:joanne@piasc.org)).

## POSTAL BOOTCAMP



### For Printers and Mailers

**2-Day/Half-Day Workshops**  
January 24th & January 25th  
(Select from AM and PM for each day)

Learn how to **avoid disasters in your mailpiece preparation** and take advantages of the efficiencies in designing mail for today's postal system. See page 3 for details!

## Some Key Numbers

- The IRS safe harbor mileage rate will be 53.5 cents per mile (down from 54 cents per mile in 2016).
- The maximum considered compensation limit for 401(k) and other pension plans will be \$270,000 (up from \$265,000 in 2016).
- The maximum taxable earnings under Social Security will rise to \$127,200 (up from \$118,500 in 2016).
- As before, there is no limit on taxable earnings for Medicare.

## The USPS Thanks You

The Postal Service estimates that \$3.5 billion dollars of "forever stamps" will never be used, a number that has just been raised by \$1.1 billion after a recent study. If you wish to do your part in help the Postal Service survive, buy a sheet of "forever stamps" and throw them away.

## You're Not A Shrink

When you're caught up in a dispute with an employee, resist the temptation to psychoanalyze their behavior—"You're getting a divorce and transferring your anger to me," for example. Amateur psychoanalysis is inappropriate in the workplace and could further strain the relationship. Focus only on the employee's work-related behavior and what should be done to improve it.

## Thought for the Week

*If you're going through hell, just keep going.*

**Upcoming National Events Calendar 2017**

3/12-3/15	2017 President's Conference	Hilton Long Beach, Long Beach, CA			
3/20-3/22	TAGA Annual Technical Conference	Houston Marriott West Loop, Houston, TX	John Bodnar	412-259-1706	jbodnar@printing.org
4/2-4/5	Continuous Improvement Conference	Omni William Penn, Pittsburgh, PA	Jim Workman	412-2591782	jworkman@printing.org
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org

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

**PIASC January-February Activities**

Jan.  
**10**

Register at right

Event Number-

**BWB**

7:30 a.m.

Cost: \$5

Location:

see locations at right

**BREAKFAST WITH BOB AND LESLIE TOO!**

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**

**"ALL WE NEED IS MORE SALES"**

If there is a universal truth in our industry, this is it. If we just get more sales, everything else will fall into place. But, how do we do it? How do we find new clients? How do we identify and meet the needs of our existing base?

In January, we will be joined by Leslie Groene to search for the answers. Leslie not just talks the talk she has walked the walk. She has capped a successful career in print sales with coaching many sales reps and their firms to sales success. Join us at this series of breakfast meeting to learn how you can grow your firm!

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

- Jan. 10th – Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730
- Jan. 11th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Jan. 12th – Brent's Deli • 19565 Parthenia Street • Northridge 91324
- Jan. 17th – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
- Jan. 18th – Norm's • 11001 West Pico Boulevard • Los Angeles 90064
- Jan. 19th – West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807

Jan.  
**19**



Check here to REGISTER

Event Number

**SCW**

11:00 a.m.

Cost: FREE/ member \$45/ non-member

Location:

on your computer

**SALES COMPENSATION WEBINAR**

*Pros and Cons of Different Options with Joe Polanco*

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**

A company's success is based on developing an effective sales strategy. One of the key components is a well-designed sales compensation package providing the right mix of incentives and company profitability. In this VMA webinar, we'll analyze the most commonly used (and some rare) compensation methods used in the industry.

Along with discussing recent trends in compensation plans, we'll explore the weaknesses and strengths of the various commission plans: salary and composite plans (bonus/commission), as well as "profit" plans.

For more or to register online visit: [www.piasc.org/sales-compensation-webinar](http://www.piasc.org/sales-compensation-webinar)

Jan.  
**19 thru 20**



Check here to REGISTER for this event

Event Number

**SD30**

9:00-2:00 p.m.

Cost: FREE

Location:

Lithographix, Inc.  
12250 S Crenshaw Blvd.  
Hawthorne, CA 90250  
(323) 770-1000

**30TH ANNUAL SURPLUS DRIVE**

at Lithographix, Inc.

Contact: **Ara Izquierdo, Ext. 216, [ara@piasc.org](mailto:ara@piasc.org)**

PIASC/RAISE Foundation will hold its thirtieth 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, Lithographix, Inc.

Distribution of surplus to instructors will take place at Lithographix, Inc. on Saturday, January 21st, at 9:00 A.M.

**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>	1/14	Ben Franklin's Electric Birthday	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	1/19 – 1/20	Facilitation: BY DESIGN	The Perry Family Event Center, San Francisco		Losangeles.aiga.org
	1/27	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@calpoly.edu	(805) 756-2645
	4/8	Kids Krazy Krafts Day	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	4/20	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	Ising@calpoly.edu	(805) 756-2645

<p><b>Jan.</b> <b>24</b> <i>and</i> <b>25</b></p> <p><small>Register at right</small></p>	<p><small>Event Number</small> <b>PBPM</b></p> <hr/> <p><b>9:00-2:00 p.m.</b></p> <p><small>Cost: \$99/ members \$199/non-members</small></p> <hr/> <p><b>Location:</b> Southwest Offset Printing 13555 S St Andrews Pl Gardena, CA 90246</p>	<p><b>POSTAL BOOTCAMP</b> <i>For Printers and Mailers—Two Half-Day Workshops</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p>Learn how to avoid disasters in your mailpiece preparation and take advantages of the efficiencies in designing mail for today's postal system.</p> <p>Featuring National Speaker and Business Leader <b>GEORGE HEINRICH, PPhD, CQMPS, CMQCS, CMDP, The Postal Professor.</b></p> <p><i>Check the box(es) below to register for a morning or afternoon session on either day:</i></p> <p><input type="checkbox"/> <b>Jan. 24th</b> – 8:00 am—12:00 pm      <input type="checkbox"/> <b>Jan. 25th</b> – 8:00 am—12:00 pm  <input type="checkbox"/> <b>Jan. 24th</b> – 1:00 pm—4:00pm      <input type="checkbox"/> <b>Jan. 25th</b> – 1:00 pm—4:00pm</p>
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<p><b>Jan.</b> <b>25</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>FPNW</b></p> <hr/> <p><b>8:00 a.m.</b></p> <p><small>Cost: FREE to members \$25/ non-member</small></p> <hr/> <p><b>Location:</b> Fullerton College 321 E. Chapman Ave. Fullerton, CA 92832</p>	<p><b>FLEXIBLE PACKAGING FOR NARROW WEB</b> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p>The Narrow Web Industry which, has been historically limited to Tag and Label is now moving into flexible packaging. Join us for a half day seminar with industry experts to learn about opportunities and challenges while entering this growing market segment.</p> <p><b>Learn about:</b> Narrow Web Press Configurations for Packaging, Different Substrates for Flexible Packaging, Coatings and Adhesives, Proper Ink Systems Selections &amp; Proposition 65 Updates from industry's leading speakers.</p>
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<p><b>Jan.</b> <b>26</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>LLU</b></p> <hr/> <p><b>10:30 a.m.</b></p> <p><small>Cost: FREE/ member \$99/ non-member</small></p> <hr/> <p><b>Location:</b> on your computer</p>	<p><b>LABOR LAW UPDATE WEBINAR</b> <i>Speaker: Kristine Kwong, Partner, Musick, Peeler &amp; Garrett LLC</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p>This very informative 90-minute webinar will highlight how recent California regulatory changes may affect your workplace and how to best apply them. Keeping on top of new California employment laws is essential to your HR compliance.</p> <p><b>What you'll learn:</b></p> <ul style="list-style-type: none"> <li>New statutes applicable to employers for 2017</li> <li>New case law on harassment, discrimination</li> <li>New case law regarding employee leaves of absence</li> <li>Best practices in preventing litigation</li> </ul>
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<p><b>Feb.</b> <b>9</b></p> <p><small>Register at right</small></p>	<p><small>Event Number</small> <b>CAC14</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p><small>Cost: \$25 non-members: \$40</small></p> <hr/> <p><b>Location:</b> See locations at right</p>	<p><b>COCKTAILS AND CONVERSATIONS</b> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</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> <p><input type="checkbox"/> <b>Feb. 9th</b> – Karl Strauss Brewing Co., 2390 E. Orangewood Ave., #100, Anaheim, CA 92806  <input type="checkbox"/> <b>Feb. 16th</b> – Pour Haus Wine Bar, 1820 Industrial St., Los Angeles, CA 90021</p>
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- 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.

**To Be A Sales Leader**

Sales guru, Leslie Groene, says that data shows leaders almost always have:

**1. Modesty.** Contrary to conventional stereotypes that successful salespeople are pushy and egotistical, 91 percent of top salespeople had medium to high scores of modesty and humility. Furthermore, the results suggest that ostentatious salespeople who are full of bravado alienate far more customers than they win over. *As opposed to establishing themselves as the focal point of the purchase decision, top salespeople position the team that will help them win the account as the centerpiece.*

**2. Conscientiousness.** Eighty-five percent of top salespeople had high levels of conscientiousness, whereby they could be described as having a strong sense of duty and being responsible and reliable. These salespeople take their jobs very seriously and feel deeply responsible for the results. *The worst position for salespeople to be in is to have relinquished account control and to be operating at the direction of the customer, or worse yet, a competitor. Conversely, top salespeople take command of the sales cycle process in order to control their own destiny.*

**3. Achievement Orientation.** Eighty-four percent of the top performers tested scored very high in achievement orientation. They are fixated on achieving goals and continuously measure their performance in comparison to their goals. *During sales cycles, top sales performers seek to understand the politics of customer decision-making.*

*Their goal orientation instinctively drives them to meet with key decision-makers. Therefore, they strategize about the people they are selling to and how the products they're selling fit into the organization instead of focusing on the functionality of the products themselves.*

**Fugitive Glue**

We are applying fugitive glue to close a flap on a mailer. The customer mails these over a four-week period. The customer is complaining that after a couple of weeks a stain appears in the ink on the cover opposite the glue strip. What is happening? Fugitive glue contains a large amount of plasticizer to keep it pliable. This plasticizer is penetrating the stock and staining the ink on the cover. The plasticizer can even soften dried ink and cause it to smear. Discuss this with your ink maker and glue supplier, and consider a less porous stock.

**Making Delegation Work**

You've delegated an assignment and are less than satisfied with its progress. You may be tempted to take the project back and finish it yourself, but don't do it. Taking back a task defeats the purpose of delegation—and will demoralize the employee in question. Instead, offer additional resources or coaching to help the employee learn to do a more effective job. The simple act of finishing the task will help build the worker's confidence and increase the likelihood that things will go more smoothly next time.

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! PIASC is here to help you!**

As a PIASC 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)

**Printing Industries Association of Southern California**

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5800 South Eastern Avenue, #400  
P.O. Box 910936  
Los Angeles, CA 90091-0936

**Telephone Number:** (323) 728-9500  
or 808.9990 for area codes: 213, 310, 619, 714, 818, & 951

**Web Site:** <http://www.piasc.org>

**Print Access:**  
<http://www.printaccess.com>

**Choose Print:**  
<http://www.chooseprint.org>

**Fax numbers:**  
Association (323) 724-2327  
Insurance Agency (323) 500-0614  
Credit Union (323) 722-8927  
Benefit Trust (323) 500-0614

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