



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 4, 2016

In 2016...

I promise to think about the clients with whom I have the best relationships and look for new prospects in similar businesses. I promise to keep learning about new software, machinery and methods so that I can stay current but I won't build it before they come. I promise to encourage my people to increase their skills by taking advantage of learning opportunities at industry meetings and seminars. I promise to never forget that even in a world of tough competition, it's possible to grow and prosper if I put in enough focused effort.

Yes, You Can

...raise your prices. In face of all of the competition—you're kidding! But it's easier than you think. Your pricing process begins with your estimating software, so begin with making small adjustments in the factors in the system—the \$200/hour press is now \$208/hour, etc. When you do this make the changes small and do it without sharing the change with the sales reps (as they are already spooked by the competition) and certainly not with the clients. Remember that the estimating system is the starting point of the price setting process which should focus on getting the order for as much as the client will pay. All that you are doing is rebasing that process slightly upward and chances are that it will produce additional revenue with minimum pain. Those additional dollars are pure profit as the cost of production is unchanged. Remember also that we are custom manufacturers and while the estimating software thinks that all 32 page, four color brochures are the same, they look different and have different purposes. That is a terrific advantage for us as it makes comparison difficult for the client.

We Regret...

to report the passing of Douglas Waldron, Jr. (Priority Pak - Sylmar) on December 14th after a long illness. Doug was a long time PIASC Board member and served as its Chairman in 1998. He also served with distinction as a member of the Printing Industries of America Finance Committee.

Catalogs Are Back!

High end retailers are turning more and more to focused, top quality catalogs as the way to reach out and touch customers and likely prospects. These are not the big books of old, but smaller more frequent versions

CALL for ENTRIES

PIASC PRINT Excellence Awards 2016

deadline: FRIDAY FEB 12 4:00

PRINT POWER FLEX YOURS!

See page 3 for details!

with photos and layouts that cause the recipient to turn the pages. Williams-Sonoma is adding recipes to its catalog to encourage readers to save and use it. Retailers are using multiple versions to tailor products to specific market segments.

Form 1095 Delay

The IRS has announced that the due date for filing the 2015 Form 1095 (required for employers with 50 or more employees) has been extended to May 31, 2016 for paper filings and June 30, 2016 for electronic filings. Not surprisingly, they concluded that it was too difficult for employers to meet the original due dates.

Board Ballot

Enclosed with this *Update* is your ballot for the Officers and Directors of your Association for 2016-17 as proposed by the Nominating Committee. Please return it as soon as possible.

Dynamic Pricing

Airlines and hotels have pricing structures that constantly change in response to demand to maximize the dollars of revenue each month. There is no reason why printers can't do the same—it's simply a matter of breaking out of the straight jacket of the estimating software. It can include an upcharge for next day service as well as a discount for two week service. The latter presents an interesting opportunity for building volume and therefore contribution to overhead.

Thought for the Week

Love and appreciate your parents. We are often so busy growing up, we forget they are also growing old.

Upcoming National Events Calendar 2016	3/6-3/9	President's Conference	JW Marriott Palm Desert, Palm Desert, CA	Julie Shaffer	412-259-1730	jshaffer@printing.org
	3/20-3/23	TAGA 2016	Sheraton Downtown, Memphis, TN	Mark Bohan	412-259-1782	mbohan@printing.org
	4/10-4/14	Continuous Improvement Conference	Hilton Milwaukee City Center, Milwaukee, WI	Jim Workman	412-2591782	jworkman@printing.org
	6/7-6/8	Print's Voice 16	Washington, DC	Lisbeth Lyons	202-6276925	llyons@printing.org
	7/10-7/13	Affiliate Summer Conference	Niagara on the Lake, Ontario, Canada	Tim Suraud	314-962-6780	tim@pmastl.org
	9/25-9/28	Graph Expo 16	Orlando's Orange County Convention Center	Chris Price	703-264-7200	cprice@printing.org

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

PIASC January-March Activities

<p>Jan. 5</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB AND LESLIE TOO! Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>WE REALLY NEED TO HIRE A SALES REP ...BUT HOW DO WE DO IT AND HOW ARE THEY PAID?</p> <p>The basic reality of all businesses is that if you're not growing, you're shrinking. Our customers may love us, but their businesses may change or they may discover a new love and the party's over. While this is inevitable, new customers can solve the problem but that requires sales boots on the ground.</p> <p>This month we will talk about the best ways to find new people (and not the rip off artist who's getting a draw from two other firms), how to help them become your hero, how to pay them to get the best results and when to pull the plug on failure.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Jan. 5th – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Jan. 6th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Jan. 7th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> Jan. 12th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Jan. 13th – <i>Factor's Famous Deli • 9420 West Pico Boulevard • Los Angeles, CA 90035</i> <input type="checkbox"/> Jan. 14th – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i>
<p>Jan. 14 <i>thru</i> 15</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> SD29</p> <hr/> <p>9:00-2:00 p.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: <small>The Castle Press 1222 N. Fair Oaks Ave. Pasadena, CA 91103</small></p>	<p>29TH ANNUAL SURPLUS DRIVE <i>at the Castle Press</i> Contact: Ara Izquierdo, Ext. 216, ara@piasc.org</p> <p>PIASC/RAISE Foundation will hold its twenty-ninth 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!</p> <p>Distribution of surplus to instructors will take place at the Castle Press on Saturday, January 16, 2016 at at 9:00 A.M.</p>
<p>Jan. 27</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> SHPT</p> <hr/> <p>Cost: \$75/ <small>member, \$150/non-member</small></p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>SEXUAL HARASSMENT PREVENTION TRAINING Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>Even though the state only requires employers with 50 or more employees to provide the training, Sexual Harassment/Discrimination training is strongly recommended for ALL California employers regardless of size. This class is ideal for companies that have less than 50 employees or for members who missed their 2015 mandatory training and need to catch up on their compliance needs.</p> <p><i>Check the box(es) below to register for any of these upcoming sessions:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Jan. 27th, 9am – <i>Meridian Graphics Conference Room, 2652 Dow Ave, Tustin, CA</i> <input type="checkbox"/> Feb. 3rd, 9am – <i>PIASC Conference Room, 5800 S. Eastern Ave, #400, Los Angeles, CA</i> <input type="checkbox"/> Feb. 3rd, 1pm – <i>PIASC Conference Room, 5800 S. Eastern Ave, #400, Los Angeles, CA</i>



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.

Save the Date for these upcoming events	Graphics Night	Pacific Palms Resort, Industry Hills	4/8/16
	Essential to Success Conference	Fullerton College, Fullerton	6/4/16
	AAF-OC Big Game Review	Dave & Busters, Irvine Spectrum	2/9/16
	AAF-OC 2016 Addys	Bowers Museum, Santa Ana	3/23/16

<p>Feb. 12</p> <p><small>Download entry form at www.piasc.org</small></p>	<p><small>Event Number</small> C4ED</p> <hr/> <p><small>Cost: PIASC members first entry is FREE! (when more than one entry is submitted)</small></p> <hr/> <p><small>Location:</small> PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040</p>	<p>12TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>Printing Industries Association, Inc. of Southern California proudly presents "Call for Entries" for the 12th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it's Best of Category, Judge's 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>Enter your best work, deadline is Friday, February 12, 2016.</p>
--	---	---

<p>Feb. 25</p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> TOPTEN</p> <hr/> <p>11:00 a.m.</p> <p><small>Cost: FREE! to PIASC members \$99/non-member</small></p> <hr/> <p><small>Location:</small> on your computer</p>	<p>WEBINAR: TOP TEN CAL/OSHA CITATIONS AND HOW TO AVOID THEM <i>Speaker: Gerry Bonetto, PIASC VP Government Affairs</i> Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>Cal/OSHA has updated their statistics of violations and inspections by industry code from October 2013 through September 2014, which relies on the latest data available.</p> <p>For more information and a chart of the top ten citations, visit piasc.org/fyiwebinars.</p>
---	---	---

<p>Mar. 6 thru 9</p> <p><small>REGISTER online at printmuseum.org</small></p>	<p><small>Event Number</small> PC</p> <hr/> <p><small>Cost:</small> Before 12/31 \$695/member \$495/add'l same co. \$295/spouse includes \$200 PIASC grant</p> <hr/> <p><small>Location:</small> JW Marriott Desert Springs Resort and Spa Palm Desert, CA</p>	<p>PRESIDENT'S CONFERENCE Contact: Socorro Garcia, Ext. 229, socorro@piasc.org</p> <p>By popular demand we are introducing the return of the PIA's Presidents Conference. We pulled out all the stops to make The 2016 President's Conference a top-notch program, developed "by and for printers" with the help of a superb advisory group of leaders from our membership.</p> <p>The President's Conference is the event for business leaders, top managers, and owners of companies that offer printing services! Whether you consider your company a marketing service provider, a packaging solutions firm, a display graphics enterprise or a supply chain management company, if you PRINT, the President's Conference is for you! Sessions focus on topics that matter right now, covering business development, leadership, and finance.</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.

Who's Doing Good?

Leadership gurus exhort managers to “catch their people doing something right.” Because you can’t be everywhere, enlist some assistance from your workforce.

Among the regular questions you ask your people, include “Do you know anyone who’s done something I should recognize or reward?” You’ll not only find out more about who’s doing good work in your department, you’ll also show your people you care about recognizing good work instead of just criticizing poor work.

2016 Sample Personnel Handbook

We have just released the 2016 Sample Personnel Handbook in the Graphic Arts Industry Resource Center (under the Management Tools tab in www.piasc.org).

It’s available as a Word document for ease of editing for your own use and also in a version showing the changes from 2015. It’s very important to keep your own handbook up to date and to give every employee a copy for which they sign. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for help on this.

Writing That Works

Writing seems easy —just put some words together in the right order—but good writing is hard. Fortunately, most of us can learn to write effective memos, letters, and reports. One technique is to follow the three Ps:

- **Purpose.** Ask yourself why you’re writing this document, whatever it is. Everything should flow

from this goal. Are you making a request, providing information, making a promise, or sending a warning? Each of these purposes requires a different approach and will influence the language you use. So think about the result you hope to produce before you do anything else.

- **Person.** The most technically correct letter will fail if it goes over the heads of your intended audience. Think about those who will be reading your writing, and tailor the document to their education level, knowledge of the topic, familiarity with the jargon, and so forth. On a deeper level, try to think like your readers for a moment and answer these questions for them: Why should this information matter to me? What should I do with this information?
- **Point.** Even the most complex report or memo leads to a single primary point. Know what results you want before you ever start to write. Do not spew out a laundry list of details and expect your readers to sort out what’s important.

Wanted

Are you working harder but earning less? Call David at (213) 488-1230 to see how the right deal for your firm will change your future.

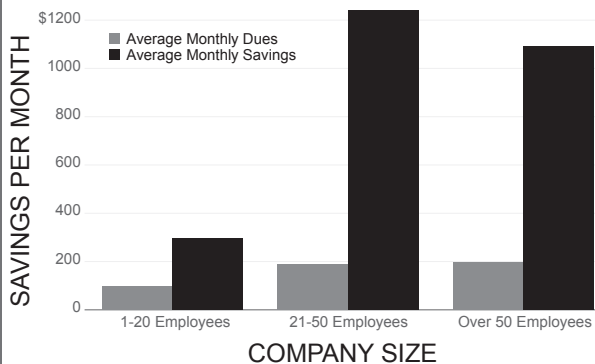
For Sale

Stationery Engraving Business for sale. Been in business since 1978. Trade and retail work, 6 employees. Call 818.326.9264.

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

Make “SAVINGS” your New Year’s Resolution

Take a look at how Small, Medium, and Large member companies benefit from our Buying Power Discount.



Contact Maribel Campos at (323) 728-9500, Ext. 210, www.piasc.org



Address:
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/piasc>

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

Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.

