



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 11, 2016

It's Just the Start

The most important question you have to answer is “What’s the price for this job.” The inevitable starting point is the estimate, but it should be just the start as leaving the success of your firm in the hands of your estimating software won’t get you home. Your goal must be to get as much as you can for the work, but get it. Leaving money on the table because you didn’t think about the value of the project to the client or the nature of the relationship is sheer waste. Passing up sales volume because your estimating software doesn’t realize the importance of contribution to overhead is stunting your growth.

The Check's Not in the Mail

The client who was once prompt with payment has now become erratic and payments are stretching out. They do, however, continue to give us work and don’t hassle us about the price. This is a very dangerous situation as it is a big write-off waiting to happen. Even though we like their business we don’t need a major credit loss to get it. It’s essential to check their status with other suppliers. You can use our Internet Slow Pay System and our Experian credit reports for this. Then, ask for a high level meeting with them to discuss the payment slow down. If they have a realistic plan for getting their cash flow straight, great. But get details and specific promises and keep on top of them. If the problem isn’t getting corrected or it’s getting worse, the time has come to help them get another source before you’re holding a big bag.


Palm Desert in March

The PIA Presidents Conference is back at the JW Marriott in Palm Desert and it’s bigger and better than ever. Check out the program at www.piasc.org/presidentsconference and then call Socorro Garcia at Ext. 229 (email: socorro@piasc.org) to take advantage of the \$200 grant for PIASC members.

The Disappearing Christmas Card

Not too long ago, the wall behind our receptionist was filled with more than one hundred Christmas cards from members and suppliers. This Christmas, there were twelve. Of course, this is distressing because we are committed to print. But it also presents an opportunity. When you reach out to a client, prospect or friend, you

2016 PRESIDENT'S CONFERENCE
MARCH 6-9



JW MARRIOTT DESERT SPRINGS RESORT & SPA
PALM DESERT, CA

The President's Conference is the event for business leaders, top managers, and owners of companies that offer printing services! See how much you can save as a PIASC member!

	FEE	PIASC Grant	PIA Discount	TOTAL
PIASC Member	\$995	-\$200		\$795
Additional (same company)	\$995	-\$200	-\$200	\$495
Spouse/Guest (reception and meals only)	\$495	-\$200		\$295

Contact Socorro Garcia at Ext. 229 for your member grant. See page 3 or visit www.piasc.org/presidentsconference for details!

want to be noticed and remembered. As Christmas cards have passed from a flood to a trickle, a card from your firm (particularly if it is well done) will distinguish you from the herd.

Quote and Forget

The sales rep quotes on a project and then waits to see if it turns into an order—wrong! The key to success is to see the quote as the beginning of a dialog. Talk to the client and try to get feedback—is the quote looking good or not? If it’s not because it’s way over the budget or a competitor is lower, can we have another look? Getting a second chance is critically important because there is no version of not getting an order that will make us more profitable as even a significant reduction will still leave us with some contribution to overhead. Of course, when we get a second bite at the apple, simply reducing the price may make the client think that we were ripping them off, so we need a rationale. It’s useful to say something like “we got our paper house to give us a break to get the business” or “the production manager figured a better way to run the job” or even “the boss said that you’re an important client and he wanted your work.”

Thought for the Week



Always remember you're unique, just like everyone else.

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. 12</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> <p><input type="checkbox"/> Jan. 12th - <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> Jan. 13th - <i>Factor's Famous Deli • 9420 West Pico Boulevard • Los Angeles, CA 90035</i></p> <p><input type="checkbox"/> Jan. 14th - <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i></p> 
<p>Jan. 13</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> LLU</p> <hr/> <p>10:00 a.m.</p> <p>Cost: \$15/PIASC members \$99/non-member</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>WEBINAR: 2016 LABOR LAW UPDATE <i>Speaker: Kristine Kwong, PARTNER, Musick, Peeler & Garnett LLC</i> Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</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. Learn practical ways to comply with the increasing complexity of the new laws and ask any questions you may have on these and other hot button issues.</p> <p>For more information visit piasc.org/laborlaw.</p>
<p>Jan. 14-15</p> <p><i>tfruru</i></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: <i>The Castle Press 1222 N. Fair Oaks Ave. Pasadena, CA 91103</i></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>

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>Jan. 27</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> SHPT</p> <hr/> <p><small>Cost: \$75/ 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> <p><input type="checkbox"/> Jan. 27th, 9am – Meridian Graphics Conference Room, 2652 Dow Ave, Tustin, CA</p> <p><input type="checkbox"/> Feb. 3rd, 9am – PIASC Conference Room, 5800 S. Eastern Ave, #400, Los Angeles, CA</p> <p><input type="checkbox"/> Feb. 3rd, 1pm – PIASC Conference Room, 5800 S. Eastern Ave, #400, Los Angeles, CA</p>
<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>Location: <small>PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040</small></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><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> TOPTEN</p> <hr/> <p>11:00 a.m.</p> <p><small>Cost: PIASC members FREE! \$99/non-member</small></p> <hr/> <p>Location: <small>on your computer</small></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><input type="checkbox"/> <small>Check here to REGISTER</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 <small>includes \$200 PIASC grant</small></p> <hr/> <p>Location: <small>JW Marriott Desert Springs Resort and Spa Palm Desert, CA</small></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>

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FSC Certification

A continuing marketing program has encouraged many clients to think that if their job had an FSC label, it demonstrated their environmental credentials. Using the FSC logo required the printer to be audited, a process that will enable them to prove that the paper was, in fact, FSC certified. The cost of this process has been a barrier for many firms and, of course, it's only justified if there is sufficient demand. For several years, we have been able to offer a turn-key program including audits to firms with less than \$5 million in sales at \$1,695 per year. Within the last year, this program has been expanded to include firms with up to \$100 million in sales (at somewhat higher prices). If your firm is in this category, this may open the door to meaningful savings. Call Socorro Garcia at Ext. 229 (email: socorro@piasc.org) for full info.

Paying The New Rep

Hiring a new sales rep always presents a challenge on compensation. Most reps in our industry receive a commission with a draw against that commission. A candidate who will be successful is one who is focused on the commission deal. A candidate who will be unsuccessful (or is a rip off artist) is one who is focused on the draw.

Learn by Eating

Customer service training classes are expensive, so here's a way to create a training experience for relatively little cost: Take your group out to lunch, and

analyze the service you receive. Ask employees questions like these:

- What is the customer's first impression of the restaurant?
- What employee behaviors, good and bad, stand out?
- How is the product (food) quality?
- Does management help in making sure customers are acknowledged, served, and satisfied?
- How could service be improved?
- What insights can we apply to our own business?

The answers can give them useful insights on how to help your customers better.

When You Promote...

When you delegate supervisory tasks to an employee, you should support the new supervisor, but you also should prepare the folks who'll be supervised. The delegated supervisor needs information and advice, but the people they will supervise have needs, too—especially the need to understand that the new person has authority to direct and help them. They also should see you have confidence in them. In addition, they'll appreciate a chance to ask questions about how things will be different—if they will—with a new boss. Take the time to prepare everyone.

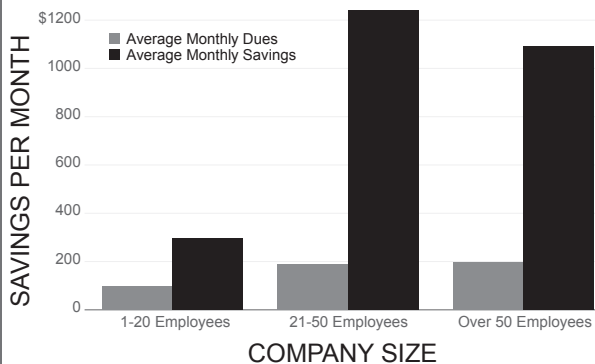
For Sale

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



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or 808.9990 for area codes: 213, 310, 619, 714, 818, & 951

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

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