



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 15, 2018

Secret Sauce for Success

The most successful firms in our industry are characterized by a tight grasp on two basic principles:

1. Sell as much as you can for as much as you can get.

2. Only invest in the plant and equipment that you can put to full use immediately

The first principle, “sell as much as you can,” means a total focus on fully utilizing the plant and equipment you already have. While there are 168 hours in a 24/7 week, the reality of needed maintenance and the unpredictability of customer demands in a custom manufacture, “I need it right now,” environment probably means that the practical upper limit on full utilization is two full shifts with overtime as needed including the occasional sixth day. “For as much you can get” means acceptance of the reality that your firm doesn’t decide prices, the buyers do. Whether we like it or not, they will not pay more for work than the value that it would create for them, nor more than the price they perceive it could be obtained from an acceptable alternative supplier. Thus, our pricing system must be focused externally on value to customer and our competitive positioning, not on “getting our costs.” An internally focused pricing system will lead us to prices that the customer won’t pay (zero sales) or prices that are less than they might have paid (money left on the table). The mark of success in this arena is a “hit ratio” (percentage of quotes that turn into orders) in excess of 60%. The second principle, “only invest in the plant and equipment that you can put to full use immediately,” means that the “build it and they will come” urge must be resisted as underutilized capital investments (the new six color press with only one shift’s work) are an unnecessary drain on profits and more importantly, cash. When sales growth or new technology seems to require a significant investment, a better solution is to farm the work out at the beginning. This will provide a risk-free period to learn about new markets and/or technology, making your ultimate decision to invest safer and better informed. An additional advantage of openness to “buy-outs” is an expanded capability for becoming a single source vendor for your key clients. This positioning can protect you from competition, expand your knowledge of their business plans and needs, as well as possibly opening the door to new capabilities.



The Printing Museum will be celebrating Ben Franklin’s Electric Birthday Saturday January 20th

Guests will enjoy special shows with Dr. Franklin on his life and inventions, printing on colonial presses, and more. Many of Franklin’s Revolutionary friends will also be in attendance for the celebration. Great for the whole family! Ticket information printmuseum.org or call (310) 515-7166. See page 3 for details!

You’ve Got the Sauce...

If you’re committed to the Secret Sauce for Success, you have to cook it—you need a structure to make it a reality. You must build an organization that can support your goals. By this, we mean that if you want to grow substantially, you can’t do it by trying to make your staff take on more than they are capable of taking on. Growth means both complexity, and increased transaction volume. These require both more people and better managers. The lack of either of these can severely limit the ability to grow and it means in today’s employee market, you can’t always hire the people that will work for the least money. After all, you do get what you pay for. This is hugely important, and understood by only a few people. You must understand the financial needs of growth—whatever investments in new equipment do occur, they can’t be done solely with “other people’s money.” A willingness on the part of ownership to reinvest profits rather than take them out as income is critical to being able to grow. It’s about trading off future income for future value. Finally, your organization must be market focused. In order to understand what “market price is” you need to understand what your market is. Equipment decisions all need to be based on what your markets want to buy from you and customer service functions need to understand the needs and value points that your markets insist on. There is no future in being just another “general commercial printer.”

Thought for the Week

The second you make it all about you, is the second you’ve already lost. ~ Chris Hill

Upcoming National Events Calendar 2018

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.

PIASC January-February Activities

<p>Jan. 18</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> CRMT</p> <p>10:00 a.m.</p> <p><i>Cost: FREE / member \$25/ non-member</i></p> <p>Location: <i>on your computer</i></p>	<p>WEBINAR: CUSTOMER RELATIONSHIP MANAGEMENT TOOLS <i>Presenters: Manish Bhardia, Eddie Bader, Eric Klauss, and Brian Iinuma</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Do you feel like your company needs a boost in its sales performance? Do you hear complaints from your sales team indicating that they need a better way to do their jobs? Do you see your competition empowering its salespeople and eating your lunch as a result?</p> <p>Customer Relationship Management (CRM) is a process or methodology designed to guide the activities of sales personnel. CRM tools are implemented to help enforce the process or methodology on a daily basis.</p> <p>For more information and to sign up online visit: http://bit.ly/CustomerRelationshipTools</p>
<p>Jan. 20</p> <p><small>Purchase tickets at: www.printmuseum.org/birthdaytickets/</small></p>	<p><small>Event Number</small> IPMBFC</p> <p>11a.m. & 1p.m.</p> <p><i>Cost: \$12 \$10 Students & Seniors</i></p> <p>Location: <i>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</i></p>	<p>BEN FRANKLINS ELECTRIC BIRTHDAY CELEBRATION <i>Presented by the International Printing Museum</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org</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 & 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>
<p>Jan. 25</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> LWL</p> <p>11:30 a.m.</p> <p><i>Cost: \$35 / member \$70/ non-member</i></p> <p>Location: <i>ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</i></p>	<p>LUNCH WITH LESLIE: HIRING, ON-BOARDING, AND MANAGING SALES PEOPLE <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org <i>(for owners, sales managers, HR professionals)</i></p> <p>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!</p> <p>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.</p> <p>Visit www.piasc.org/lunch for more!</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.

Other Industry Events 2018	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.
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.
6**

Register at right

Event Number-
CWC

7:30 a.m.
Cost: \$5

Location:
see locations at right

COFFEE WITH CHERYL - NEW LOCATIONS!

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**



Labor Law Updates

Do you know about all the new labor law updates for 2018? Do you have questions about 2018's new employment law updates? Join Cheryl Chong, PIASC's HR Director, for a lively round table discussion about your options and remedies.

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

- Feb. 6th** – Citrus Café, 1481 Edinger Ave, Tustin, CA 92780
- Feb. 13th** – Mimi's Café, 3890 Grand Ave., Chino, CA 91710
- Feb. 21st** – Mimi's Café, 2925 Los Feliz Blvd., Los Angeles, CA 90039
- Feb. 27th** – Hof's Hut, 2147 N. Bellflower Blvd., Long Beach, CA 90815

**Feb.
16**

Download entry form at www.piasc.org

Event Number
C4ED

Cost: *PIASC members first entry is FREE!*
(when more than one entry is submitted)

Location:
PIASC Offices
5800 S. Eastern Ave
Suite 400
Los Angeles, CA 90040

14TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE

Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

Printing Industries Association, Inc. of Southern California proudly presents "Call for Entries" for the 14th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it's Best of Category, People's Choice 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.

Start gathering your best pieces from 2017 today! Save the date for the Call for Entries deadline on **Friday, February 16, 2018.**

Get more info at www.piasc.org/printexcellence.

Quick Registration

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- Fill out the form at the right
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Company _____ Phone (_____) _____

Attendees: _____

Bill Company Credit Card # _____

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IRS Mileage Rates

Beginning January 1, 2018, the IRS safe harbor mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 54.5 cents per mile for business miles driven (up from 53.5 cents in 2017).
- 18 cents per mile driven for medical or moving purposes (up from 17 cents in 2017).
- 14 cents per mile driven in service of charitable organizations (same as 2017).

As always, you can use a higher rate if you can document it with actual costs.

My Job Is Way Short

A lot of projects in our industry involve working on materials furnished by the customer (finishing, mailing, etc.). There is (or should be) an understanding between the parties that a normal amount of production spoilage will occur. However, trouble sets in when the apparent shortage is much higher than expected. Of course, if there was a problem running the job, keeping the customer in the loop and showing them the issue can help a lot. But when the jobs delivers with a significant shortage, these issues need to be addressed. Are the parties certain of the actual counts delivered to the finisher or mailer as well as the final counts delivered? It's not uncommon for delivery receipts to refer to pallets or skids but not counts. If counts are a sensitive issue, a good investment might be a counting machine to verify them both on receipt and delivery. If there is a

material shortage, an equitable way needs to be agreed upon to put a price tag on it. Generally, this should be the out-of-pocket cost to replace the missing pieces including just materials and wages but not overhead or profit.

Parental Leave Change

Effective January 1, 2018, the New Parent Leave Act ("NPLA") or SB 63, expands California's leave laws by requiring employers with 20 to 49 employees to provide up to 12 weeks of unpaid, job-protected parental leave to bond with a new child within one year of the child's birth, adoption, or foster care placement. These provisions already generally apply to employers of 50 or more persons. Similar to the California Family Rights Act, the NPLA required employers to continue the employee's health insurance benefits while on leave. The NPLA applies to private, state, and municipal employers. Covered employers must amend their leave policies and employee handbooks to include the NPLA, and train personnel on how to handle leaves, which in the past had only applied to larger employers. For questions on this new law or for other employment updates, call Cheryl at Ext. 218 (email: cheryl@piasc.org).

Wanted

Growing digital printing company in San Fernando Valley looking to acquire digital printing and/or data management company. Our equipment mix includes 7 digital presses including Indigo, Canon and OCE technology with complete in house finishing- Perfect Binding, Stitching, UV, Wire-o, Laminating, Embossing and Die-cutting. Call Keith at (818) 335-1928.

See our e-Classifieds section on the web at 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

Printing Industries Association of Southern California

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