



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 16, 2017

Get Control Of Downtime

You've just got a nice order from a new client and your press (printer, binder, etc.) is down! We all know that this stuff always happens at the wrong time, so the cure is prevention. Get advice from the manufacturer for all of the key items in your shop on the correct maintenance schedule. Then, follow it. Help your people know how to take care of the routine items on schedule. Consider keeping an inventory of parts that commonly fail so that you don't have to wait hours or days to get them. Identify trusted local repair sources. Consider using them to help with routine maintenance. Make sure that operators are on the alert for strange sounds or erratic operation that signal impending failure. Identify local plants with the same equipment so you can farm out to them when needed (and they to you as well).

Lease Financing

If you're looking at a new piece of equipment, there will probably be a lease option on the table. Chances are that the lessor is not the firm who made the equipment. This reality can be a big problem if the equipment has problems or can't do what it was supposed to do. Why? Because the leasing company can correctly say, "our money was not defective." This means that you cannot withhold lease payments as leverage to get the problem fixed. When equipment is on your floor, there should be adequate time for you test it (preferably using independent experts). You should have a right to have it removed or repaired to your satisfaction without charge and with the cancellation of the lease. The rights can be obtained, but the time to do so is before you sign the deal. Read the contract and get help if necessary. If it doesn't contain the language you need, propose it and have it included in the final contract. If you are purchasing the equipment to do a specific kind of work, get contract language guaranteeing that it can do it (the sales rep's statement "no problem" won't cut it). You have a chance of doing this when they're still trying to get the order. When they've got your signature, you're done.

Minimum Wage

Statewide, the minimum wage in California increased to \$10.50/hour on January 1st. The minimum compensation for exempt employees increased to \$840/week at the same time. A number of local jurisdictions

February 9th Anaheim **KARL STRAUSS** BREWERY FEBRUARY 16th Los Angeles **POUR HAUS** WINE BAR

Cocktails & Conversations

5:30—7:30 pm, \$25. See page 3 for details!

have adopted more generous versions of the minimum wage as well as sick pay requirements. These rules apply to every employer and back pay settlements can be very costly. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for help on this.

Be a Hero

You can be a hero to your client, prospects and your hard-working people if you enter those great projects in the 2017 Print Excellence Awards. Start now to gather those samples and start completing the entry forms. The deadline of February 17th will be here sooner than you think. Visit <http://bit.ly/HerosOfPrint> and see how other printers became heros. Call Kristy Villanueva at Ext. 215 (email: kristy@piasc.org) for help.

Bill It Now!

A major threat to your working capital (the gold that keeps you operating) is slow billing. Your goal should be to have an invoice in the client's hands within two days of shipment. Waiting until the end of the month (or later) to bill jobs is picking your own pocket. Don't let the billing be held up waiting for an invoice from a supplier or a carrier—call them and get the number. If it's one of those jobs where there were problems, wait two or three days, then call and ask if they have the invoice. If they have a problem or a question, it's better to deal with it right away than thirty or sixty days later. Not only will you get a check sooner, but you can work with the problem while everyone still remembers what went on.

Thought for the Week

A fool isn't someone who is wrong, a fool is someone who is afraid of being wrong.

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.

PIASC January-February Activities

Jan. 17

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**

"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. 17th - Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
- Jan. 18th - Lenny's Deli • 2379 Westwood Blvd. • Los Angeles 90064
- Jan. 19th - West Bistro • 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**

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

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**

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.

Other Industry Events	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>Jan. 24 <i>and</i> 25</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> PBPM</p> <hr/> <p>9:00-2:00 p.m.</p> <p><small>Cost: \$99/ members \$199/non-members</small></p> <hr/> <p>Location: <small>Southwest Offset Printing 13555 S St Andrews Pl Gardena, CA 90249</small></p>	<p>POSTAL BOOTCAMP <i>For Printers and Mailers</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</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 GEORGE HEINRICH, PPhD, CQMPS, CMQCS, CMDP, The Postal Professor.</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"/> Jan. 24th – 8:00 am—12:00 pm <input type="checkbox"/> Jan. 25th – 8:00 am—12:00 pm</p> <p><input type="checkbox"/> Jan. 24th – 1:00 pm—4:00pm <input type="checkbox"/> Jan. 25th – 1:00 pm—4:00pm</p>
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<p>Jan. 25</p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> FPNW</p> <hr/> <p>8:00 a.m.</p> <p><small>Cost: FREE to members \$25/ non-member</small></p> <hr/> <p>Location: <small>Fullerton College 321 E. Chapman Ave. Fullerton, CA 92832</small></p>	<p>FLEXIBLE PACKAGING FOR NARROW WEB Contact: Emily Holguin, Ext. 262, emily@piasc.org</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>Learn about: Narrow Web Press Configurations for Packaging, Different Substrates for Flexible Packaging, Coatings and Adhesives, Proper Ink Systems Selections & Proposition 65 Updates from industry's leading speakers.</p>
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<p>Jan. 26</p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> LLU</p> <hr/> <p>10:30 a.m.</p> <p><small>Cost: FREE/ member \$99/ non-member</small></p> <hr/> <p>Location: <small>on your computer</small></p>	<p>LABOR LAW UPDATE WEBINAR <i>Speaker: Kristine Kwong, Partner, Musick, Peeler & Garrett LLC</i> Contact: Emily Holguin, Ext. 262, emily@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.</p> <p>What you'll learn:</p> <ul style="list-style-type: none"> New statutes applicable to employers for 2017 New case law on harassment, discrimination New case law regarding employee leaves of absence Best practices in preventing litigation
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<p>Feb. 9</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> CAC14</p> <hr/> <p>5:30 p.m.</p> <p><small>Cost: \$25 non-members: \$40</small></p> <hr/> <p>Location: <small>See locations at right</small></p>	<p>COCKTAILS AND CONVERSATIONS Contact: Emily Holguin, Ext. 262, emily@piasc.org</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"/> Feb. 9th – Karl Strauss Brewing Co., 2390 E. Orangewood Ave., #100, Anaheim, CA 92806</p> <p><input type="checkbox"/> Feb. 16th – Pour Haus Wine Bar, 1820 Industrial St., Los Angeles, CA 90021</p>
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To Be A Sales Leader (conclusion)

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

7. Lack of Self-Consciousness. Self-consciousness is the measurement of how easily someone is embarrassed. The byproduct of a high level of self-consciousness is bashfulness and inhibition. Less than five percent of top performers had high levels of self-consciousness. Top salespeople are comfortable fighting for their cause and are not afraid of rankling customers in the process. They are action-oriented and unafraid to call high in their accounts or courageously cold call new prospects.

Not all salespeople are successful. Given the same sales tools, level of education, and propensity to work, why do some salespeople succeed where others fail? Is one better suited to sell the product because of his or her background? Is one more charming or just luckier? The evidence suggests that the personalities of these truly great salespeople play a critical role in determining their success.

Words Matter

Sometimes the hardest thing to say is, “I don’t know.” Some people fear admitting their ignorance so much that they brush aside questions or talk around issues until everyone forgets what was asked. Worse yet, some people make up an answer or even lie. Try these out the next time you find yourself lacking an answer:

- **“I don’t know ... but I’ll find out.”** In a world where

being able to find knowledge is almost as important as having it, this is perfectly acceptable.

- **“I don’t know ... but I’m interested in what you think.”** People will respect your honesty and be flattered that you asked their opinion.
- **“I don’t know ... but does it really matter?”** This is good when you need to redirect the conversation away from red herrings and back to the meat of the matter.
- **“I don’t know ... but you don’t have to worry about that.”** This is a useful response for redirecting conversations that are running off course.

Ink Crystalization

Ink crystallization occurs when a dry ink is overprinted or dry trapped over a previously printed ink. The first printed and fully dried ink has had wax, silicone, or Teflon migrate to the surface, and the second down ink does not lay in a smooth film, resulting in an orange peel effect or pin holes. Waxes, silicone, and Teflon are added to inks to provide slip or run resistance, which helps prevent abrasion to the surface of the ink film. Waxes, silicone, and Teflon can be used to increase run resistance, but can also interfere with adhesion of an overprint, including inks and coatings. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

See our e-Classifieds section on the web at 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

Printing Industries Association of Southern California

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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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