



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 18, 2016

## The Fair Pay Act

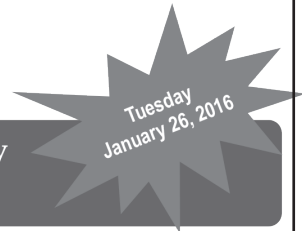
The amended California Fair Pay Act (SB 358) came into force January 1st. Its provisions mandating equal pay for male and female employees doing “substantially similar work” should create new opportunities for lawyers. It’s difficult to suggest what an employer can do to avoid liability other than statements of non-discriminatory policy and the avoidance of overtly violative decisions. One point that should be noted is that the law grants employees a right to discuss their compensation with other employees, so policies that forbid this should be eliminated (they were difficult to enforce anyway). The law also permits employees to ask their employer about the compensation of others but doesn’t require the employer to respond. This might be a good time to review compensation patterns in your firm as it is not uncommon that differentials exist that have no rational basis. Call Cheryl Chong at Ext. 218 (email: [cheyl@piasc.org](mailto:cheyl@piasc.org)) for help on this.

## The "Profit Split"

We occasionally talk to firms who pay an additional commission on pricing that’s above the estimate, sometimes as much as 50% (the profit split). While it’s certainly attractive to focus the sales reps on not leaving dollars on the table, there are potential hazards. First, to the extent that the reps become focused on the big win, they may not try to sell the jobs which could make a needed contribution to overhead even if they are at or below the estimate. Second, if the rep finds a buyer who is looking for something on the side, a profit split provides a ready fund to accommodate them. The problem is that if the buyer is found out, both the buyer and the client are gone forever perhaps with criminal consequences. If the matter become public, it is not unlikely that other clients will be hesitant to do business.

## Before You Quote

Calling upon a prospect and asking for something to quote on is an exercise in wasting time and making the competition look good. Before you get to the quote stage, you should have determined that the prospect is likely to have enough work that fits your capabilities. You should have a basic understanding of their print opportunities and the problems that you can address.



## A Flexo Workshop Day at Fullerton College

This workshop will feature speakers along with Live Demonstrations in the following areas:

- Esco** - See Full HD Plate Technology in action, **Apex** - Learn about the next generation anilox from Apex called GTT, **Rotometrics** - See a demonstration of its Adjustable Clearance Anvil that eliminates the need for purchasing new dies due to liner changes,
- Environmental Ink** - Learn about the wide variety of specialty coatings and when to use them, and **Tesa Tape** - Learn about tape requirements for high quality printing. See page 2 to register or visit [www.piasc.org/FlexoDay](http://www.piasc.org/FlexoDay) for details and online registration.

When you’re talking about a specific project, try to learn about the budget dollars that are available as a quote that’s way under budget leaves dollars on the table and one that’s way over is a waste of time.

## Deliver The Bill Now

It’s hard to imagine a good reason why a job cannot be billed within a day or two of shipment. It doesn’t happen when accounting is waiting for a minor piece of information that could be guessed if not known or the sales rep to look at or the boss to OK it. Don’t forget that the first step in getting payment is the client getting the invoice. Every day that this takes is a day without payment for work already done.

## The Next Supervisor

An extremely wise HR person once suggested that the way to pick a supervisor for a group is to observe them and pick the person to whom people went to with questions. Essentially, the group picked its own leader. This is key because leaders need followers and followership is voluntary. Generally picking the best pressman or the best salesman to be the manager doesn’t work well because their skills are focused on their role and not on others.

## Thought for the Week

*Knowledge speaks, but wisdom listens*

**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](http://www.piasc.org).

**PIASC January-March Activities**

**Mar. 22**

Register at right

Event Number-  
**BWB**

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

**Location:**  
see locations at right

**BREAKFAST WITH BOB**

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

**YOUR DIGITAL FUTURE IS...**

It's hard to find a firm that doesn't have digital output capability. It's also hard to find one who's digital business is growing, although usually still smaller than offset. It's clear that in most cases digital has a role, frequently a key one, of the future of the firm.

This month we'll share experiences to date—toner or ink jet, VDP or short run, page units or large format, banners, posters and everything else.

What are the problems? Which manufacturers do we like? What about supplies and service? Are we buying or leasing and where do click charges fit in?

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

- Mar. 22nd** – Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730
- Mar. 23rd** – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Mar. 24th** – Brent's Deli • 19565 Parthenia Street • Northridge 91324
- Mar. 29th** – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
- Mar. 30th** – Lenny's Deli (formerly Junior's) • 2379 Westwood Boulevard (at Pico) • Los Angeles
- Mar. 31st** – The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807



**Jan. 26**

Check here to REGISTER

Event Number  
**FLEXO**

**8:30 a.m.**  
Cost: \$20 /PIASC members  
\$430/non-member

**Location:**  
Fullerton College, Room 901, 321 E. Chapman Ave. Fullerton, CA 92832

**FLEXO WORKSHOP DAY AT FULLERTON COLLEGE**

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

This workshop will feature speakers along with Live Demonstrations in the following areas:

- Esko—See Full HD Plate Technology in action, which allows printers to achieve higher quality printing.
- Apex—Learn about the next generation anilox from Apex called GTT, which provides the ability to print tough screens and solids on one plate and resolves many issues associated with conventional hex-cell technology.
- Rotometrics—See a demonstration of its Adjustable Clearance Anvil that eliminates the need for purchasing new dies due to liner changes; it also allows optimum die cutting and can extend the life of the die.

and more! Visit [www.piasc.org/FlexoDay](http://www.piasc.org/FlexoDay) for details.

**Jan. 27**

Register at right

Event Number-  
**SHPT**

Cost: \$75/ member,  
\$150/non-member

**Location:**  
see locations at right

**SEXUAL HARASSMENT PREVENTION TRAINING**

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

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.

Check the box(es) below to register for any of these upcoming sessions:

- Jan. 27th, 9am** – Meridian Graphics Conference Room, 2652 Dow Ave, Tustin, CA
- Feb. 3rd, 9am** – PIASC Conference Room, 5800 S. Eastern Ave, #400, Los Angeles, CA
- Feb. 3rd, 1pm** – PIASC Conference Room, 5800 S. Eastern Ave, #400, Los Angeles, CA

**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>Save the Date for these upcoming events</b>	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

<b>Feb.</b> <b>12</b> <small>Download entry form at <a href="http://www.piasc.org">www.piasc.org</a></small>	<small>Event Number</small> <b>C4ED</b>  <small>Cost: PIASC members first entry is FREE! (when more than one entry is submitted)</small>  <small>Location:</small> PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040	<p><b>12TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE</b>                  Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></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 <b>Friday, February 12, 2016.</b></p>
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<b>Feb.</b> <b>25</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<small>Event Number</small> <b>TOPTEN</b>  <b>11:00 a.m.</b> <small>Cost: FREE! to PIASC members \$99/non-member</small>  <small>Location:</small> on your computer	<p><b>WEBINAR: TOP TEN CAL/OSHA CITATIONS AND HOW TO AVOID THEM</b>                  Speaker: <i>Gerry Bonetto, PIASC VP Government Affairs</i>                  Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b></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 <a href="http://piasc.org/fyiwebinars">piasc.org/fyiwebinars</a>.</p>
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<b>Mar.</b> <b>6 thru 9</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<small>Event Number</small> <b>PC</b>  <small>Cost:</small> <b>Before 12/31 \$695/member \$495/add'l same co. \$295/spouse includes \$200 PIASC grant</b>  <small>Location:</small> JW Marriott Desert Springs Resort and Spa Palm Desert, CA	<p><b>PRESIDENT'S CONFERENCE</b>                  Contact: <b>Socorro Garcia, Ext. 229, <a href="mailto:socorro@piasc.org">socorro@piasc.org</a></b></p> <p>By popular demand we are introducing the return of the PIA's Presidents Conference. We pulled out all the stops to make <b>The 2016 President's Conference</b> 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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Company \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Attendees: \_\_\_\_\_

Bill Company  Credit Card # \_\_\_\_\_

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

**Sales Agreements**

The California Labor Code requires that a commission sales rep receive a written compensation agreement.

This document can be changed by the employer prospectively but it's binding with respect to sales already made. It's really a good idea as confusion about the compensation causes needless ill will. Call Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)) for a copy of this agreement.

**Bring Them Up**

Some employees take pride in giving their all. Other workers, though, try to get by with only minimal effort. How can you motivate these slackers to step up? Take it

step by step:

- **Investigate first.** Perhaps employees' lack of effort can be attributed—at least in part—to inefficient workplace processes like information bottlenecks or the need for too many approvals. Start by observing employees in action to determine whether you need to revamp or streamline procedures instead of revving up people.
- **Don't label.** If you decide that human error is the problem, try to avoid mentally separating high achievers from borderline performers. Once you make that distinction, you may unconsciously start to expect less from people who are already falling short. Instead, try to think of them as diamonds in the rough. Express your confidence in their abilities, and you may motivate them to do more.

- **Coach them, don't ignore them.** Some managers give their underachievers middling evaluations and bare-minimum raises so they can focus their attention on more engaged workers. Instead, try to provide incentives that will give the underachiever a reason to improve. Share the promise of greater reward for greater effort, and explain that no raise—not even a mediocre one—is guaranteed.
- **Don't give up.** Few people climb out of their ruts after a single coaching session. Be willing to make a long-term commitment to helping these workers propel themselves forward.

**Cool It**

What you say counts in handling an argument, but so does how you say it. If you're shouting, even a sincere offer of compromise is likely to fall flat. Instead, try focusing on your volume instead of just the content of your words. As a conversation heats up, listen: Are you and your opponent talking louder and louder? If so, concentrate on keeping your voice from following the upward trend. Relax the muscles around your jaw, neck, and shoulders, and forget about outshouting your opponent. You'll come across as more professional and confident, and your tone may well defuse a tense situation.

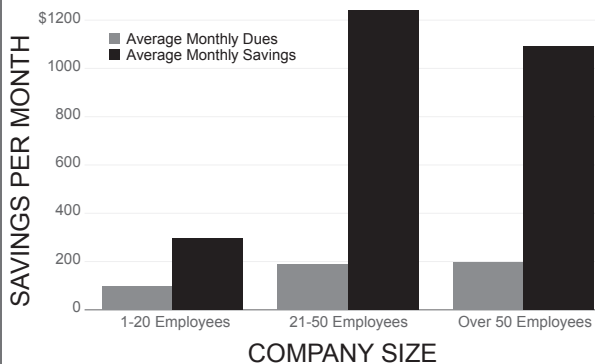
**For Sale**

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](http://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](http://www.piasc.org)



**Printing Industries Association of Southern California**

Affiliated with Printing Industries of America, Inc.



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