



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 1, 2016

Starting A New Rep

It's obvious that growing sales requires hiring sales reps but the challenge is always the choice between the unlikelihood of finding the established rep with a book of business (who isn't a scam artist) or the cost of working with a beginner who isn't earning their keep. The reality is that the beginner who doesn't yet have the skills or knowledge, but is hungry, is probably the right choice. Then, the problem is paying them until their production rises to the level of sustainability (usually at least \$500,000 in annual sales). In thinking about this, it's useful to remember that sales brought in by the beginner is business we don't have now. We don't have to buy a new press, expand the building or hire another person in the office to handle it as it slowly ramps up. This means that for the typical commercial printer, the cost of this new work is just the paper, buy-outs and wages of the production people which typically is not more than 60% to 70% of the sales price. Therefore, if the new rep brings in \$100,000 in new business the first year, there will be a \$30,000 to \$40,000 contribution to overhead, making it manageable to pay them a salary during this process. Of course, the rep should be making progress towards sustainable volume which is more likely to happen if the management works with them to help them set goals and learn the necessary skills.

Six Days To Stay

Top management of the USPS has given up on the plan to eliminate Saturday delivery. The decision was driven by the rapid expansion of the package delivery business (now with Sunday delivery in a number of cities) and the difficulty of selling the idea to Congress. This is good news for direct mail and for print in general.

"That's Not My Job"

When you overhear an employee say, "That's not my job," your first impulse might be to get angry. Learn to hold off before you overreact. Sometimes employees really aren't sure how far their duties extend. Other times, they may want to help but don't know how to respond to requests they get. Instead of lecturing, say something like, "I overheard part of your conversation. Maybe I can help. What did that person need?" From here you can start a conversation about helping people, whether they're customers, co-workers, or other managers.



FYI WEBINARS
Top 10 Cal/OSHA Citations
And How To Avoid Them!

FEB 25th

Free to members! See page 3 for details.

Tell Them How Smart They Are

When you're talking to a client or prospect, the focus should be on them and not you. You want to know as much as possible about their business, their vision, and their needs so that you can demonstrate the benefits of doing business together. This is easy to do if you remember that people like to talk about themselves and what they do, particularly if they are told how clever and knowledgeable they are.

"All My Clients Come From Referrals"

The best answer to "Where do we find new clients" is from referrals. How do we get referrals—we ask for them from our existing clients. Because they're doing business with us, they like us and almost always, they'll give us a referral. Why? Because they want to show someone else what a great resource they've found (it's a bit of an ego thing). Not only does the referral get our foot in the door, but it's likely that they're in similar businesses making it easier to demonstrate value.

Listen First

When you're coaching an employee to solve a problem or improve at a task, start by keeping your mouth shut. Spend the first few minutes listening and taking notes while the employee describes the problem's causes, effects, and possible remedies. He or she may already have a solution in mind but doesn't know how to carry it out. Or the employee may really be stumped. Either way, your receptive silence offers encouragement that you're there to help, not intimidate.

Thought for the Week

*Amateurs built the ark.
Professionals built the Titanic.*

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 February-April Activities

<p>Mar. 22</p> <p><small>Register at right</small></p>	<p>Event Number- BWB</p> <p>7:30 a.m.</p> <p>Cost: \$5</p> <p>Location: <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>YOUR DIGITAL FUTURE IS...</p> <p>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.</p> <p>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.</p> <p>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?</p> <p>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Mar. 22nd – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Mar. 23rd – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Mar. 24th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> Mar. 29th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Mar. 30th – <i>Lenny's Deli (formerly Junior's) • 2379 Westwood Boulevard (at Pico) • Los Angeles</i> <input type="checkbox"/> Mar. 31st – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i>
<p>Feb. 3</p> <p><small>Register at right</small></p>	<p>Event Number- SHPT</p> <p>Cost: \$75/ <small>member, \$150/non-member</small></p> <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>Check the box(es) below to register for any of these upcoming sessions:</p> <ul style="list-style-type: none"> <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>
<p>Feb. 12</p> <p><small>Download entry form at www.piasc.org</small></p>	<p>Event Number C4ED</p> <p>Cost: PIASC members first entry is FREE! <small>(when more than one entry is submitted)</small></p> <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>



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.

<p>Save the Date for these upcoming events</p>	2/9	AAF-OC Big Game Review	Dave & Busters, Irvine Spectrum	Lisa Delaney	www.aafoc.org
	3/19	Kids Krazy Crafts Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	3/23	AAF-OC 2016 Addys	Bowers Museum, Santa Ana	Lisa Delaney	www.aafoc.org
	5/4	Annual Paper & Substrate Show	Andrei's Conscious Cuisine Event Center, Irvine	Kristy Villanueva	www.aafoc.org
	6/4	Essential to Success Conference	Fullerton College, Fullerton	Kristy Villanueva	www.piasc.org
	6/11	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org

<p>Feb. 25</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> TOPTEN</p> <hr/> <p>11:00 a.m.</p> <p>Cost: FREE! to PIASC members \$99/non-member</p> <hr/> <p>Location: 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><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> PC</p> <hr/> <p>Cost: \$695/member \$495/add'l same co. \$295/spouse includes \$200 PIASC grant</p> <hr/> <p>Location: 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>
<p>Apr. 8</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> GN</p> <hr/> <p>5:30 p.m.</p> <p>Cost: \$100 ticket \$1000/table of 10 \$800/table of 8</p> <hr/> <p>Location: Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744</p>	<p>2016 GRAPHICS NIGHT <i>Celebrating Paper and Ink</i> Contact: Maribel Campos, Ext. 210, maribel@piasc.org</p> <p>Let's celebrate paper and ink! Join us for an evening celebrating paper and ink—an evening where we'll salute print on paper as the number one communication media, recognize the PIASC Executive of the Year, and crown the winners of the 2016 Print Excellence Awards Competition.</p> <p>Overnight Accommodations: 1.800.524.4557 Room Reservation Code: PIASC Spa: 626.854.2502 • Golf: 626.810.4653</p> <p>For all details visit www.piasc.org/GraphicsNight. Sponsorships are still available!</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.

Leslie's Wisdom

Sales guru, Leslie Groene says...
 Forget Resolutions - Make a Plan. Nobody accomplishes anything of significance by trying to do it all at once. Most people want to magically move from point A to point Z, but don't even have an outline of a plan to get from point A to point B, and from point B to point C and so on. While it's easy to *Picture Yourself & the Life You Want*, the difficult part is actually getting there. Break lofty goals up into manageable steps and your likelihood of success increases tenfold.

Focus on Your Strengths. Backsliding is not failure. It's easy to see what we haven't accomplished, rather than the steps that we have taken. Any effort or energy you give to what you haven't accomplished will only slow you down. Celebrate every accomplishment, keep the momentum, and look toward the future. Make sure that you maximize your strengths and minimize weaknesses.

Learn Something New. There is no better way to continually evolve as a human being than to make a commitment to life-long learning. I meet people everyday that act like they have nothing more to learn. Even the biggest 'know-it-all' doesn't know everything. Education paves a pathway to success. I believe you can never be too educated. This year, take a class about something of interest to you, be it personal or career oriented - you've probably been meaning to but haven't gotten around to it. If not this year, then when?

Spend Time with Positive People. Surround yourself with people who support your goals and endeavors. Spending time with people that bring us down or focus on the negative side of things challenges

our focus and positive attitude - both of which are essential to achieving success.

The PIA Technical Experts

How do I reduce the effect of chalking on my web press? Chalking occurs when some of the dried printed ink rubs off the surface of the paper exposing the paper surface with the pigment not bonding to the surface of the paper. This should not be confused with the ink not drying. Typically, the ink vehicle is absorbed into the stock, not leaving enough on the paper's surface to bind the pigments. This can be caused by too-absorbent paper or the ink formulation. This can also be an effect of too high a drier temperature or else poor pigment wetting in the ink.

Good Talk

Much of management consists of conversations with your employees. To make every conversation effective, you've got to ask the right kinds of questions. Concentrate on these three:

- **Open-ended.** Avoid questions that call for a yes-or-no answer. You'll learn more by asking questions that start with "what" or "how can we ..."
- **Outcome focused.** Don't rehash the past. Ask questions that apply to achieving your goals, like, "What do we need to do to make this deadline?"
- **Non-judgmental.** Resist the urge to ask, "Why did you ..." in a way that makes employees nervous or defensive. Prioritize solving problems, not assigning blame.

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



FEBRUARY
 Buying Power
 of the Month

Want to pay less for processing?

Many PIASC members are protecting their business and saving up to 40% on credit card processing.

Receive a free confidential savings analysis and \$50 gift card when you sign up with CardConnect! Fax a recent statement to (913) 953-5325.

To get started Contact Mike Davis at (913) 953-5302, mdavis@cardconnect.com.

For more information or to join go to: www.piasc.org



Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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>

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



