



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 6, 2017

2017 PIASC Executive of the Year

The 2017 PIASC Executive of the Year is Marina Poropat Joyce. She is a passionate paper geek who has been marketing, graphic designing, publishing and printing her whole life. She fell in love with design and printing early on, and founded one of the first design-to-print companies in Los Angeles. Her company INTAGLIO was ranked as one of the 50 fastest growing print companies in the country, winner of Inc. Magazine's Inner City 100 and one of Los Angeles' top 100 women-owned companies. When she became expertly fluent in the complex language of print, she wrote *The Art & Science of Designing for Print* to simplify the finer details of printing into graphic designer-speak. Marina served on the board of the Printing Industries Association of Southern California (PIASC) as a board member and became its Chairman in 2008. Another joy she's found (other than seeing a design come to life in print) was driving with her husband from London to Mongolia over 16 countries in a 9,600-mile rally.

Their Needs vs. Your Capabilities

The traditional goal of sales is to fill the plant. While there's no question that a busy plant is almost always a profitable one, the focus on selling what we can produce tends to commoditize the work and always makes it unlikely that the firm can become a partner rather than a supplier. On the other hand, a total focus on meeting the client's needs regardless of their source of production has the potential of isolating the firm from competition, not only increasing volume but also pricing. While contribution margins on externally produced work (buy-outs) may be less, they do produce a stream of contribution dollars. It is dollars and not percentages that pay for the overhead and get the firm to profit.

Be A Squeaky Wheel

It seems likely that business will pick up in 2017 as the economy improves. Unfortunately, an increase in sales puts pressure on everyone's cash (including your own) as money has to be spent up front before invoices are collected. The best way to keep in front of this is to be a squeaky wheel. Regular and frequent calls to your slower paying clients will tend to get you to the top of their check pile. Also, be careful of letting anyone's outstanding balance get too high. While it's nice to have

Congratulations to Marina Poropat Joyce, the 2017 PIASC Executive of the Year. Join us as we honor her and the winners of the Print Excellence Awards on April 7th at Graphics Night.

See page 3 for details!



their business, discovering that they're bankrupt will be a painful event.

The Broker Market

The traditional path to sales for printing firms is direct sales to end users. The appeal of this approach is the possibility of building partnered relationships with better volume and (hopefully) pricing. The challenge is that hiring and training an effective sales rep is a tough job with the possibility of expensive failure. We see more and more firms looking to the broker channel as an alternative or supplemental solution. The right broker brings real time skills in project management together with a broad range of resources to meet any client need. This can make them an answer to the client's challenge of no longer having the internal resources to manage print project needs and position the broker to be a key go to person for the client. The broker's print suppliers are saving direct sales costs and dealing with a knowledgeable and experienced buyer.

Too Much Stuff?

Want to organize your desk more efficiently? Accept the fact that at least 60 percent of the stuff on your desk is garbage, and at least 80 percent of the papers in your file cabinet are outdated. Start the cleaning/organizing process with a focus on getting rid of stuff, not saving it, and you'll stand a much better chance of getting—and staying—organized.

Thought for the Week

Sometimes the most clever thing to say is nothing at all.

Upcoming National Events Calendar 2017

2/8	Webinar: Financial Performance Assessment	1:00pm-2:00pm	with Ron Davis	Tia McNaughton	412-259-1756	tmcnaughton@printing.org
2/15	Webinar: Your Taxes - What You Should Expect	2:00pm-3:00pm		Julie Shaffer	412-259-1730	jshaffer@printing.org
3/1	Webinar: Creating Culture of Engagement	2:00pm-3:00pm		Adriane Harrison	412-259-1707	aharrison@printing.org
3/12-3/15	2017 President's Conference		Hilton Long Beach, Long Beach, CA	Julie Shaffer	412-259-1730	jshaffer@printing.org
3/19-3/22	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	412-259-1710	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 February-April Activities

<p>Mar. 7</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m.</p> <p><small>Cost:</small> \$5</p> <hr/> <p><small>Location:</small> <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB AND CHERYL Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>California is the world leader in restrictive labor laws and hungry trial lawyers. All you're trying to do is to run your business and hire folks who will do decent work, but it's easy to make a mistake and become a victim of the system. Be sure to join Cheryl Chong, PIASC's HR Director and Bob Lindgren, PIASC' President to learn how to be safe rather than sorry.</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. 7th – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Mar. 8th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Mar. 9th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> Mar. 21st – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Mar. 22nd – <i>Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</i> <input type="checkbox"/> Mar. 23rd – <i>West Bistro • 3900 Atlantic Ave. • Long Beach 90807</i> 
<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:</small> \$25 <small>non-members: \$40</small></p> <hr/> <p><small>Location:</small> <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>Check the box(es) below to register for these events:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Feb. 9th – <i>Karl Strauss Brewing Co., 2390 E. Orangewood Ave., #100, Anaheim, CA 92806</i> <input type="checkbox"/> Feb. 16th – <i>Pour Haus Wine Bar, 1820 Industrial St., Los Angeles, CA 90021</i>
<p>Feb. 15</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> LWL</p> <hr/> <p>11:30 a.m.</p> <p><small>Cost:</small> \$35 / member \$60/ non-member</p> <hr/> <p><small>Location:</small> <i>ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</i></p>	<p>LUNCH WITH LESLIE: MASTERING EFFECTIVE PROSPECTING <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>In order to be a consultative sales rep, we need to be prepared to build a relationship with a new contact which needs a well thought out go to market strategy. This includes many 'touch points' and prospecting tools. We will discuss the timelines that work as well as objection resolution.</p> <p>Join us to learn (or remember) how to approach new contacts with confidence and a plan that helps them accomplish their objectives. Their objectives are the center of our approach and selling process in this new world of solution selling!</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	2/11	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	4/8	Kids Krazy Krafts Day	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	4/20	Cal Poly GrC Career Day	Cal Poly State University, San Luis Obispo	lsing@calpoly.edu	(805) 756-2645
	4/22	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	5/13	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	6/24	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

<p>Feb. 17</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><small>Location:</small> <i>PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040</i></p>	<p>13TH 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 13th 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>Start gathering your best pieces from 2016 today! Save the date for the Call for Entries deadline on Friday, February 17, 2017.</p>
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<p>Feb. 23</p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> CYBER</p> <hr/> <p>10:00 a.m.</p> <p><small>Cost: FREE / member \$25 / non-member</small></p> <hr/> <p><small>Location:</small> <i>on your computer</i></p>	<p>CYBERSECURITY: 5 STEPS TO SAFEGUARD YOUR BUSINESS <i>Presenters: Brian linuma, Strategic System Group, Inc. & Eddie Bader, Companybuilt</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Are you concerned about cybersecurity for your business? Do you think that your computer network has already been compromised? Are you concerned about how much a data breach will cost your company? This Webinar is presented in conjunction with PIASC and the Microsoft Community Connections program.</p>
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<p>Mar. 12 thru 15</p> <p><input type="checkbox"/> <small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> PC2017</p> <hr/> <p><small>Cost: \$995/ members \$1,295 / non-members</small></p> <hr/> <p><small>Location:</small> <i>Hilton Long Beach 701 W Ocean Blvd, Long Beach, CA</i></p>	<p>2017 PRESIDENT'S CONFERENCE Contact: Socorro Garcia, Ext. 229, socorro@piasc.org</p> <p>Turn your vision of a more profitable and robust future into a reality. Join us at 2017 President's Conference to explore strategies and resources designed to help you better serve your customers while improving your operational and financial objectives.</p> <p>Let's learn, network, motivate and inspire together.</p> <p>Member's receive an additional \$200 discount by contacting Socorro Garcia at Ext. 229.</p> <p>Additional information available at www.presidentsconference.com.</p>
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<p>Apr. 7</p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> GN</p> <hr/> <p>5:30 p.m.</p> <p><small>Cost: \$100 ticket \$1000/table of 10 \$800/table of 8</small></p> <hr/> <p><small>Location:</small> <i>Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744</i></p>	<p>2017 GRAPHICS NIGHT <i>A Night to Remember</i> Contact: Maribel Campos, Ext. 210, maribel@piasc.org</p> <p>Join us at an extraordinary evening filled with sky high festivities where we will honor the Executive of the Year and celebrate the winners of the 2017 Print Excellence Awards Competition. Two Celebrations – One Great Event!</p> <p>Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC / Account #NC3290) Spa: 626.854.2502 • Golf: 626.854.2531</p> <p>For all details visit www.piasc.org/GraphicsNight. Sponsorships are still available!</p>
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The Sales Trainee

You've just hired a sales trainee who you hope will be a winner. You understand that they'll need help to understand your firm and prospect base and you're willing to provide it. But, at the end of the day, they have to make it happen. You're paying them a draw against commission. The commission rate is competitive in your market and a draw they can't be fully comfortable with. As they move forward, they need to be progressing to annual sales of around \$750,000 in the commercial print environment. If significant progress towards that goal has not occurred at the end of six months, both the rep and the firm have to reassess the situation—perhaps a wrong career choice has been made and the rep needs to move on? If the rep feels that they wish to continue trying, at the very least, the draw has to be brought down to the current earnings level. If they are willing to make that choice, it's a hopeful sign that they have the drive to finally make it.

We Need to Make a Change

You have an employee who's been with you for several years, but their behavior has changed in unacceptable ways. The problem is getting worse and it's unlikely that it will improve. Termination is the only course, but their service with the firm and other factors suggest that they will find a lawyer to talk to. When they do, the lawyer will be happy to send you a demand letter and the meter will start to run a process which will almost always lead to a settlement plus the cost of your own lawyer. A

better solution is to couple a soft and caring termination (we're sorry it's come to this and we want to help you get relocated) with a financial package conditioned on a written settlement agreement. The settlement package is almost always cheaper than the settlement after suit and it's a lot less time consuming. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for help on this.

Get Helpers

A team of trusted advisors and mentors can help you navigate the decisions and problems you face as a manager. Just be sure you know what kind of advice you're looking for. Call on each advisor's strength by keeping these categories of counsel in mind:

- **Emotional support.** You count on some friends for positive feedback no matter what, and sometimes that's what you want. Emotional support arrives via conversation, but it also includes simply doing things together.
- **Listening and questioning.** Good advisors can help you process your thoughts. Someone who listens closely and follows up with probing questions can help you decide what you really want or want to do.
- **Ideas and information.** Some friends and mentors can offer new facts, opinions, and resources—books, websites, associations—that provide different perspectives and more ideas to work with. They're good to talk to when you feel stuck.
- **Decision making and advice.** These advisors help you consider your options about pressing decisions you need to make. The best advisors don't make these decisions for you, but they do help you make the best decision you can.

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

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