



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 20, 2017

## Stop and Think

We've just installed a digital press with in-line finishing capability. Obviously, its appeal is the ability to produce multi-page jobs without cutting, folding, collating and stitching in separate operations. Now that it's operating, we have to decide how much to charge for its work. If we go through the traditional costing and estimating process, the probable result will be a much lower price than the same project printed offset and separately bound. Is this where we want to be—did we make a substantial investment so that we can charge less? If our investment is going to help us rather than just its manufacturer or our clients, we have to rethink our pricing strategy. Some of the work that will run on this system is work that we're already doing conventionally and getting paid for. There is no reason to charge less for this work as the client is getting the same work as before. Then there are opportunities in the short-run multi-page arena that we have not opened up. We can think about pricing which will open them up for us. Chances are that these prices will be lower than the first group but they should only be low enough to get the work. We should be leveraging what is likely to be higher quality and certainly faster turn-around on our new equipment. Finally, we may find that we still have excess capacity on the new system which can be used up on projects which are not the best possible fit (longer runs, etc.) at the pricing they command, taking advantage of the in-line finishing technology.

## 20/20— What's It All About?

The theme of PIA's President's Conference this year is 20/20 with an eye toward finding clarity in a changing world and developing long-term plans for the future of the graphics arts industry. Be a part of the conversation as the event explores strategies to improve your bottom line and grow your business. The conference features an exciting line-up of leadership, finance, operations and human resources experts ready to discuss the latest issues that are facing our industry, such as the impact of the political shift in the United States; managing disruptive change; investment decision making; and finding bright, young talent to grow into the next generation of print leadership.

March 12-15th  
PIASC members get **\$200 off registration** at this event being held in Long Beach this year! See page 2 for details!

## Featured Speakers Include:

- Gerry O'Brien, founder of What Big Brands Know®, kicks off the event with an empowering session on navigating and leveraging change to your business advantage.
- Cheryl Kahanec, President, Marketing Solutions Group, Earth Color, leads a top panel of industry executives as they share their winning secrets and business success stories.
- John U. Bacon, commentator, author, and award-winning speaker, shares timeless leadership fundamentals he's learned in his years working with top coaches.
- Duane Cashin, entrepreneur and sales coach, reveals his proven methods for obtaining peak sales performance.
- Scott Hunter, CEO of Unshackled Leadership, presents his proven plan for creating an "outrageously successful" organization.

Turn your vision of a more profitable and robust future into a reality.

The registration fee for the conference is \$995, but PIASC has agreed to cover \$200 of that so your cost is \$795. See the whole program at [www.presidentsconference.com](http://www.presidentsconference.com). Want to register? Call Socorro Garcia at Ext. 229 (email: [socorro@piasc.org](mailto:socorro@piasc.org)) and she'll set you up. If you can only make one day, there's a special one day rate of \$150 for PIASC members only.

## Thought for the Week


*It's easier to ask forgiveness than permission.*

**Upcoming National Events Calendar 2017**

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

**PIASC February-April Activities**

<p><b>Mar.</b> <b>7</b></p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> <b>BWB</b></p> <hr/> <p><b>7:30 a.m.</b></p> <p>Cost: \$5</p> <hr/> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB AND CHERYL</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></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"> <li><input type="checkbox"/> <b>Mar. 7th</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></li> <li><input type="checkbox"/> <b>Mar. 8th</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></li> <li><input type="checkbox"/> <b>Mar. 9th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></li> <li><input type="checkbox"/> <b>Mar. 21st</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></li> <li><input type="checkbox"/> <b>Mar. 22nd</b> – <i>Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</i></li> <li><input type="checkbox"/> <b>Mar. 23rd</b> – <i>West Bistro • 3900 Atlantic Ave. • Long Beach 90807</i></li> </ul> 
<p><b>Feb.</b> <b>23</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>CYBER</b></p> <hr/> <p><b>10:00 a.m.</b></p> <p>Cost: <b>FREE / member</b> \$25/ non-member</p> <hr/> <p><b>Location:</b> <small>on your computer</small></p>	<p><b>CYBERSECURITY: 5 STEPS TO SAFEGUARD YOUR BUSINESS</b> <i>Presenters: Brian linuma, Strategic System Group, Inc. &amp; Eddie Bader, Companybuilt</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></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>
<p><b>Mar.</b> <b>1</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>CULTURE</b></p> <hr/> <p><b>11:00 a.m.</b></p> <p>Cost: <b>FREE / member</b> \$99/ non-member</p> <hr/> <p><b>Location:</b> <small>on your computer</small></p>	<p><b>CREATING A CULTURE OF ENGAGEMENT</b> <i>Printing Industries of America, in support of 2017 Continuous Improvement Conference</i> Contact: <b>Jim Workman, (412) 259-1710, <a href="mailto:jworkman@printing.org">jworkman@printing.org</a></b></p> <p>Finding and keeping engaged employees is a tremendous challenge. Companies with highly engaged workforces significantly outperform their peers. Engaged employees will build relationships with customers, innovate, and be a part of a continuously improving business. This webinar examines the benefits of engaging employees what the best companies do to create a workplace where people want to stay and contribute.</p>
<p><b>Mar.</b> <b>12 thru 15</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> <b>PC2017</b></p> <hr/> <p>Cost: <b>\$995/ members</b> \$1,295 /non-members</p> <hr/> <p><b>Location:</b> <i>Hilton Long Beach 701 W Ocean Blvd, Long Beach, CA</i></p>	<p><b>2017 PRESIDENT'S CONFERENCE</b> Contact: <b>Socorro Garcia, Ext. 229, <a href="mailto:socorro@piasc.org">socorro@piasc.org</a></b></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. Member's receive an additional \$200 discount by contacting Socorro Garcia at Ext. 229.</p> <p>Additional information available at <a href="http://www.presidentconference.com">www.presidentconference.com</a>.</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.

<b>Other Industry Events</b>	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
	7/1	Independence Day Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

**Mar.**  
**19**  
*thru*  
**20**

Check here to REGISTER for this event

Event Number  
**TAGA2017**

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Cost: \$695/ members  
\$895 /non-members

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Location:  
*Houston Marriott West Loop by the Galleria Houston, TX*

**TAGA ANNUAL TECHNICAL CONFERENCE**  
Contact: **John Bodnar, (412) 259-1706, jbodnar@printing.org**

The Technical Association of the Graphic Arts (TAGA) is the premier global association for individuals researching, developing, and studying graphic arts technology. Its annual technical conference aims to provide a worldwide forum for sharing and disseminating theoretical, functional, and practical information on current and emerging technologies for graphic arts print production and related processes.

As an attendee you have the opportunity to interact with dozens of top university students in our field as they represent their TAGA student chapters and compete in the student publication competition. You'll receive a copy of each chapter publication, containing the most recent research done at each institution. There are also few better places to recruit soon-to-be-graduates that can help your company thrive in the face of changing technology.

**Mar.**  
**23**

Check here to REGISTER

Event Number  
**CRM**

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**10:00 a.m.**

Cost: FREE / member  
\$25/ non-member

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Location:  
*on your computer*

**HOW TO USE CRM TO TRACK AND AUTOMATE YOUR SALES AND OPERATION**  
*Label & Packaging Technical Webinar Series*  
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

Do you have leads from tradeshow, e-mail campaigns, or an existing customer database? Have you wondered how to get more revenue from your sales process? Are you looking for a way to be more mobile and to look like a bigger company than you actually are?

Learn how to use Customer Relationship Management (CRM) to acquire and retain customers through repetitive sales and marketing activities. Understand how to send marketing information to prospects over longer periods of time in order to nurture them to become customers. Learn how a CRM system can prioritize telephone calls and calls and face-to-face visits and help you achieve greater revenue growth.

Who should attend: Business owners, CEOs, personnel responsible for sales processes.

**Apr.**  
**7**

Check here to REGISTER

Event Number  
**GN**

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**5:30 p.m.**

Cost: \$100 ticket  
\$1000/table of 10  
\$800/table of 8

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Location:  
*Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744*

**2017 GRAPHICS NIGHT**  
*A Night to Remember*  
Contact: **Maribel Campos, Ext. 210, maribel@piasc.org**

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!

Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC / Account #NC3290)  
Spa: 626.854.2502 • Golf: 626.854.2531

For all details visit [www.piasc.org/GraphicsNight](http://www.piasc.org/GraphicsNight). Sponsorships are still available!

**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.

**Getting the New Supervisor on Track**

When you delegate supervisory tasks to an employee, be sure to prepare the folks who'll be supervised. The delegated supervisor will want information and advice, but the employees he or she will supervise have needs, too. They should understand that the employee has authority to direct and help them. They should also know you have confidence in him or her. And they especially should have a chance to ask questions about how things will be different—if they will—when someone else is supervising them. Take the time to prepare everyone, and you'll help the delegated supervisor succeed.

**You Should Not...**

You expect a lot from your employees, but you shouldn't cross certain lines. Here's a list of things a good manager will never ask his or her employees to do:

- **Lie to a customer.** Or anyone, for that matter. Encouraging dishonesty will erode trust throughout an organization—after all, an employee who lies to a customer or co-worker can easily decide lying to you is fine, too.
- **Take the blame for you.** When you try to pin a mistake of yours on an employee, you're implicitly asking him or her to save your reputation by being a scapegoat. Be open about your errors so employees know they're safe admitting mistakes to you.
- **Cancel their vacation plans.** When an emergency erupts, you may be tempted to declare all leaves off until the situation improves. But canceling a vacation can be expensive as well

as inconvenient, and most employees will resent you for it. If asking an employee to reschedule a vacation is absolutely necessary, at least offer to reimburse him or her for the expense and be ready to accommodate future plans.

- **Spy on co-workers.** Don't expect employees to do your dirty work. If you want to monitor performance or behavior, do it yourself. Otherwise people will put more energy into hiding their mistakes than doing great work.
- **Follow stupid rules.** If you become aware of red tape that's impeding productivity, get rid of it. Don't expect employees to follow outdated or meaningless procedures just because "That's the rule."

**Feeding Label Stock**

Why is it important to feed label stock in a specific direction? Paper recovers faster (or has better "snap") when the paper grain is in the same direction as the paper path.

This helps pressure-sensitive label sheets navigate tight turns and high speeds within a press without jamming or labels coming off. As a result, label stock manufacturers normally indicate the proper feed direction on the stock. Also, remember that label sheets should be passed through a printer only once, since sheets are likely to curl during multiple passes. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

**Wanted**

Selling Your Printing / Direct Mail company? Local investment group is seeking opportunities to expand their current operation through acquisitions. If your annual sales are above \$1-million, call Bob Lindgren at (323) 728-9500, Ext. 214.

See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).

**FEBRUARY DISCOUNT OF THE MONTH**

PIASC and **BASYS** want to help save you \$\$\$

**\$100 Visa Gift Card**

for PIASC members who sign-up for credit card processing with **BASYS**\*

**BASYS offers these benefits:**

- \$ Save up to 40% compared to your current processor
- 👥 In-house PCI team to assist you with PCI compliance
- 👤 Live person to answer the phone when you call



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\*New merchant accounts only \*Issued after first month of processing is complete  
 \*\*Must set-up new account before 3/31/17

**Address:**  
 5800 South Eastern Avenue, #400  
 P.O. Box 910936  
 Los Angeles, CA 90091-0936

**Telephone Number:** (323) 728-9500

**Web Site:** [www.piasc.org](http://www.piasc.org)

**Print Access:**  
[www.printaccess.com](http://www.printaccess.com)

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**Printing Industries Association of Southern California**

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