



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 22, 2016

## Gold and Silver

On February 5th we honored COP Communications, Inc., FUJIFILM North America Corporation, and Stoughton Printing Co. with Gold Awards for their fifty years of membership in PIASC. Silver Awards went to Any Laminating Service, B & Z Printing, Inc., California Printers Magazine, Creamer Printing Company, Creative Direct Marketing Group, Creative Forms Design, Emblem Enterprises, Inc., Flexline, Inc., Graphicom Digital, H.R. Chew Assoc., Inc., Holiday Printing & Lithograph Inc., Integrity Impressions, Inc., ITP Strategic, John P. Styers & Company, Koehler & Company, Lone Star Press, LLC, McPaul Research Institute, Nova Graphic Services, Novatar Direct, Oriental Art Press, Inc., Sir Speedy Printing Center, The Artime Group, and WS Packaging Group for their twenty-five years of membership. Our thanks to these leaders and supporters of our industry!

## We Wonder...

Consultant Sid Chadwick wrote: "A client we advise implemented a 'meaningful commission bump' for selling over target price. They recently reported to us that they'd increased their identifiable bottom-line company profit [identified from that plan alone]—over \$263,000—in only nine months!" At first brush, that sounds like an obvious plan, but it caused us to think. First, it implies that the dollars over the "target price" are more valuable than the dollars at the target price or below it. For example, the target price is \$1,000 but we get the order for \$1,100 or perhaps we can only get \$900—what's really the difference? If we're a normal commercial printer, we're going to spend about \$600 (paper, buy-outs, production wages, commission) to produce the order. So the difference is contribution to overhead: \$400 at \$1,000, \$500 at \$1,100 or \$300 at \$900. Given this, is it logical to assign a "meaningful commission bump" to the \$100 additional contribution at \$1,100? The reality is that it's just \$100 more than the sale at \$1,000 and \$200 more than the one at \$900. Even worse, the "meaningful bump" may cause the sales reps to ignore the \$900 opportunities. If that happens, a \$300 contribution is being passed up for a chance to get another \$100. The central point is that profit comes from contribution to overhead, not from job margin. High profit printers are almost always characterized by full utilization of plant and equipment



Among all those receiving anniversary awards, a few were able to join us for a celebration. Top row left to right: William Rivera, Novatar Direct, Richard Jacobs, Lone Star Press, LLC, Jack Stoughton, Stoughton Printing Co., Tuffy McDonald, Fuji Film Graphic Systems USA, and Ralph Garcia, Graphicom. Bottom row left to right: Susan Jacobs, Lone Star Press, LLC, Shoji Dambara, ITP Strategic.

which produces maximum contribution. The mission should be "Get as much as you can get, but get it!"

## Sales Compensation

Selling is hard, frustrating work where the "No, thanks" is more frequently heard than "OK, you've got the order." A winner is almost always characterized by a focus on winning and an ability to ignore the losses. For this reason, almost all sales compensation systems are performance based to the successful sale of specific projects. Inside that generality, there are a myriad of different versions. Is it based on gross sales, value added, contribution or cost sheet profit? Is it a flat percentage or a sliding scale? Is there a salary component or just a draw? How are fringe benefits handled, expenses paid? For this reason, we will be offering you participation in a national printing industry sales compensation survey shortly. Participation will give you access to comparative information across the country sorted by firm type and location. Once you have that in hand, you have a chance to think about your approach and how you might make it work better for your firm and your sales reps since both must win or there's a problem.

## Thought for the Week

*Those who live by the sword get shot by those who don't.*

**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 February-May Activities**

<b>Mar. 22</b> <small>Register at right</small>	<p>Event Number- <b>BWB</b></p> <p><b>7:30 a.m.</b> Cost: <b>\$5</b></p> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b></p> <p><b>YOUR DIGITAL FUTURE IS...</b></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><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <p><input type="checkbox"/> <b>Mar. 22nd</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> <b>Mar. 23rd</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> <b>Mar. 24th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></p> <p><input type="checkbox"/> <b>Mar. 29th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> <b>Mar. 30th</b> – <i>Lenny's Deli (formerly Junior's) • 2379 Westwood Boulevard (at Pico) • Los Angeles</i></p> <p><input type="checkbox"/> <b>Mar. 31st</b> – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<b>Feb. 25</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<p>Event Number <b>TOPTEN</b></p> <p><b>11:00 a.m.</b> Cost: <b>FREE!</b> <small>to PIASC members \$99/non-member</small></p> <p><b>Location:</b> <small>on your computer</small></p>	<p><b>WEBINAR: TOP TEN CAL/OSHA CITATIONS AND HOW TO AVOID THEM</b> <i>Speaker: 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>
<b>Mar. 6 thru 9</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<p>Event Number <b>PC</b></p> <p>Cost: <b>\$695/member</b> <b>\$495/add'l same co.</b> <b>\$295/spouse</b> <small>includes \$200 PIASC grant</small></p> <p><b>Location:</b> <i>JW Marriott Desert Springs Resort and Spa Palm Desert, CA</i></p>	<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>


**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.

**Save the Date for these upcoming events**

3/23	AAF-OC 2016 Addys	Bowers Museum, Santa Ana	Lisa Delaney	<a href="http://www.aafoc.org">www.aafoc.org</a>
6/4	Essential to Success Conference	Fullerton College, Fullerton	Kristy Villanueva	<a href="http://www.piasc.org">www.piasc.org</a>
6/11	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
8/13	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>

**Mar.  
19****Event Number  
KKCD****10:00 a.m.**

Cost: \$10  
students/seniors,  
\$12 general  
admission

**Location:**

In'tl Printing Museum  
315 W. Torrance Blvd.  
Carson, CA 90745

**KIDS KRAZY CRAFTS DAY***at the International Printing Museum*Contact: **Mark Barbour, (310) 515-7166, [mail@printmuseum.org](mailto:mail@printmuseum.org)**

Demonstrations throughout the Museum for kids of all ages and sizes!

Including:

- Papermaking make your own paper from wet, mushy pulp
- Learn about Paper Marbeling!
- Watch paper made into sculptures from scratch
- See cartoons come to life and learn how to do it yourself from our own resident cartoonist Phil Soinski
- Calligraphy lettering demonstrated as you watch
- Use the Museum's own antique printing presses to print your own cards
- Watch demonstrations of the Linotype and Ludlow typesetting machines in all their glory
- Silkscreen your own t-shirt . . . just be sure to bring a nice clean one to print on

**Apr.  
8****Event Number  
GN****5:30 p.m.**

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

**Location:**

Pacific Palms Resort  
One Industry Hills Parkway  
Industry Hills, CA 91744

**2016 GRAPHICS NIGHT***Celebrating Paper and Ink*Contact: **Maribel Campos, Ext. 210, [maribel@piasc.org](mailto:maribel@piasc.org)**

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.

Overnight Accommodations: 1.800.524.4557

Room Reservation Code: PIASC

Spa: 626.854.2502 • Golf: 626.810.4653

For all details visit [www.piasc.org/GraphicsNight](http://www.piasc.org/GraphicsNight). Sponsorships are still available!**Apr.  
10  
thru  
13****Event Number  
CIC**

Cost:

**\$895/member**  
**\$1295/non-member**

**Location:**

Milwaukee Hilton City  
Center  
509 W. Wisconsin Ave.  
Milwaukee, WI 53203

**2016 PIA CONTINUOUS IMPROVEMENT CONFERENCE**Contact: **Jim Workman, (412) 259-1782, [jworkman@printing.org](mailto:jworkman@printing.org)**

the only industry event focused on helping companies achieve operational excellence by using the concepts of Lean Manufacturing and other management and quality systems. Year after year attendees directly link reduced costs, lowered waste, and increased profit margins to ideas gained from conference presentations and networking.

Whether you're starting a structured improvement program, or are looking for ways to sustain and improve your existing efforts, the conference has content specifically designed for your knowledge level. The conference is organized around subject areas: Leadership and Culture, Process and Tools—Advanced, and Process and Tools—Fundamental. Learn more by visiting [ci.printing.org](http://ci.printing.org).

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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.

**Plant Tours**

The plant tour is a staple of the sales process. The client gets a walk through and we point out the big press, the neat plant, the CSRs, etc. That's SOP, but it's missing an opportunity—your people. Everyone likes to talk about what they do and even brag about it. Think of having your folks in the plant sharing what they do to get jobs out right and on time? Think of CSRs telling war stories about how they solved last minute problems? Think of your HR person talking about how you hire and train your people?

**Power Reinforcement**

Positive reinforcement is crucial to motivation and management — but mistakes can undercut your efforts to show praise and appreciation even when you have the best of intentions. Stay away from these forms of reinforcement that may do more harm than good:

- **Delayed reinforcement.** Waiting a week or even a day can rob reinforcement of its power. Even if superior performance merits a financial bonus that the accounting department needs time to process, praise the employee right away while the action is fresh in his or her mind.
- **Infrequent reinforcement.** If you praise employees for exceptional achievements only once or twice a year, you're missing out on opportunities to reinforce the behavior that leads to those achievements—which might

make them more frequent. Don't hoard your praise; provide positive reinforcement as often as you can.

- **Generic reinforcement.** When you give everyone the same preprinted certificate for an accomplishment, you're missing out on the opportunity to provide powerful recognition. The more you personalize rewards and praise to fit individual employees' style and preferences, the stronger the impact. Remember, too, that some people enjoy lavish praise in public; shyer employees might respond better to a quiet word in private. Find out what kind of reinforcement each employee will value.
- **Unearned reinforcement.** If you praise or reward an employee for a meaningless accomplishment, or one based merely on luck, you'll only breed cynicism and doubts about your sincerity. Make sure the employee's behavior is something he or she consciously worked for and deserves sincere praise for.

**The PIA Technical Experts**

I have a customer who is complaining that the UV inks on a carton are too glossy and do not look "green." Lower gloss UV inks are available, but they do not have a matte finish. You can spot coat or flood coat the UV ink with matte aqueous coating. The UV ink and aqueous coating must be formulated for this type of application.

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

For more information or  
to join go to: [www.piasc.org](http://www.piasc.org)



**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:**  
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