



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 27, 2017

The Broker Market - II

A thoughtful *Update* reader wondered about the discussion of the broker channel in the February 6th issue. What about the broker who brings a client who can't or won't pay for the work for which the broker refuses responsibility? Then, there is the broker who is great when everything goes as planned but takes the client's side when there's a problem? On projects of significant size, the printer should consider the credit worthiness of the client as it's unlikely that the broker has sufficient assets to cover a default. Another piece of reality is that the printer's price is only partially in hard dollars (for example, a \$50,000 job may include \$30,000 of materials and wages which the printer has to write a check for), if there's a client default the broker is being asked for 100% hard dollars (a check for \$50,000). When there is a problem, the broker and printer must work together to persuade the client that's really OK or that a credit will address the issue. The impact of which should be shared equitably (taking into account the hard/soft dollar issue) by the broker and the printer. Interestingly, if the relationship was a direct sale, the impact of non-payment or dispute would be fully borne by the printer.

Fixing ACA

The new administration says that it's going to "repair" the ACA (Obamacare). From the point of view of employers struggling to deal with providing healthcare for their people, here are some thoughts. Scrap the "3 to 1" rule that says that the premium for the oldest can't be more than three times that of the youngest. This is in the law to get AARP on board. Its effect is to make coverage more expensive for younger people, just the ones we want to get in the pool. Get back to reality by using rates that reflect experience (probably 4 or 4.5 to 1). Scrap the "minimum essential benefits" concept as it blocks the sensible interest in buying coverage for catastrophic events only, not routine doctor visits and prescriptions. It also exposes the system to fights over birth control, abortion, etc. Expand the use of employer buying groups like our PIBT, a Multiple Employer Welfare Arrangement (MEWA), by federalizing their regulation. Restore reasonable limits on preexisting conditions as the present approach encourages people to wait until the house is on fire until they buy fire insurance. Provide for the medically indigent with expanded block grants to the



states, allowing them to find approaches which work best for their people. Consider ways to move the healthcare industry off the two tier pricing system that evolved from "managed care" in the 80s. This system created an imaginary "discount" from full retail of 30% to 70% for PPOs, HMOs, etc.

Move On

Sooner or later, every firm meets the situation where the client is unwilling to pay what they owe. Spending what should be productive time on sending emails or making telephone calls is almost always a waste. The first step should be to see whether a compromise is possible as some money is better than none. Unless the amount is very large, suing will usually cost more than it's worth. Going to Small Claims is cheaper (if you don't count your own time) but you still have to serve them and if you win, you have to still get the money. Usually the best solution is to turn the account over to collection and move on. AG Adjustments, our partner, is an excellent resource for this. Find them at www.piasc.org.

After You??

As employers, do you ever think of who will take the places of the key players in the company's organization structure? Do we have backup or secondary plans or auxiliary plans that will ensure that the business keeps running, long after we are gone? Or do we leave things to chance and hope that nothing happens to the company? In order for a company to run smoothly, we should always have plans at every level. These should be well thought out plans with multiple scenarios. If anything, it will give you peace of mind and a good night's sleep. For assistance on this, call Bob Lindgren at Ext. 214 (email: bob@piasc.org).

Thought for the Week


He who waits to take the first step, will spend his entire life on one foot.

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.

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>Cost: \$5</p> <hr/> <p>Location: <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><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></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>Mar. 1</p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> CULTURE</p> <hr/> <p>11:00 a.m.</p> <p>Cost: FREE / member \$99/ non-member</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>CREATING A CULTURE OF ENGAGEMENT <i>Printing Industries of America, in support of 2017 Continuous Improvement Conference</i> Contact: Jim Workman, (412) 259-1710, jworkman@printing.org</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>Mar. 12 thru 15</p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> PC2017</p> <hr/> <p>Cost: \$995/ members \$1,295 /non-members</p> <hr/> <p>Location: <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>

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	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	lising@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.
23**

Check here to REGISTER

Event Number
CRM

10:00 a.m.
Cost: **FREE / member**
\$25/ non-member

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

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

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. Sponsorships are still available!

**Apr.
8**

Check here to REGISTER

Event Number
KKCD

10:00 a.m. - 4:00 p.m.
Cost: **\$10**

Location:
Int'l 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**

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

- Papermaking - get your hands wet with goopy paper fibers while making your own paper
- Paper Marbling - see a demonstration on how to marble paper
- Cartooning - create your own characters and watch our own quick sketch artist at work
- Printing Presses - print your own design on our 19th and 20th century presses *Calligraphy - see how to letter your name in beautiful letters
- Mini-tours that demonstrate type casting and printing on a Gutenberg press
- Watch our "8th Wonder of the World" Linotype casting type
- Bring a clean t-shirt to Silk-Screen your own momento of your visit!
- Watch the Linotype's cousin the Magnificent LUDLOW casting its type.
- Paper Sculpting demonstrations and Many More Surprises!

Visit www.printmuseum.org for details and reservations!

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.

**Sales
Wisdom**

Sales and marketing guru, Leslie Groene says:

1) Happy customers are a lot more likely to tell their friends. On average, happy customers tell nine people about their experiences with a company.

2) But a single unhappy customer often means that there are many more. For every customer who complains, there are 26 customers who don't say anything. Often, they'll simply get fed up and leave. That's why customers who complain are giving you an extraordinarily valuable gift: insight into what's probably making many more customers unhappy than just the person who chose to tell you about it.

3) Making existing customers happy can help you sell more than finding new customers. When it comes to sales, the probability of selling to an existing happy customer is up to 14x higher than the probability of selling to a new customer. Many people think that the only way to grow their business is to find new customers. But often, the best source for growth is sitting right in front of you: existing customers. You just have to make them happy, and then find ways to deliver more value to them..

4) In fact, retention is the most surefire way to improve your bottom line. Businesses that grow their customer retention rates by as little as 5% typically see profit increases ranging from 25% to 95%.

5) If you're known for good customer service, you can charge more. 86% of customers will pay more for a better customer experience. With excellent customer service seeming more rare these days, customers are willing to pay a premium for it. Deliver on that desire, and your customers will be happy to pay higher prices.

6) But if you don't deliver great support, your customers will leave. 82% of customers have left a company because of a bad customer service experience.

7) When you screw up, don't forget to apologize. 37% of customers are satisfied with service recovery when they are offered something of monetary value (e.g., a refund or credit). But when the business adds an apology on top of the compensation, satisfaction doubles to 74%.

**Words of
Encouragement**

Lists of phrases that dampen motivation and enthusiasm are common. More useful may be a few suggested responses that ignite energy and drive. When someone comes to you with an idea, reply with:

- That would be interesting to try.
- I'm glad you brought that up.
- That's the first time I've had anyone think of that.
- I have faith in you.
- We can always depend on you.
- We can do a lot with that idea.

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

**FEBRUARY
DISCOUNT OF THE MONTH**

PIASC and BASYS^{PROCESSING} 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



Enroll in the BASYS Processing/PIASC Member Discount Program today!
basyspro.com/PIASC (800) 386-0711

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

**Printing
Industries
Association
of Southern
California**

Affiliated with
Printing Industries
of America, Inc.



**PRINTING
INDUSTRIES
OF AMERICA**

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

Print Access:
www.printaccess.com

Choose Print:
www.chooseprint.org

Fax numbers:

Association	(323) 724-2327
Insurance Agency	(323) 500-0614
Credit Union	(323) 722-8927
Benefit Trust	(323) 500-0614



**CHOOSE
PRINT**
RECYCLABLE. RENEWABLE. SUSTAINABLE.

