



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 29, 2016

## Happy 29<sup>th</sup>

This is the one year in four when you get an extra day to work. But think of it this way—next year, you’ll have to work one day less. The next time Update will appear on a leap year day is Monday, February 29th, 2044—watch for it!

## The Power of Sales

We read an article by a well-known industry consultant, who analyzed the financial statements of a money losing firm and prescribed a series of cost reductions—a save yourself into wealth approach. What was missing was any analysis of the possibility of increasing sales. It’s very likely that the hit ratio (orders/quotes) of the firm was way less than 100%, so a modest adjustment in pricing would have produced a significant increase in volume by capturing orders that had been lost. As it is unlikely that the firm’s out-of-pocket cost of production was more than 60% to 70% of sales, the previously rejected orders would have produced a meaningful contribution to overhead and profit.

## "Regular Rate of Pay"

The Fair Labor Standards Act (FLSA) uses the “regular rate of pay” to determine the basis for paying overtime to non-exempt (hourly) employees. Most of the time, this is just their straight time hourly rate. However, this changes if they receive some sort of production bonus or incentive pay based on a plan (e.g. \$1.50 per box or 3% of orders processed). This variable amount must then be integrated with their straight time pay to produce a new overtime rate which will vary from pay period to pay period. This can be complex, but there is an official methodology for doing it. If you’re in this situation, call Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)) for help.

## Credit Losses

It’s business reality that when trade credit is extended, there is a risk of non-payment. Understandably, not getting paid for the work you have done causes an emotional reaction—you feel you’ve been robbed. What’s required is an acceptance of credit losses as cost of doing business like paying for paper or wages. Then, you can move on the sensible management of the process. Start with checking the payment record of new clients using Experian credit reports or Internet Slow Pay from PIASC. Get a proper credit application so that you know exactly who they are. Then bill promptly and follow up with a

2016 PRESIDENT'S CONFERENCE  
MARCH 6-9

PIASC MEMBERS SAVE \$200!

JW MARRIOTT DESERT SPRINGS RESORT & SPA  
PALM DESERT, CA

Don't miss out! See page 2 for details!

telephone call when payment is due. Either get a check or an explicit promise with a date at that point. If the check isn’t in the mail or the promise is broken, don’t waste more time talking to someone who has discovered that they can get away without paying, take it to the next step which is outside collection. Then move on to clients who do pay. Many PIASC members have had good luck with AG Adjustments, PIASC’s partner collection service. You can place an account with them by going to [www.piasc.org/discounts.html](http://www.piasc.org/discounts.html) and clicking on the AGA icon.

## But, Can They Read It?

We were paging through *Website Magazine* which calls itself “The Magazine for Website Success.” We hope that their readers do not follow their example as it contains page after page of type overprinted on screens topped off by pages of 10 point light face type reversed out of solid colors including a dark blue. The result was a challenge to the reader and a monument to unreadability.

## Credit Card vs. Open Account

One possible solution to the trade credit problem is the acceptance of credit cards. They are almost universal in high volume web-to-print applications and are increasingly common. If the motivation is the avoidance of credit losses, you should bear in mind that credit losses average around 0.75% for most firms and the merchant fee is higher than that. Of course, there is value in the rapid receipt of funds but if receivables are managed to 30 to 45 days, the economics may still not work. Also, there is always the possibility that the holder of the card will tell the issuer to reject the charge and you’ll be back to collecting in the usual way.

## Thought for the Week

*Winners are a part of the team, losers are apart from the team.*

<b>Upcoming National Events Calendar 2016</b>	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
	5/30-6/10	DRUPA	Dusseldorf, Germany	Tim Freeman	716-691-3211	tfreeman@pialliance.org
	6/7-6/8	Print's Voice 16	Washington, DC	Lisbeth Lyons	202-627-6925	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
10/19	Franklin Luminaiere Awards	Chelsea Piers, New York, NY	Kim Tuzzo	716-691-3211	ktuzzo@pialliance.org	

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC March-May Activities**

<p><b>Mar.</b> <b>22</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</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> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Mar. 22nd</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></li> <li><input type="checkbox"/> <b>Mar. 23rd</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></li> <li><input type="checkbox"/> <b>Mar. 24th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></li> <li><input type="checkbox"/> <b>Mar. 29th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></li> <li><input type="checkbox"/> <b>Mar. 30th</b> – <i>Lenny's Deli (formerly Junior's) • 2379 Westwood Boulevard (at Pico) • Los Angeles</i></li> <li><input type="checkbox"/> <b>Mar. 31st</b> – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i></li> </ul>
--	---	---



<p><b>Mar.</b> <b>6 thru 9</b></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>PC</b></p> <hr/> <p>Cost: <b>\$695/member</b> \$495/add'l same co. \$295/spouse <small>includes \$200 PIASC grant</small></p> <hr/> <p><b>Location:</b> <small>JW Marriott Desert Springs Resort and Spa Palm Desert, CA</small></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>
---	--	---

<p><b>Mar.</b> <b>19</b></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>KKCD</b></p> <hr/> <p><b>10:00 a.m.</b></p> <p>Cost: \$10 <i>students/seniors, \$12 general admission</i></p> <hr/> <p><b>Location:</b> <small>In'tl Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small></p>	<p><b>KIDS KRAZY CRAFTS DAY</b> <i>at the International Printing Museum</i> Contact: <b>Mark Barbour, (310) 515-7166, <a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a></b></p> <p>Demonstrations throughout the Museum for kids of all ages and sizes! Including:</p> <ul style="list-style-type: none"> <li>• Papermaking make your own paper from wet, mushy pulp</li> <li>• Learn about Paper Marbeling!</li> <li>• Watch paper made into sculptures from scratch</li> <li>• See cartoons come to life and learn how to do it yourself from resident cartoonist Phil Soinski</li> <li>• Calligraphy lettering demonstrated as you watch</li> <li>• Use the Museum's own antique printing presses to print your own cards</li> <li>• Watch demonstrations of the Linotype and Ludlow typesetting machines in all their glory</li> <li>• Silkscreen your own t-shirt . . . just be sure to bring a nice clean one to print on</li> </ul>
---	---	---

**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>Save the Date for these upcoming events</b>	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.**  
**20**  
*thru*  
**23**

Check here to REGISTER

*Event Number*  
**TAGA**

*Cost:*  
**\$645/TAGA member**  
**\$895/non-member**

*Location:*  
Sheraton Memphis  
Downtown  
Memphis, TN

**2016 TAGA ANNUAL TECHNICAL CONFERENCE**

Contact: **Mike Packard, 1-800-910-4283 extension 704, [mpackard@printing.org](mailto:mpackard@printing.org)**

Please join us March 20–23 at the Technical Association of the Graphic Arts 2016 Annual Technical Conference in Memphis, Tennessee. The conference has been building momentum, and this year’s conference will continue that trend. For four days, Memphis will house some of the best and the brightest minds in the world of graphic arts technology. The Technical Papers Committee has again done an outstanding job of putting our technical program together. We will have a number of groundbreaking research papers and knowledgeable keynote speakers from leading industries and academia to open the conference. One of the best aspects of TAGA is the ability to interact with speakers, challenge their conclusions if you think appropriate, and in the end, benefit from a deeper understanding of the technology. Learn more at [www.printing.org/taga](http://www.printing.org/taga).

**Apr.**  
**8**

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

**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: 626.810.4455 • Golf: 626.854.2351

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

**Apr.**  
**10**  
*thru*  
**13**

Check here to REGISTER

*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).

**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.

**Burned Out?**

Feeling burned out usually has one of two causes: You've become obsessed with a single project that's draining all your energy, or you've committed to too many projects and spread yourself too thin. Whatever the case, the cure for your burnout is learning to delegate. If the problem is fixation on a single task, delegating part of it can relieve the pressure and provide you with a fresh perspective. If you're plagued by project overload, delegating one or more tasks can decrease...[missing]

**Pay or Pay The Penalty**

The California Labor Code requires that terminated employees be paid in full for their time worked and accrued vacation be paid on the day of termination. If they voluntarily quit, payment must be made within 72 hours. Failure to do so will trigger a penalty of \$120 per day until the wages and vacation are paid.

**Don't Undermine**

Motivation is difficult to build, but it's dangerously easy to destroy. No matter how busy you are, avoid these mistakes that can cost you the motivation you've tried so hard to nurture in your organization:

- **Inflicting your mood on others.** Everyone has a bad day sometimes. Don't take yours out on your employees or co-workers. Try to remain positive—or at least neutral—no matter what happens.

- **Constantly switching priorities.** Circumstances change, but your basic goals shouldn't—at least not too often. Set basic objectives that you and your team can follow consistently regardless of events.
- **Excessive negative criticism.** You should help employees improve, not tear them down. Point out mistakes, but as long as they're trying their best, give them the advice and support they need to do better.
- **Not seeking input.** Managers who dictate every action and decision miss out on the experience and insights of their brightest workers. Ask for, and listen to, the ideas and opinions of those around you. Give employees permission to try different things from what you might attempt.


**The PIA Technical Experts**

How much paper is recycled annually in the United States? According to the American Forest & Paper Association, in 2014 the amount was 65.4 % of all paper products produced. <http://www.paperrecycles.org/statistics/paper-paperboard-recovery>.

**For Lease**

Established Commercial Printer has various size offices available for rent. Professional Graphic Designers or Print Brokers preferred. Excellent Culver City location in the trendy Hayden Tract. Month to month only. Call Mick for further info at (310) 839-3828.

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)



**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



