



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 6, 2017

The Job Is No Good

These are words we surely hate to hear. We produced a job which billed for \$10,000, but the client has refused delivery as there is a small production problem involving the binding. We could attempt to persuade them that it's "commercially acceptable" but they're not buying that. We could sue but it's almost certain that all we would get is a bill from our lawyer and no judgement as there is a problem and the client hasn't taken delivery. We would certainly make a permanent enemy of the client who would share their experience with others. So, what's the solution? If you think about it, what we actually spent to produce the job is about \$3,000 for the paper—the rest is wages that we would have spent anyway and allocations of overhead. That implies that the best solution is an offer of a substantial discount combined with delivery of the work. Even at 50% off, we'll still be ahead by \$2,000 on our out-of-pocket basis and we might have a happy future client.

Everything Old Is New Again

We all know how tough it is to talk to a prospect. Telephone calls wind up in voicemail which is never returned. Receptionists (if the prospect still has one) are tight-lipped about who can buy print and email is even worse. However, we talked to a new rep whose sales were growing dramatically, to see how they did it. The secret sauce—walk in off the street cold calling. Our metro area has many thousands of small businesses, particularly those operating in tilt-up industrial developments. They all need printing of some kind. This new rep just started calling these door-to-door. But not at the front door—he walked in the back door and asked who was the print buyer. More often than not, they just walked him into the office and pointed to the right person. No advance telephone call, no appointment—just a few minute's chance to try to meet their needs.

Getting I-9 Right

A member company recently inquired about the I-9 form. Employers should be aware of the recent new form I-9 dated 11/14/2016 N (used to verify the work authorization and identity of all individuals hired for employment in the US) which went into effect on January 22, 2017. The member inquired about a newly-hired employee who could not come up with proper identification for the Form I-9. The employee had

See page 2 for details!

presented an expired state ID, but no other documentation. The member asked if they could accept the expired document and continue to employ the employee or if they had to terminate the employment relationship. The employer may not accept an expired ID when completing Section 2 of the I-9. Unless the employee has presented enough other documentation for completion of Section 2, the employer has to inform the employee that they have not established work authorization. The employer must show the I-9 List of Acceptable Documents and ask the employee to provide alternate documentation or a valid receipt for a replacement document. Be sure not to specify which documents on the list they need to provide, as this must be the employee's decision. The form I-9 must be completed within three business days of the employee's date of hire. If they fail to bring acceptable documentation within that timeframe, the employer must either terminate their employment or put them on an unpaid leave of absence for a defined and communicated length of time (e.g., 5 days) pending their presentation of proper documents. For further guidance on this matter, contact Cheryl at Ext. 218 (email: cheryl@piasc.org).

It's Not Always "ASAP"

When assigning tasks, resist the temptation to say that something needs to be done "as soon as possible." An ASAP assignment can give the impression that the employee should drop everything and get the task done right away, regardless of other important tasks. Do everyone a favor by assigning specific deadlines, and give workers the responsibility for discussing the time frame with you before any unpleasant surprises occur.

Thought for the Week

Problems that go away by themselves, come back by themselves.

Upcoming National Events Calendar 2017

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
4/6	Webinar: Are You OSHA Ready?		Gary Jones	412-259-1794	gjones@printing.org
6/20-6/21	Print & Packaging Legislative Summit	Washington, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
7/16-7/19	Affiliate Managers Summer Conf.	Vintners Inn, Santa Rosa, CA	Tad Parker	508-804-4114	tparker04@pine.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

Mar. 7

Register at right

Event Number
BWB

7:30 a.m.
Cost: \$5

Location:
see locations at right

BREAKFAST WITH BOB AND CHERYL

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

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.

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

- Mar. 7th** – *Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730*
- Mar. 8th** – *Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101*
- Mar. 9th** – *Brent's Deli • 19565 Parthenia Street • Northridge 91324*
- Mar. 21st** – *Mimi's Cafe • 17231 E. 17th St. • Tustin 92780*
- Mar. 22nd** – *Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040*
- Mar. 23rd** – *West Bistro • 3900 Atlantic Ave. • Long Beach 90807*



Mar. 12 thru 15

Check here to REGISTER for this event

Event Number
PC2017

Cost: **\$995/**
members
\$1,295 /*non-members*

Location:
*Hilton Long Beach
701 W Ocean Blvd,
Long Beach, CA*

2017 PRESIDENT'S CONFERENCE

Contact: **Socorro Garcia, Ext. 229, socorro@piasc.org**

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.

Let's learn, network, motivate and inspire together.

Member's receive an additional \$200 discount by contacting Socorro Garcia at Ext. 229.

Additional information available at www.presidentsconference.com.

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.

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

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:
In'N 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!

Apr.
20

Register at right

Event Number
CAC15

5:30 p.m.

Cost: \$25
non-members: \$40

Location:
See locations at right

COCKTAILS AND CONVERSATIONS
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

Connect with other local colleagues, meet some new friends and network, network, network.

Check the box(es) below to register for these events:

Apr. 20th – *Rock & Brews, 7777 Beach Blvd., Buena Park, CA 90620*

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.

In 2017...

While we believe that the American economy will be looking up this year, it doesn't mean that you should be careless in your firm. Be hesitant about increasing fixed costs. Handle new volume through buy-outs and wait until you have solid volume in hand before buying the new piece of equipment. Watch your cash like a hawk. Bill promptly and ask for the check even more promptly. Take as much credit as your suppliers will give you as your working capital is the lifeblood of your firm. Talk to your clients, learn their plans and needs, and focus on helping them move up by buying work from you.

Paid Sick Leave

We are now used to the reality that California and various local governments mandate various amounts of paid sick leave. The administration of this is straight forward with respect to a non-exempt (hourly) employee. They call in sick and they get paid for the missing day(s) of work up to the number they're entitled to under the law. For an exempt (salaried) administrative person, their compensation which is by the pay period (week, month) normally does not stop if they miss a few days of work, so they do not receive explicit paid sick leave since they are getting paid anyway. For an outside sales rep who receives a draw against commission, the draw does not stop if they're sick, so its continuing payment satisfies the requirement.

Credit Card Fraud

We get emails almost weekly, from folks who want to order printing with a credit card but who are actually operating an elaborate scheme to get the printer to front money to a phony shipping company. A new twist on this story is a telephone order for five figures using a credit card whose number is being used illegitimately by someone else. The work is delivered, but then the card is charged back to the printer. Neither the credit card processor nor the issuer is liable for this, but it is a criminal event. The responsible course of action is to report the facts to the local police department as it may stop these people and maybe even get restitution.

Paper Sizing

What is internal paper sizing? Internal sizing occurs in the beating stage of papermaking where individual fibers are coated to increase their resistance to liquids. Rosin, which comes from softwood trees, is the most common internal sizing. 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.

Lamination Depot
www.LaminationDepot.com

1601 Alton Pkwy Suite E Irvine, CA 92606
Tel: 800-925-0054 - Fax: 800-616-5543
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Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



PRINTING INDUSTRIES OF AMERICA

Advancing Graphic Communications

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
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