



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

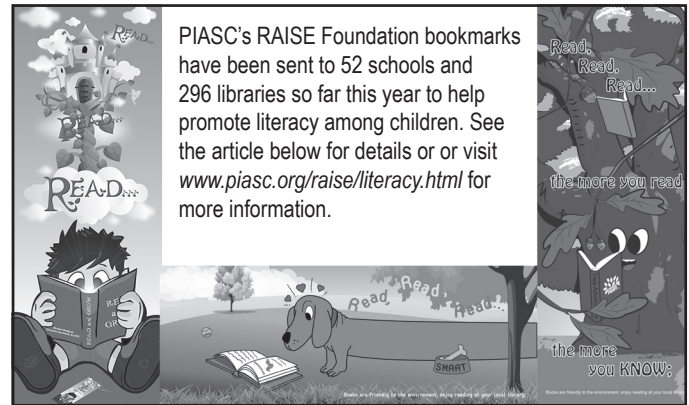
March 7, 2016

Food for Thought

The late Justice Scalia said, "...on the part of the people, a reluctance to impose their views by law in the face of significant opposition, a reticence to require others to love all that they love and to hate all that they hate. A society that feels passionately about everything, or that lightly—without a sure and certain need—adopts laws obnoxious to many of its members, cannot sustain democratic self-government, and is fit only to be ruled by others. The point was put well by the great Learned Hand, in his comments to a group of newly naturalized Americans: The spirit of liberty is the spirit which is not too sure that it is right; the spirit of liberty is the spirit which seeks to understand the minds of other men and women; the spirit of liberty is the spirit which weighs their interests alongside its own without bias."

We Need More Sales

Surely, that's a universal sentiment. So, what's the solution? Try to hire a sales rep, call on more prospects, quote on more jobs? Actually, all of those are good ideas, but it's easy to miss a major opportunity hiding in plain sight—the jobs that we quoted on but didn't get. Most firms have a hit ratio (orders/quotes) of well below 50%. What would happen if we actually sold all of those quotes that we missed? Pick a month and add up all the dollars in all of those quotes. Think about what would have happened if they all had been orders—it's probably almost scary. Of course, to get them we wouldn't have gotten our estimate, but would we have lost money? Probably not, as the amount that you will spend (materials, buyouts, factory wages, commission) to do these jobs is seldom more than 60% or 70% of the estimate, so that even at deep discounts there would still be dollars left to pay for the overhead and generate a nice profit. So what's the action step? First, analyze the jobs that you didn't get and disregard those that really don't fit your capabilities. Then, zero in on those that are a fit and from prospects who have volume potential. After all, you're not a stranger to them as they've already let you quote. Reach out to them for more opportunities and when you get them, make sure that you get the order. If you can get volume at a 10% discount from your estimate, that will give you a boost to your bottom line. Remember also, that just because you had to be aggressive up front, doesn't mean that



you can't up the pricing a bit in the future. Printers are custom manufacturers so every job looks different to the user and has a different purpose and value—facts that the estimating software just doesn't understand.

You've Just Bought A New Car

It usually makes sense for the car to be owned by your firm as you can ultimately write off the whole cost. The problem is that when you went to the dealer, you signed the paperwork as an individual, so now there is a tax problem, but more importantly, an insurance problem because the firm can't insure the car because it doesn't own it. Autos for business use should always be owned by the business.

135,000 Bookmarks

Each year, PIASC's RAISE Foundation prints bookmarks designed to encourage children to read and offers them to schools in the metro area. The design comes from a student competition each year. We write to all of the libraries and schools offering them bookmarks and this year the response was amazing—52 schools and 296 libraries received 135,000 bookmarks!

The PIA Technical Experts

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.

Thought for the Week

Unless you can question your own beliefs, you have no place questioning the beliefs of others.

Upcoming National Events Calendar 2016	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.

PIASC March-May Activities

<p>Mar. 22</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 Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>YOUR DIGITAL FUTURE IS...</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 isn't growing, although usually still smaller than offset. It's clear that in most cases digital has a role, frequently a key one, in 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"> <input type="checkbox"/> Mar. 22nd – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Mar. 23rd – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Mar. 24th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> Mar. 29th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Mar. 30th – <i>Lenny's Deli (formerly Junior's) • 2379 Westwood Boulevard (at Pico) • Los Angeles</i> <input type="checkbox"/> Mar. 31st – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i>
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<p>Mar. 19</p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> KKCD</p> <hr/> <p>10:00 a.m.</p> <p>Cost: \$10 students/seniors, \$12 general admission</p> <hr/> <p>Location: <small>In'tl Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small></p>	<p>KIDS KRAZY CRAFTS DAY <i>at the International Printing Museum</i> Contact: Mark Barbour, (310) 515-7166, mail@printmuseum.org</p> <p>Demonstrations throughout the Museum for kids of all ages and sizes! Including:</p> <ul style="list-style-type: none"> • 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 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
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<p>Mar. 20 <i>thru</i> 23</p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> TAGA</p> <hr/> <p>Cost: \$645/TAGA member \$895/non-member</p> <hr/> <p>Location: <small>Sheraton Memphis Downtown Memphis, TN</small></p>	<p>2016 TAGA ANNUAL TECHNICAL CONFERENCE Contact: Mike Packard, 1-800-910-4283 extension 704, mpackard@printing.org</p> <p>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.</p>
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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	www.aafoc.org
	6/4	Essential to Success Conference	Fullerton College, Fullerton	Kristy Villanueva	www.piasc.org
	6/11	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	8/13	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org

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**

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. 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**

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.

May

3

Check here to REGISTER

Event Number
PAPER

5:30 p.m.

Location:
Andrei's Conscious Cuisine Events Center
2607 Main St., Irvine, CA

18TH ANNUAL PAPER AND SUBSTRATE SHOW
Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

Get your tickets now for this soon to be sold out event. It's our 18th Annual Paper & Substrate Show. Rock out to tunes, and roll on in to check out the latest paper & substrates, including wall coverings, vinyl, clings, and all things print! Dance from booth to booth to get your hands on the newest freebie swatch books and samples. Meet over 15 rock star vendors while sipping on drinks and listening to some sweet tunes.

Interested in being an exhibitor? Contact Kristy Villanueva, (323) 728-9500 Ext. 215, kristy@piasc.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.

Gossip

Many managers worry about the destructive impact of gossip on employee morale and productivity. If you want to set up a “no gossip” policy in your workplace, start by defining what gossip is and what it isn’t. For your purposes, define gossip as negative comments about a co-worker delivered outside of his or her hearing. Positive comments aren’t gossip, and neither is the latest celebrity scandal. Employees and managers alike should make a rule of discussing negative performance only with the person in question, not behind their back with someone else. With this rule in place, you and your employees should do a better job of knowing what not to say.

Avoid...

Falling for fads. With so many management gurus hawking books and seminars on leadership, some managers tend to blindly follow whatever’s popular at any given moment. Filter every trend and idea by asking, “Will this work for us and this organization?” If not, don’t follow it, no matter how hot the idea is.

Obsessing over defects. You want to correct mistakes and improve quality. But if you spend all your time just looking for what’s wrong, you’ll never see what’s working correctly, and you’ll miss the opportunity to reinforce good practices so they get repeated. In addition, employees will dread reporting to you. Pay attention to the things that go right, and reward people for doing a good job.

Missing the big picture. Coaching and guiding individual employees are important, but if you spend too much time working with them one on one you may neglect the larger situation. Think of your department and organization as a system of interconnected parts, and make decisions that support the system as a whole. Don’t forget about your people; just maintain a broad perspective.

Make Them Want It

When you want to earn people’s attention in a meeting or during a presentation, remember that data alone won’t do it. The secret is simple: People are more motivated to avoid pain than to seek pleasure. Before proposing an idea, lay out the problem thoroughly and show how it will affect your listeners personally. Then you’ll have their attention, and they’ll be eager to hear your solution.

What Do They Do In Their Spare Time?

Do you want to find out whether job candidates are self-motivated? Ask them about their extracurricular activities. People who are willing to devote their free time to continuing education or volunteer work are demonstrating an energetic attitude that will likely carry over into their workplace practices. And having other outside interests means they’re probably well-balanced people who will be a healthy addition to your staff.

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



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of the Month

First 10 Enrollments will receive the Managerial Packet for FREE!

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Did you know that a negligent hiring claim can cost a company upwards of \$500,000! Failure to conduct a background check on applicants/new hires can pose serious and unnecessary threats to your organization.

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To enroll contact Cody Farzad at (562) 319-0413, cfarzad@ecoinc.us.

For more information or to join go to: www.piasc.org



Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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Los Angeles, CA 90091-0936

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or 808.9990 for area codes: 213, 310, 619, 714, 818, & 951

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