



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 21, 2016

Think Like A Broker

There was a time when brokers were looked down upon by printers as a kind of parasite who were looking for a slice for doing nothing. More and more, we see printers (folks with manufacturing capacity) acting like brokers. They see the importance of meeting all of their client's needs, not just selling their press time. Doing this moves the focus from putting ink on paper to understanding and meeting the client's need to sell and support its product. It's not easy because it requires becoming an expert in their business, but the return can be really impressive. You can move from being the low bidder (do you have anything to quote on?) to a marketing resource (let's build sales together). Getting there means developing partnerships with trusted sources for the things that you don't do and changing your compensation system to one based on value added to get your people on the same page with you.

Trust Your People

Being the boss is a tough story. Lots of pressure, lots of decisions, lots of chances to be wrong. If your people are used to upward delegating everything, it's an ego trip (you're smarter than everyone), but it's all-consuming and limiting. Firms that move ahead depend on team members who know what they're doing and go forward. Do they make mistakes? Of course—but they do things and they move forward.

They're Looking for a Printer

Will they find you? Our electronic yellow pages for the printing industry is better than ever. Check it out by going to www.printaccess.org. Then, look at your own listing by typing in your firm name in the search box. Do you like what you see? Do you think it will attract interest? If your answer is no, you can create/edit your listing online at any time. Look at other listings to see what your competitors are doing, then call Jairo Cuellar at Ext. 202 for help in making your entry better.

Postage Is Cheaper

In a world when we became hardened to ever-increasing postal rates, postal rates will go down on April 10th an average of 4.3% on the mail of most interest to us (letters and flats). While the USPS still has issues, we and they have lucked out with the explosive growth of package delivery fueled by internet buying. Not only



Thursday,
April 7th

FUNDAMENTALS OF COLOR TECHNOLOGY FOR PRINTERS

This FREE program is a 3-part series. First webinar in series starts April 7th. See page 3 for details!

will print become cheaper because postage is such a high proportion of a direct mail project, but the internet needs print to get buyers to the website.

Saying "No" Right

You can't say yes to every request from your employees—or even your boss. But saying no is never simple. You don't want to alienate anyone even though you have valid reasons for not doing what they want. Here's how to say no with a positive outcome:

- **Say no clearly.** Don't duck confrontation nor court confusion with vague language like, "I don't know about that," or "I'll have to see." State your position unmistakably: "No, I can't do that."
- **Explain your reasoning.** Most people will accept your refusal if they understand what's behind it, but they don't like being stonewalled. Use your explanation to inform, instruct, or remind them of your priorities. Spell out the policies or obstacles that make your rejection necessary. Go through the business needs behind policies and rules, or refer the employee to a good source of information.
- **Offer options when possible.** You may be closing off one avenue with a negative answer, but look for alternatives. For example, you may have to deny time off during a busy period or turn down a bid for promotion if the employee needs more skills. But you may be able to offer other days off or a way to develop those skills to position the employee for future advancement. Make your "no" the start of something positive.

Thought for the Week

The voyage of discovery is not in seeking new landscapes but in having new eyes.

Upcoming National Events Calendar 2016

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
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
12/3-12/6	Color Conference	The Point Hilton Sqaw Peak Resort, Phoenix, AZ	Julie Shaffer	412-259-1730	jshaffer@printing.org

For more information on any of the following events, go to www.piasc.org.

PIASC March-April Activities

Mar. 22

Register at right

Event Number-
BWB

7:30 a.m.

Cost: \$5

Location:
see locations at right

BREAKFAST WITH BOB

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

YOUR DIGITAL FUTURE IS...

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.

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.

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?

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

- Mar. 22nd** – *Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730*
- Mar. 23rd** – *Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101*
- Mar. 24th** – *Brent's Deli • 19565 Parthenia Street • Northridge 91324*
- Mar. 29th** – *Mimi's Cafe • 17231 E. 17th St. • Tustin 92780*
- Mar. 30th** – *Lenny's Deli (formerly Junior's) • 2379 Westwood Boulevard (at Pico) • Los Angeles*
- Mar. 31st** – *The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807*



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.

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.

7

Check here to REGISTER

Event Number

FOCT

11:00 a.m.

Cost: **FREE!**
MEMBERS ONLY

Location:
on your computer

FUNDAMENTALS OF COLOR TECHNOLOGY FOR PRINTERS
Part 1: Densitometry Webinar

Contact: **Rose Dorado, Ext. 231, rosed@piasc.org**

Effective use of color technology enables printers to lower cost and improve quality. This program is a 3-part series consisting of 2 webinars followed by a hands-on workshop.

This free program for printers is organized and sponsored by Printing Industries Association of Southern California and Techkon. It will be taught by Bruce Leigh Myers who has a Ph.D. in Graphics Communications, brings 25 years industry experience and is Assistant Professor at RIT. It promises to be a useful learning experience, taught by a great instructor. The program will make you confident in the use of color technology. It will give you new tools to implement cost savings and quality improvements.

This is a registration invite for Part 1 of the program which is a webinar. You will be notified separately for Parts 2 and 3.

PART 1: Webinar on Densitometry
April 7 @11:00AM
Understanding density measurement and how to use it correctly. Learn about the components of a densitometer, important process variables, tips for selecting the right device, handling spot colors, dot gain, hue error/grayscale and how to measure plates.

Apr.

15

Check here to REGISTER

Event Number

WVPT

8:00 a.m. & 1:00 p.m.

Cost: \$37.50 members/
\$75 non-members

Location:
PIASC Conference Ctr.
5800 S. Eastern Ave., #400
Los Angeles, CA 90040
(in BOA Building)

WORKPLACE VIOLENCE PREVENTION TRAINING

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

Create a safer work environment and decrease the chance of workplace violence in your organization. As more and more unfortunate events happen due to violence in the workplace or to active shooters, we as employers need to make sure our employees are knowledgeable as to what to do in case either one of these incidents occur. PIASC has joined with O.S.T.S., Inc. to offer members 3 hours of training to help manage disruptive and aggressive behavior in the workplace. For details visit www.piasc.org/violenceprevention.

May

3

Check here to REGISTER

Event Number

PAPER

5:30 p.m.

Cost before 4/26:
\$30 members
\$40 non-members
\$20 Students/Designers

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.

Getting To Completion

New projects are necessary to every organization's successful growth, but it rarely happens as smoothly as we'd like. Be prepared to deal with these obstacles:

- **Falling behind schedule.** Deadlines are essential when you're implementing a change, but they're easy to miss due to factors outside your influence—vendors don't provide needed equipment on time, for example, or products take longer than anticipated to develop and manufacture. Build some flexibility into your schedule, and be prepared for delays. Don't punish your people for failures that are beyond their control.
- **Unexpected detours.** No matter how well you plan, you're likely to discover that your efforts are taking you in directions you didn't anticipate: A new product appeals to a different market, for example, or new strategic issues arise that require your attention. Don't ignore new opportunities just because they don't match your original expectations.
- **Lost momentum.** A new project is exciting; once the novelty wears off, enthusiasm can fade. What to do: Periodically review your mission and goals. Remind everyone how important the project is. Talk with people individually to find out what's on their minds. Celebrate victories along the way.
- **Criticism.** Any kind of change presents a target for critics. Whether you're doing well or poorly, some people will almost always complain that something's wrong with your strategy. Just remember that people usually criticize change only when it threatens them. Their complaints may be a sign that you're making real progress. Respond to legitimate questions and concerns, but don't let naysayers shake your confidence. Keep your long-range goals in mind, and adjust your efforts only as necessary to achieve them.

Ask The PIA Technical Experts

One of my customers wants security features added to the document I'm printing in order to combat counterfeiting. What are my options? There is a range of options depending on the product's value and its risk of counterfeiting. Casual counterfeiters (a.k.a. "digitfeiter") can be deterred more easily. An unusual substrate that is hard to obtain can be used, as can an overprint coating. If printed digitally, a clear toner may be added on some presses that fluoresces under UV light. A fake watermark can also be printed on the reverse side of the substrate that is not obvious to a weekend fraudster. Higher counterfeiting risk calls for more sophisticated and covert devices. Using several devices at once is necessary. You can use fine-line security patterns (a.k.a. guilloches), digital or paper watermarks, void pantographs (to stop copying), and various microdot and difficult-to-reproduce geometric patterns. You can also purchase paper with embedded fibers and other security features, as well as specialty ink that color shifts or iridizes. Many of these sophisticated techniques are licensed, requiring you to obtain the technology and know-how from companies specializing in security features. Also, using security devices expected to thwart professional criminals brings significant liability and a tough learning curve. Consider hiring a security printing consultant or leaving the job for a bona fide security printer.

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



MARCH
Buying Power
of the Month

First 10 Enrollments will receive the Managerial Packet for FREE!

PIASC members receive 20% off when screening new hires!

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.

Why Employers Choice Online?

- ❖ No set-up fees, contracts, or month minimums
- ❖ 24-48 hours turnaround time
- ❖ 24 hour online ordering platform
- ❖ Fair Credit Reporting Act Compliant

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

Web Site: <http://www.piasc.org>

Print Access:
<http://www.printaccess.com>

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Fax numbers:

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