



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 27, 2017

Hire Slow, Fire Fast

Having the right people will make your firm successful. Having the wrong people will make your lawyer rich. When hiring someone for your firm, it's really the "soft skills" that count. It's far less a matter of their education and experience than their attitude toward work and, in particular, work at your firm. You need to be comfortable that they want to come to work every day, work the hours needed to get the work out, and want to learn about what's going on. If they fit that mold, they're keepers and they'll grow with you. You'll probably have to talk to a number of people before you find one that seems to fit this description. That's what "hire slow" is about. But, no matter how hard you try, you may make a mistake—the winner turns out to be a loser. Observe what the new hires do—if they have a tough time to get to work, can't work overtime, and care more about their smart phone than your work—get rid of them quickly. That's what "fire fast" is about. It will save you from putting in wasted effort and folks who are fired after a short time on the job aren't interesting to lawyers.

We're Thinking About Buying The...

Many firms are feeling better about their prospects this year. At the same time, a lot of new equipment solutions are appearing—digital presses with in-line finishing, offset presses with automated make-readies, blinding speed and new capabilities, specialty finishing solutions, etc. Some of these may help you grow your business, others may simply burden you with additional overhead. Any decision should be carefully analyzed as you neither want to pass up a good opportunity nor make it harder to survive. Their sales rep can help you with this, but their paycheck depends on your signature on the purchase contract. PIASC can help you think through the decision. Call Bob Lindgren at Ext. 214 (email: bob@piasc.org) for assistance.

Don't Give It Away

In most firms, the price quotation flows directly from the estimate. This seems natural as you're "just trying to recover your costs" and make a modest profit. Unfortunately, this thinking has the inevitable effect of giving away every improvement to the customers. A simple example of this (and it's not at all uncommon) is the plant which hires a new pressman who can put plates on the press and produce salable sheets in fifteen

Who Will Win Best Of Show?
Be there and find out!

PIASC
Graphics
Night
2017
PIASC
PRINT
Excellence
Awards

April 7th
5:30 pm
Pacific Palms Resort

a night to remember

Join us also to honor Marina Poropat Joyce, this year's Executive of the Year. Tickets are selling fast! See page 2 for details!

minutes less than anyone else. We hug him and give him a raise, but then the estimator walks through the plant and discovers the new pressman. The estimator believes that no one knows more about printing than he and he prides himself on the accuracy of his estimates. Naturally, when he makes this discovery, he reduces the make-ready time in his estimates by 15 minutes. Now, what happens as a result? The rate on the press is \$200/hour, so every estimate is now \$50 less per make-ready. The customers save the \$50. The new pressman is paid \$25/hour, so the firm could save \$6.25 (but it won't even save that if the pressman is just working 40 hours anyway). The result of this is that we've taken our potential savings of \$6.25 and given it away to the customers after marking it up to \$50! If you think about it, one of the saving graces of estimating software packages is that they don't walk around the plant and learn things.

Where's Reality?

We all assume that the world around us is reality. Reality is the relationships we have, the circumstances in which we live and work, our interactions with our family, jobs, friends, etc. Much more significantly, reality for each of us is between our ears. How our brains react to all of these elements is our particular reality. We can see the same glass as half empty or half full—that's a choice made by us between our ears and has nothing to do with the physical state of the glass. Concentrating on seeing the glass as half full, on seeing the good rather than the bad can make an enormous difference in our lives.

Thought for the Week

A classic is something that everybody wants to have read and nobody wants to read.

Upcoming National Events Calendar 2017

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 April - May Activities

<p>May 2</p> <p><i>Register at right</i></p>	<p><i>Event Number-</i> BWB</p> <hr/> <p>7:30 a.m. Cost: \$5</p> <hr/> <p>Location: <i>see locations at right</i></p>	<p>BREAKFAST WITH BOB AND GERRY Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Some things you don't want to get...</p> <ul style="list-style-type: none"> • A CalOSHA citation with a list of violations and a big penalty. • A letter from an attorney notifying you of an action for an injury to a former employee. • A notice from your Workers' Comp insurance carrier that your experience mod has just gone through the roof. <p>While we can't guarantee that none of these will not happen to you, letting PIASC do a safety compliance walk through can make it much less likely and certainly less painful.</p> <p>Gerry Bonetto, our government affairs and compliance expert, will be happy to visit your plant and help you see the areas of potential concern. He can also work with you on initiating specific procedures, like "lockout/tagout" that will avoid injuries, reduce costs and keep you in compliance. As he will be joining us for this series of breakfasts, this will be a great chance to find out how to keep your costs down.</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"/> May 2nd – Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730 <input type="checkbox"/> May 3rd – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101 <input type="checkbox"/> May 4th – Brent's Deli • 19565 Parthenia Street • Northridge 91324 <input type="checkbox"/> May 9th – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780 <input type="checkbox"/> May 10th – Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040 <input type="checkbox"/> May 11th – West Bistro • 3900 Atlantic Ave. • Long Beach 90807
<p>Apr. 6</p> <p><input type="checkbox"/></p> <p><i>Check here to REGISTER</i></p>	<p><i>Event Number</i> OSHA</p> <hr/> <p>11:00 a.m. Cost: FREE / member \$49/ non-member</p> <hr/> <p>Location: <i>on your computer</i></p>	<p>ARE YOU OSHA READY? <i>PIA National Webinar</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>The printing industry has been deemed a high hazard industry by OSHA for amputations and combustible dust, causing the number of inspections, citations, and penalties in our industry to skyrocket. On average, OSHA is inspecting at least one to two printing operations per week and they are finding violations that cost you real money.</p> <p>This webinar will provide you the information needed to understand the key OSHA regulations and what steps you will need to take to become compliant. OSHA has dramatically increased their fines so don't wait until they come knocking on your door, be proactive!</p>
<p>Apr. 7</p> <p><input type="checkbox"/></p> <p><i>Check here to REGISTER</i></p>	<p><i>Event Number</i> GN</p> <hr/> <p>5:30 p.m. Cost: \$100 ticket \$1000/table of 10 \$800/table of 8</p> <hr/> <p>Location: <i>Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744</i></p>	<p>2017 GRAPHICS NIGHT <i>A Night to Remember</i> Contact: Maribel Campos, Ext. 210, maribel@piasc.org</p> <p>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! Register by 3/10 for 10% off table pricing.</p> <p>Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC / Account #NC3290) Spa: 626.854.2502 • Golf: 626.854.2531</p> <p>For all details visit www.piasc.org/GraphicsNight. Sponsorships are still available!</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	lsing@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

<p>Apr. 8</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> KKCD</p> <hr/> <p>10:00 a.m. - 4:00 p.m.</p> <p>Cost: \$10</p> <hr/> <p>Location: <i>In'tl Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</i></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 - 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 memento of your visit! • Watch the Linotype's cousin the Magnificent LUDLOW casting its type. • Paper Sculpting demonstrations and Many More Surprises! <p>Visit www.printmuseum.org for details and reservations!</p>
<p>Apr. 20</p> <p><small>Register at right</small></p>	<p><i>Event Number</i> CAC15</p> <hr/> <p>5:30 p.m.</p> <p>Cost: \$25 <i>non-members: \$40</i></p> <hr/> <p>Location: <i>See locations at right</i></p>	<p>COCKTAILS AND CONVERSATIONS Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Connect with other local colleagues, meet some new friends and network, network, network.</p> <p><i>Check the box(es) below to register for these events:</i></p> <p><input type="checkbox"/> Apr. 20th - <i>Magnolia House, 492 S Lake Ave, Pasadena, CA 91101</i></p> <p><input type="checkbox"/> Apr. 27th - <i>Rock & Brews, 7777 Beach Blvd., Buena Park, CA 90620</i></p>
<p>May 16</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> APSS</p> <hr/> <p>5:30 p.m.</p> <p>Cost: \$30 members \$20/student/ designers (before May 9th)</p> <hr/> <p>Location: <i>Andrei's Conscious Cuisine, Event Center 2407 Main Street, Irvine</i></p>	<p>19TH ANNUAL PAPER & SUBSTRATE SHOW <i>Calling all paper nerds!</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>When you are at a restaurant, do you feel your menu and guess what point of card stock it is? Do you open your mail and get excited when you immediately recognize a soft touch coating? Do you find yourself thinking, "They should have printed that on a semi-gloss since there is so much writing on it."? Your friends think you're nuts, but we can't get enough of it! Come geek out on paper with us at the 19th Annual Paper and Substrate Show. Be inspired with the latest substrates for all types of printing processes along with printed samples. See a demonstration of paper made right in front of your eyes!</p> <p>Learn more at www.piasc.org/papershow.</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.

Get Them On Your Side

Effective workplace communication is more than just telling employees what to do. You've got to establish an atmosphere of honesty so employees feel empowered to perform at their best. Here's what to do:

- **Show employees your business structure.** Explain clearly and thoroughly how your organization makes money, whatever industry you're in. This will help them understand your priorities and make better decisions on their own.
- **Identify strengths and establish roles.** Find out what your employees do best so you can assign appropriate tasks. Talk to them about what they can do, what they want to do, and how their work contributes to your organization's success.
- **Meet regularly.** Don't depend on memos and emails to communicate and motivate. Get your team together as often as feasible without disrupting their ability to do work, and discuss the issues facing your organization. Solicit ideas and listen with an open mind to show you're not afraid of honest communication.
- **Recognize good work.** Don't get so busy that you forget to praise your employees. Telling them what they're doing well and why you appreciate it reinforces positive behavior and encourages them to do more of the same.

Don't Say...

When an employee complains about working conditions, be very careful how you respond. In particular, refrain from saying anything like, "If you don't like it here, why don't you quit?" This can be taken as a "constructive discharge"—when management is seen as forcing an employee to quit instead of discharging him or her outright. Always take complaints about workplace conditions seriously, and never issue ultimatums that might make an employee feel compelled to quit.

For Sale

Mailing machine. Price reduced! Hasler DS200 Folder/Inserter. Fold, insert, seal into envelopes up to 13" x 10". 4 folder/inserter stations. 1 Versa-feeder for catalogs, booklets, cards, etc. Less than 490,000 cycles. Eligible for NeoPost Service. This is workhorse machine ready to go. Located in Van Nuys \$25,000. Call Bob at (818) 386-8667 for more info or to set up a demo.

Digital Hydraulic Paper Cutter. Triumph 5551-06 EP with Photocell, Laser Cut Line, Fully Hydraulic, Digital Display, and Add-on Side Tables, \$8,999.00 OBO. Lightly use in an all Digital Shop. One owner. It has been in clean storage and not used since 2010. Excellent Condition! Call or Text (818) 430-3079.

SPB (Standard Paper Box) Model 2027 Excalibur. Clamshell (Thomsen) style press. Approx. 15 years old, very low usage (we only used it for our own jobs-cutting p/s vinyl, mylar, foil). All electricals in perfect condition, all safety devices fully operational. Uses air clutch. Call Rick Panacek at (775) 424-4015.

For Lease

Attractive offices, conference room and production space, 6,000—8,000 square feet total available in San Fernando Valley. Share space with small sheet-fed commercial printer. Plenty of power. Beautiful building, safe area, ample parking in front, loading in back. Call or text Geoff at (818) 259-9778.

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
Email: service@laminationdepot.com

Your #1 Source for Laminating Supplies & Equipment
and so much more!

PIASC Member Discount
10% Off Supplies
PLUS Free Shipping This Month Only!

Coupon Code **PIAMARCH**
Offer Expires 3/31/2017

Want Savings All Year Long?
Provide your PIASC ID number to our Customer Service team by phone or email to receive 10% off all your future supply orders, plus other exciting offers!

Offer exclusions apply. Please contact Customer Service for details.



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.

