



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California* March 28, 2016

Be Seen Because you're a PIASC member, your firm is listed on the premier electronic yellow pages for our industry—PrintAccess. This listing could be bringing you business but it can't unless you help. All PrintAccess knows about you is your name and address—it doesn't know about your capabilities, it doesn't know about your specialties, it doesn't know about your website or your contact points. A small amount of effort can take care of this and make you visible to thousands of visitors. How do you do it?

- Go to www.printaccess.org and log in at the bottom of the page with your email address and password (use the *Forgot Password* feature if you don't have it).
- Click on *Edit Your Listing* in the main menu.
- Then update/create your listing with your firm's information and contacts, products, capabilities and equipment. Add a logo if you wish. Look at other listings for ideas.
- Then click on *Save* and the new version is now available to the world. If you think of something new, just go online and change it again.

If you need help, call Jairo Cuellar at Ext. 202 (email: jairo@piasc.org).

We're Thinking of Selling At some point, every business owner thinks about selling. The first question is: what's it worth? and the second is: who should we sell it to? The questions are intertwined because the value is what someone would pay for it and their value is a function of who they are—existing parallel firm, independent investor, print broker with sales but no production capability, etc. It's central to understand that what's being sold is the future, not the past. The financial statements are of interest only to the extent that they may suggest the future. The key ideas are: are sales concentrated in a few clients or a broad base? How solid are the major client relationships? Are the clients growing or shrinking? Who are the significant competitors? Is the technology changing? Once we get these answers, we need to think about potential buyers: will the buyer be able to leverage the status quo by bringing in additional volume or produce the existing work in their

SALES REP COMPENSATION...
How is it based? What's the percentage? How about the draw? Is there a salary? How about benefits? The 2016 PIA National Sales Compensation Survey will help you answer these questions—to get a free copy you must participate, so download the survey and complete it today! To participate, go to tinyurl.com/glp8by3 (regular sales survey) or tinyurl.com/hr5hmk8 (packaging industry). Please fill out the sales survey that applies to your organization, and upload the completed survey to our 2016 Sales Survey folder on Dropbox at tinyurl.com/hs3tpjs. **All information is kept strictly confidential!** Contact Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for help in completing it.

plant thus improving the profit of the selling firm? Will the buyer be able to retain the client base and sales volume? Once a buyer is on board and there is an understanding about value it's important to realize that unlike selling your home, a business is not a hard asset—it's a bet on the future. As a result, expecting cash on close will sharply reduce the amount that can be obtained. It's more realistic to incorporate seller financing (payments over time) into the deal and making part of the price contingent on retained sales (seller gets x% of sales for y years). If the selling firm owns its own building or significant pieces of equipment, it's useful to separate these from the sale of business—if the buyer wants them, they're extra. Call Bob Lindgren at Ext. 214 (email: bob@piasc.org) for help on these ideas.

We're Thinking of Buying Just as commonly, the possibility of an acquisition may be on the horizon as the right deal should be a win for both parties. The issues for the buyer are just the same as those in the previous paragraph. Deals that work are ones that leave both seller and buyer better off than they were before. That can be possible through the magic of doing more volume with the same overhead.

Thought for the Week *It is better to keep your mouth shut and appear stupid than to open it and remove all doubt...*
Mark Twain

Upcoming National Events Calendar 2016

4/10-4/13	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-May Activities

Mar. 29

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. 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	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:
*Andre'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.

**Exempt,
Non-Exempt,
Independent**

The federal Fair Labor Standards Act and the California Labor Code divides the people who do work for you into these categories. The default in the system is “non-exempt.” So long as you pay at least the minimum wage and pay overtime to everyone, you’re OK. When you start to classify people as “exempt” or “independent contractor,” you’re exposed to claims for back pay going back years unless you can prove that you’re right. A good investment of your time is to review the classification your firm uses to be sure that there are no time bombs ready to go off. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for help on this.

**Find
Someone to
Share it With**

The old saying, “It’s lonely at the top,” doesn’t have to apply to every leader. If you feel isolated and alone in your own organization, work on developing a network of peers to discuss problems and issues with. Bring together a dozen or so managers at or about your level who aren’t competitors, clients, or vendors. Agree to a pledge of confidentiality and start talking. Chances are they’re facing the same kind of concerns you are, and talking together will uncover new possibilities you haven’t thought of—and give you some companionship besides. There are a number of printing industry peer groups that do just that. If this sounds interesting, contact Printing Industries of America’s President/CEO, Michael Makin at mmakin@printing.org to get started.

**What Will
Happen If...**

Every workplace should have adequate plans for emergencies that can disrupt business. One way to assess how smoothly you’ll be able to operate in the event of a fire, shooting, or natural disaster is to answer these questions:

- Do managers know how to locate key people quickly?
- Have you established procedures for contacting key personnel and their families?
- Do you have a contingency plan that includes designating backup officers to take responsibility for the organization in case top management is unavailable?

**What Can
They Do For
You?**

Most job candidates can regale you in interviews with stories of their resourcefulness, their team spirit, their abilities, and their willingness to “do whatever it takes,” but don’t forget one question you should ask when interviewing job candidates: “What can you do for this organization?” Look for candidates who can talk about specific ways they can help you achieve your goals, not just theirs. This means they’ve done some research before the interview, making them the kind of employee you want to hire.

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

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



