



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 11, 2016

**We Collected Every Penny** We were talking to the owner of a firm who said that they had collected every penny of their receivables, but then ruefully admitted that they had probably turned down a lot of good sales in order to protect that record. Credit losses can be frustrating, so it's easy to exaggerate their impact. The typical commercial printing job is about 60% out of pocket cost (paper, buy-outs, factory wages, commissions), so you'll spend \$600 to produce a \$1,000 job. If you sell four of these, but you get paid for only three, you'll receive \$3,000 (3 x \$1,000) while spending \$2,400 (4 x \$600), so you'll still have \$600 you didn't have before. Of course, this doesn't apply if the order is big enough to sink the business. Neither does it apply in situations where a known client is taking longer and longer to pay, as you know it likely that the client is heading towards bankruptcy.

**Are You Working Overtime?** We all know that no one orders print until they need it yesterday. We all know that all jobs are rush but that some are super rush while others are really desperate. Thus, we live in a world when busy and slow alternate with dizzying unpredictability. Two lessons can be learned from this reality: first, structure the workforce so that it's at straight time when it's slow and they're working ten or twelve hours at the peak. Otherwise, you will pay people to do nothing for too much of the time; second, reflect this reality in your pricing policy—desperate should be more than rush. This is not because it costs more but because desperate implies value to the client.

**Buying Xerox?** We were talking to a member who was looking at a Xerox system and we reminded him that members of PIASC are entitled to special pricing because they are also members of PIA. When you're talking to your rep, point out to them that you're entitled to "level three" pricing.

**Get An FPA** What's an FPA? It's the Financial Performance Analysis, Printing Industries of America's new tool to help you analyze the financial performance of your firm. It will be produced by PIA's Center for Print Economics based on the data provided by your firm and industry

See page 2 for details!

benchmarks. A sample report can be seen at [www.piasc.org/downloads/eRoi/SampleFPA.pdf](http://www.piasc.org/downloads/eRoi/SampleFPA.pdf). The base price for non-members is \$5,000 but it's available to PIASC members for \$2,500 (further discounts for multi-plants and peer groups). Take a walk through the sample report, then call Ron Davis at (434) 591-0527 (email: [rdavis@printing.org](mailto:rdavis@printing.org)) to get started.

**Alts Are Wonderful** Printing is a custom manufacturing process. The client gives us specs and we give them a quote. Then the process begins: we get the file(s) and produce a proof, the client makes changes to the copy or the layout and they get another proof, someone from their firm weighs in with more changes and another proof is sent, we go to press but they change the quantity and the delivery instructions. We may do all of these things for the original price, if we wish (or because it's too much trouble to do otherwise) but the client won't appreciate it. On the other hand, if every time they made a change, we sent them an email confirming the change and attaching a charge to it, it would seem reasonable to them as, after all, a change was wanted and the charge was typically small compared to the total order. When we came to bill the job, all of these charges could be added and collected because there was an email trail backing them up. The best part of the story is that we would wind up with 10% or more of sales dollars, practically all of which would go straight to the bottom line. It might not be a bad idea to consider giving the CSRs a commission on the alts as their diligence is key to capturing them.

**Thought for the Week**

*If you wish to experience peace, provide peace for another... Dalai Lama*

<b>Upcoming National Events Calendar 2016-17</b>	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
	<b>2017</b>					
4/23-4/26	Continuous Improvement Conference	Pittsburgh, PA	Jim Workman	412-2591782	jworkman@printing.org	

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC April-June Activities**

<p><b>May</b> <b>3</b></p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> <b>BWB</b></p> <hr/> <p><b>7:30 a.m.</b> Cost: \$5</p> <hr/> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB</b> Contact: <b>Emily Holguin, Ext. 262, emilyholguin@piasc.org</b></p> <p><b>HOW DOES PRINTING FIT IN THE ECONOMY OF CALIFORNIA?</b></p> <p>We rightfully believe that print is everywhere. That if you want to get attention, you have to use print or your story will be eaten by a spam filter or a fast forward button. But how big is print and what is its role in the economy of California, an economy larger than many countries (including Canada)? Gerry Bonetto, PIASC VP of Government Affairs will give us the answers.</p> <p>While eating breakfast, he'll be delighted to speculate on the Presidential campaign and more mundane things like the California Sales Tax.</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"> <li><input type="checkbox"/> <b>May 3rd</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></li> <li><input type="checkbox"/> <b>May 4th</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></li> <li><input type="checkbox"/> <b>Mar. 5th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></li> <li><input type="checkbox"/> <b>May 10th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></li> <li><input type="checkbox"/> <b>May 11th</b> – <i>Lenny's Deli • 2379 Westwood Boulevard (at Pico) • Los Angeles</i></li> <li><input type="checkbox"/> <b>May 12th</b> – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i></li> </ul>
<p><b>Apr.</b> <b>15</b></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>WVPT</b></p> <hr/> <p><b>8:00 a.m. &amp; 1:00 p.m.</b> Cost: \$37.50 members/ \$75 non-members</p> <hr/> <p><b>Location:</b> <small>PIASC Conference Ctr. 5800 S. Eastern Ave., #400 Los Angeles, CA 90040 (in BOA Building)</small></p>	<p><b>WORKPLACE VIOLENCE PREVENTION TRAINING</b> Contact: <b>Emily Holguin, Ext. 262, emilyholguin@piasc.org</b></p> <p>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 <a href="http://www.piasc.org/violenceprevention">www.piasc.org/violenceprevention</a>.</p>
<p><b>May</b> <b>3</b></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>PAPER</b></p> <hr/> <p><b>5:30 p.m.</b> Cost before 4/26: \$30 members \$40 non-members \$20 Students/Designers</p> <hr/> <p><b>Location:</b> <small>Andrei's Conscious Cuisine Events Center 2607 Main St., Irvine, CA</small></p>	<p><b>18TH ANNUAL PAPER AND SUBSTRATE SHOW</b> Contact: <b>Kristy Villanueva, Ext. 215, kristy@piasc.org</b></p> <p>Get your tickets now for this soon to be sold out event. It's our 18th Annual Paper &amp; Substrate Show. Re-live the days when the records played and Elvis was number one! And with over 15 exhibitors, paper will be rock-n-rolling throughout the show. Get your hands on the newest and freebie swatch books and samples. So say you'll come to our rocking affair... we'll have the food laid out and drinks ready for takin'!</p> <p>Interested in being an exhibitor? Contact Kristy Villanueva, (323) 728-9500 Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a>.</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.

<p><b>Save the Date for these upcoming events</b></p>	6/4	Essential to Success Conference	Fullerton College, Fullerton	Kristy Villanueva	<a href="http://www.piasc.org">www.piasc.org</a>
	6/11	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	8/13	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>

<p><b>May</b> <b>10</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><small>Event Number</small> <b>ADA</b></p> <hr/> <p><b>10:30 a.m.</b></p> <p><small>Cost:</small> \$15/member \$99/non-member</p> <hr/> <p><b>Location:</b> <i>on your computer</i></p>	<p><b>REASONABLE ACCOMMODATION AND ADA WEBINAR</b>  <i>Speaker: Kristine Kwong, Partner, Musick, Peeler &amp; Garrett LLC</i>                  Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b></p> <p>At this webinar you will:</p> <ul style="list-style-type: none"> <li>• Understand the rules of ADA Title I as they relate to job accommodation</li> <li>• Simplify the structure and flow of your reasonable accommodation program</li> <li>• Use the Interactive Process to navigate even the most difficult requests for accommodation</li> <li>• Understand the interaction between medical restrictions, essential functions, and reasonable accommodation</li> <li>• Document your reasonable accommodation process so you can confidently respond to an EEOC investigation</li> </ul>
<p><b>June</b> <b>4</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><small>Event Number</small> <b>E2SC</b></p> <hr/> <p><b>8am-4:30p.m.</b></p> <p><small>Cost:</small> \$90/member, \$40 add'l same co. \$140/non-member</p> <hr/> <p><b>Location:</b> <i>Fullerton College Printing Department Building 900 321 E Chapman Ave. Fullerton, CA 92832</i></p>	<p><b>ESSENTIALS TO SUCCESS CONFERENCE</b>  <i>Evolving Your Current Print Customer</i>                  Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b></p> <p>A One-Day Conference that will teach you how to get your current customers to grow with you!</p> <p><b>Who Should Attend:</b> Print communications business owners and managers with 25 or less employees.</p> <ul style="list-style-type: none"> <li>• Find out where we are as an industry in California</li> <li>• Gain tools to engage with your customers regularly</li> <li>• Get your current customers to buy more print</li> <li>• Learn organizing tools from a fellow printer!</li> <li>• And much more.</li> </ul>
<p><b>June</b> <b>7</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><small>Event Number</small> <b>CRR</b></p> <hr/> <p><b>8-9:00 a.m.</b></p> <p><small>Cost: FREE!</small></p> <hr/> <p><b>Location:</b> <i>on your computer</i></p>	<p><b>CONFLICT RECOGNITION AND RESOLUTION WEBINAR</b>  <i>FREE Webinar from New Horizons Computer Learning Centers</i>                  Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p>Knowing how to recognize, understand and intervene effectively in conflict situations with peers, clients, managers, staff and others is a critical career-enhancing and career-saving skill.</p> <p>The webinar, based on information contained in the ITMLP Certification Boot Camp, outlines the causes of workplace conflict, specific areas of contention for IT professionals and ways to help you effectively deal with these difficult situations.</p> <p>Visit <a href="http://www.piasc.org/webinars.html">www.piasc.org/webinars.html</a> for full listing of this and other FREE webinars from New Horizons.</p>

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- 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.

**Something For Nothing**

You'd like to give your people another benefit, but cash is tight. Check out the value of offering Printing Industries Credit Union to them. They'll get deals on consumer credit and new ways to save their money and it won't cost you a cent! Call Susan Conjurski at (951) 781-0981 to get started.

**Get Ideas**

Smart managers create a workplace environment that breeds ideas. But not every idea is good or practical. What should you do when an employee comes to you with an idea that you know will never work? Use the tactics below to let employees down without shattering their confidence:

- **Restate the idea first.** When you're giving feedback on an idea, make sure you understand it completely. Summarize it and ask questions to confirm you're both talking about the same thing.
- **Explain what's wrong with it.** Don't just say that the idea won't work. Talk about why you feel it's impractical, and make sure the employee understands your reasons.
- **Find something to compliment.** When rejecting someone's idea, find something positive to say about it. Maybe it could work in another area of your organization, or at a later date, for example. If all else fails, praise the employee's desire to help improve things in your workplace.
- **Don't interrupt.** Even if you sense right away that you

are going to reject the employee's idea, let them finish. Otherwise they may assume you're basing your decision on incomplete information (and they may be right if you don't have the full picture before saying no).

- **Critique the idea, not the person.** Don't make your rejection personal. If you have to offer negative feedback, focus on the idea itself—not the employee, nor their intelligence or motivations.

**Practice Listening**

Persuading employees (and managers, for that matter) to improve their listening skills can be a challenge. Try this exercise: Divide your team into pairs, and have a speaker address the group on some topic for five minutes. Have each employee brief his or her partner on what was said, and then ask the other partner to do the same. Chances are both partners will have left something out. The experience should underscore the importance of listening closely and working in teams to make sure nothing vital gets missed.

**Ask The PIA Technical Experts**

What are the gloss values for the different finishes of coated paper? Here are the typical values on coated paper: gloss finish 55% and higher; dull finish 21% to 54%; and matte finish less than 20%.

**For Sale**

2005 Hyster S65XM Forklift. 131" Lift, 6500 lb Capacity, only 2800 hours, \$9000, pictures available. Call Bob at (818) 704-6000.

See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).



**APRIL**  
Buying Power  
of the Month

**WE CAN HELP YOU GET YOUR MONEY!**

*Any placements made during the month of April will be a flat in-house rate of 20%!*

Then starting May 1, 2016, the following rates will apply:

- 25% of the first \$3,000 collected, 20% of the remaining balance on claims less than 365 days from last sale.
- 50% on second placements and claims over a year from last sale
- 33% on international claims
- 25% on legal claims
- 35% on litigated claims—a non-contingent suit fee may be required
- Large claims (\$100k and over) can be negotiated on a claim by claim basis

Submit your claim at:  
[www.agaltd.com/clients/piasc](http://www.agaltd.com/clients/piasc) or contact  
Rosemary De Medici at (631) 719-8089.



**Printing Industries Association of Southern California**

Affiliated with  
Printing Industries of America, Inc.



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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>

**Choose Print:**  
<http://www.chooseprint.org>

**Fax numbers:**

<b>Association</b>	<b>(323) 724-2327</b>
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<b>Credit Union</b>	<b>(323) 722-8927</b>
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