



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

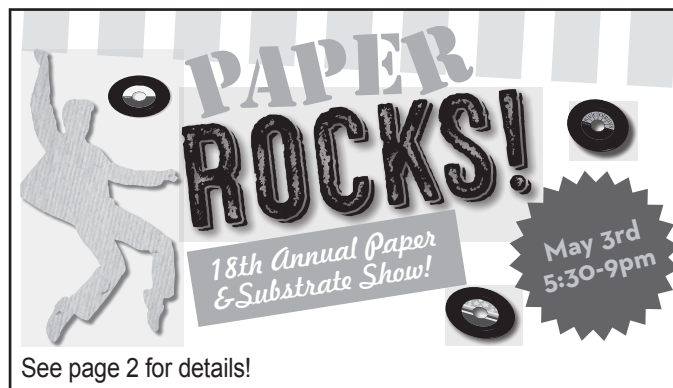
April 25, 2016

## What Should We Charge For Our Work?

The answer to this question is incredibly central to the success or failure of your firm. It will determine whether you open up opportunities and grow, or you live with the consequences of a declining client base. Because we have “estimators” and “estimating software” we’re used to thinking that the source of the price is the cost. After all, there’s a comforting logic in the idea that we just want our “costs” plus a reasonable mark-up. If we think about it for a moment, there’s a disturbing element in the idea of “costs.” A substantial part of them consist of the premises we occupy, the equipment and the front office which are unchanged by the presence or absence of a particular job. When our system includes them in our idea of “costs” it has to make an arbitrary assumption about the volume of business which will be true only by chance. More importantly, our system has no explicit recognition of the importance of the job to the client nor our competitive positioning in the situation. How then, should we answer the question? The first step is to recognize that the answer is always external: we can’t get more for the job than it’s worth to the client (if we try it, they’ll do without) and we can’t get more than the client understands they could buy it from an acceptable competitor. If we turn our pricing process to the outside world, we’ve taken the first step toward selling work that we’re now losing and picking up money left on the table (they’d have paid more if we’d only asked).

## Ok, But Should We Do It?

We’ve looked outside, thought about the client, their importance for the project and our likely competitors and have given it our best shot. But, before we pull the trigger, should we do the job for the price at which we’ve arrived? Fortunately, this answer is easy. A modest amount of effort will tell us the amount of money we’ll actually spend to produce the job. Basically, it’s just the paper, buyouts and commission (if any) to which we could add the estimated hourly wages of the people who will work on the job. Your estimating software can do this job by just changing the hour rates and eliminating the markups that it has built in. Chances are, we would find that this added up to a number substantially less than the price we’re thinking about. Not counted is the building, equipment or front office as they will be unchanged



whether we do the job or not. The difference between what we’ll spend and what we’ll charge will help pay for those and get us closer to profit for the month.

## Don't Fall For This

The accounting department gets an email from the CEO asking that all of the employees’ payroll information be emailed to him. As instructed, they comply and then discover that the email was a phony. Now, all of the personal information in the payroll including addresses and social security numbers is in the hands of the identity thieves. This scam is a relative of the earlier one where the email directs the accounting department to send a wire transfer to a foreign bank. It’s more serious because the wire transfer request was unusual enough to set off alarm bells. This version sounds routine and may be acted upon without thought.

## Investigate Carefully

Your credibility is at stake whenever you investigate errors, accidents, or allegations of misconduct at work. Don’t wing it. Establish a documented procedure for handling investigations in your workplace, and make sure employees are aware of the process. Work with HR to confirm you’re protecting everyone’s rights, and follow the procedure consistently, whatever you’re looking into. Employees will feel less anxious and respond more openly when they know what to expect during an investigation, and your decisions will have a better chance of standing up if you can show they’re the result of a clear procedure.

## Thought for the Week

*Things are only impossible until they're not.*

**Upcoming  
National  
Events  
Calendar  
2016-17**

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 May-July 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> <p><b>7:30 a.m.</b></p> <p><b>Cost: \$5</b></p> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB AND GERRY</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></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> <p><input type="checkbox"/> <b>May 3rd</b> – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> <b>May 4th</b> – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> <b>Mar. 5th</b> – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></p> <p><input type="checkbox"/> <b>May 10th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> <b>May 11th</b> – <i>Lenny's Deli • 2379 Westwood Boulevard (at Pico) • Los Angeles</i></p> <p><input type="checkbox"/> <b>May 12th</b> – <i>The Breakfast Club of Long Beach • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p><b>May</b> <b>3</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>PAPER</b></p> <p><b>5:30 p.m.</b></p> <p><b>Cost before 4/26:</b> <b>\$30 members</b> <b>\$40 non-members</b> <b>\$20 Students/Designers</b></p> <p><b>Location:</b> <i>Andre's Conscious Cuisine Events Center 2607 Main St., Irvine, CA</i></p>	<p><b>18TH ANNUAL PAPER AND SUBSTRATE SHOW</b> Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></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><b>May</b> <b>10</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>ADA</b></p> <p><b>10:30 a.m.</b></p> <p><b>Cost:</b> <b>\$15/member</b> <b>\$99/non-member</b></p> <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>

**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  
 6/11 Boy Scouts Merit Badge Day  
 7/2 Independence Day Celebration  
 8/13 Boy Scouts Merit Badge Day  
 10/1 L.A. Printers Fair  
 11/19 Boy Scouts Merit Badge Day

Fullerton College, Fullerton  
 International Printing Museum, Torrance  
 International Printing Museum, Torrance  
 International Printing Museum, Torrance  
 International Printing Museum, Torrance  
 International Printing Museum, Torrance

Kristy Villanueva [www.piasc.org](http://www.piasc.org)  
 Mark Barbour [www.printmuseum.org](http://www.printmuseum.org)  
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**June 4**

Event Number  
**E2SC**

**8am-4:30p.m.**

Cost:  
 \$90/member,  
 \$40 add'l same co.  
 \$140/non-member

**Location:**  
 Fullerton College  
 Printing Department  
 Building 900  
 321 E Chapman Ave.  
 Fullerton, CA 92832

**ESSENTIALS TO SUCCESS CONFERENCE***Evolving Your Current Print Customer*Contact: **Emily Holguin, Ext. 262, [emilyholguin@piasc.org](mailto:emilyholguin@piasc.org)**

A One-Day Conference that will teach you how to get your current customers to grow with you!

**Who Should Attend:** Print communications business owners and managers with 25 or less employees.

- Find out where we are as an industry in California
- Gain tools to engage with your customers regularly
- Get your current customers to buy more print
- Learn organizing tools from a fellow printer!
- And much more.

**June 7**

Event Number  
**CRR**

**8-9:00 a.m.**Cost: **FREE!**

**Location:**  
 on your computer

**CONFLICT RECOGNITION AND RESOLUTION WEBINAR***FREE Webinar from New Horizons Computer Learning Centers*Contact: **Kristy Villanueva, Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org)**

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.

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.

Visit [www.piasc.org/webinars.html](http://www.piasc.org/webinars.html) for full listing of this and other FREE webinars from New Horizons.**July 2**

Event Number  
**IPMIDC**

**10 a.m.-4 p.m.**

Cost:  
 \$15 / person  
 group rate of \$50  
 (up to 4 people)

**Museum Members**  
 \$12 per person  
 group rate of \$40  
 (up to 4 people)

**Location:**  
 Int'l Printing Museum  
 315 W. Torrance Blvd.  
 Carson, CA 90745

**INTERNATIONAL PRINTING MUSEUM INDEPENDENCE DAY CELEBRATION**Contact: **Mark Barbour, 310-515-7166 [mail@printingmuseum.org](mailto:mail@printingmuseum.org)**

Celebrate the 4th of July at the Printing Museum's annual Independence Day Celebration event with our Founding Fathers, otherwise known as The Confounding Brothers! Ben Franklin, John Adams, and Thomas Jefferson will give a humorous and thought provoking account of the creation of The Declaration of Independence and how our nation came to be.

The day's festivities include special working tours of the Printing Museum collections, including the opportunity to print your own Declaration on Franklin's colonial press. Bring a blank t-shirt and help screen print it with a patriotic image.

Your admission includes a lunch of Freedom Dogs and American Apple Pie in Madame Brillion's French Garden de Liberte. Activities for the whole family are throughout the day in the Museum galleries.

In the Museum's Heritage theater there will be the entertaining show "The Confounding Brothers" written and performed by our own Phil Soinski (aka B. Franklin). Franklin, Jefferson, and Adams lightheartedly examine the events leading up to this day of Independence. With limited seating, the show requires advanced reservations. Plan for a 2-3 hour total visit both before and after your show. The show is suitable for ages 10 and up.

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- 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.

## Ban The Grudge

Holding a grudge against an employee or co-worker is unproductive and dispiriting, yet it happens in many workplaces regardless. One of the worst problems a long-term grudge can cause is trouble distinguishing your personal feelings from any legitimate misgivings you may have about the employee's performance. Take these steps to prevent a grudge from interfering with your management responsibilities:

- **Recognize your grudges.** Are you reluctant to depend on a particular employee even when they have done well at many tasks? Are you more than willing to hear and believe criticism of the employee—and even indulge in gossip yourself? Are you unwilling to even talk with the employee? All can be signs of a grudge.
- **Look for the cause.** Explore your feelings about this employee. Grudges sometimes spring from prejudices about race, nationality, religion, politics, appearance, age, and so on. Workplace grudges in particular often begin when a worker fails to live up to a commitment or to a manager's expectations. A serious error or repeated minor errors, a deficiency in skill or attitude, overheard negative comments, success that overshadows the manager's—many things can be triggers.
- **Work past the grudge.** Begin by restraining your irritation. Focus instead on measuring and judging the employee's work objectively. Provide prompt, full, and honest feedback

when necessary—praise as well as criticism. Above all, don't try to ignore your feelings. Grudges feed on denial. Accept your responsibility for treating employees fairly whatever your personal opinions might be.

## Ask The PIA Technical Experts

How should I evaluate competing inkjet presses? The specs are confusing. With regard to speed specifications, do your best to convert them to the same metric before comparison. Some manufacturers report printed pages per minute, but you should note that the page size may vary. Still others discuss web speeds, and some of the newer sheetfed devices will talk about sheets per minute. The speed specification is intimately tied to a resolution, and you need to know it in order to make a reasonable comparison. Resolution specs are particularly tricky to compare. Often the specs given are the maximum resolution, which requires the press to run at a slow speed; you want to know the resolution at the speed you'll normally be using. In addition, you may have different resolutions in line with the print direction and across it, which are dependent on the speed. Finally, the droplet size will impact the appearance, as will the device's ability (or inability) to produce multiple droplet sizes. In practice, prints from two devices quoting the same resolution may not look the same, so don't make a decision on print quality without evaluating printed samples.

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.



**Address:**  
5800 South Eastern Avenue, #400  
P.O. Box 910936  
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>

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