



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 1, 2017

## Why Did They Buy It?

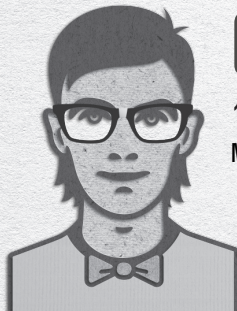
It's natural to focus on how we're going to produce the job on time and right while we take for granted its purpose. The problem is that our inward focus causes us to miss opportunities that could improve pricing and volume. If you understand what the client is trying to accomplish with the print you're producing for them, you're at the first stage of being able to help them create print which will do a better job for them which is the key to getting more orders at better prices. Sales calls based upon "do you have anything for us to quote on" attract only low margin work. Sales calls that are learning opportunities for our rep are the first step to creating value that we can get paid for.

## The One Stop Shop

In recent years, the professional print buyer has joined the dinosaurs in the world of the extinct. This trend has been partly fueled by the belief that the internet changed everything and that geeks rule and partly driven by a drive to cut non-core staff. The first result of this is that we are challenged to show clients that print is an inescapable part of a campaign. The good news is that clients are learning this. The better news is that the missing professional print buyer of old, presents us with an opportunity to manage and drive the campaign, not just to quote the print. This doesn't necessarily mean that we have to become an advertising agency, but it does mean that we have to become the "one stop shop" for the client's graphics needs. We have to think beyond quoting the print run to putting together the entire project from birth to mail. Good print brokers have already figured out how to do this and it isn't that hard to put together. We have to be more open to buying out whatever the client needs for the project and managing the result. The best news is that the reward for success is being totally liberated from the "joy" of being low bidder.

## We're Hiring

After a long dry spell, many print firms are hiring again. But, if you're hiring, who do you want to hire? It's tempting to think that you want someone who has a lot of experience, is a college graduate, etc., etc. The reality is that you want someone who will be interested in a business where every project is different—printers are not mass producers of widgets. You want someone



## Calling all paper nerds!

**19th Annual Paper & Substrate Show**  
May 16, 2017, 5:30-9:00pm, Irvine, CA

### Come geek out with us!

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! See page 3 for details!

who is intensely curious about how things are done and what they are used for, as they will learn what is needed by the clients. You want someone who likes working in a small business, where they and the boss are real people who know each other. You don't need to know quantum mechanics or integral calculus to be successful at printing, but you have to be flexible, quick to learn and keen on getting the file straightened out and the rush job delivered. All of these are about attitude, not skills or knowledge.

## We're Not Getting The Check

If you're going to build sales and open up new accounts, you have to be willing to sell on open account. If you are, some of the time the check will not be in the mail. If you followed good practice and immediately addressed client concerns about job problems by giving a credit if necessary, asked for the check when it's due and not gotten either a promise for a specific date or the check—stop. Repeated conversations, emails, letters will simply waste your time and resources. The client knows that they can get away without paying and can easily and cheaply ignore you. The next step is to place the account for collection and move on to more productive things. The longer you wait, the more likely it will be that you'll receive nothing. Use AG Adjustments, our professional collection resource, Just go to [bit.ly/AGAdjustments](http://bit.ly/AGAdjustments) to place your claim and then track the results live online.

## Thought for the Week

*Anger is one letter short of danger.*

**Upcoming  
National  
Events  
Calendar  
2017**

5/5	Webinar: Hazard Communication	11:00AM, Members \$25	Kayleigh Smith	412-259-1713	ksmith@printing.org
6/9	Webinar: Lockout/Tagout Part 1	11:00AM, Members \$50 for both sessions	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
6/23	Webinar: Lockout/Tagout Part 2	11:00AM, Members \$50 for both sessions	Gary Jones	412-259-1794	gjones@printing.org
7/14	Webinar: Personal Protective Equipment	11:00AM, Members \$25	Matthew Crownover	412-259-1792	mcrownover@printing.org
7/16-7/19	Affiliate Managers Summer Conf.	Vintners Inn, Santa Rosa, CA	Tad Parker	508-804-4114	tparker04@pine.org

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

**PIASC May - June Activities**
**May  
2**
Register at right
Event Number-
**BWB**
**7:30 a.m.**
**Cost: \$5**
**Location:**
see locations at right
**BREAKFAST WITH BOB AND GERRY**
**Contact: Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**
***Some things you don't want to get...***

- 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.

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.

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.

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

- ☐ **May 2nd** – Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730
- ☐ **May 3rd** – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- ☐ **May 4th** – Brent's Deli • 19565 Parthenia Street • Northridge 91324
- ☐ **May 9th** – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
- ☐ **May 10th** – Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040
- ☐ **May 11th** – West Bistro • 3900 Atlantic Ave. • Long Beach 90807

**May  
4**
Register at right
Event Number
**LBC**
**11:00 a.m.**
**Cost: FREE**  
non-members: \$45
**Location:**
on your computer
**FREE LIVE BUSINESS COACHING WEBINARS ON MONEY, CLIENTS AND LEADERSHIP**
**Contact: Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**

You are invited to attend and participate in a unique series of live webinars where the real issues you face in your business are addressed through a real-time coaching conversation with one of the creative industry's most powerful and sought after business coaches.

Bring your most burning questions to the broadcast and get ready to receive not only creative answers and insights but challenging questions that will take your business to a new level.

This webinar is not your typical PowerPoint presentation (in fact, Peleg assured us there will not be one prepared). This webinar is a LIVE coaching session where anything can happen. The deeper the questions, the more powerful the outcome will be.

**SESSION 1: MONEY MATTERS**

Money can be a triggered subject for many business owners. From how much to charge to how you spend your money, many financial decisions often create stress and fear. If money matters keep you up at night, this webinar is for you.

*Check the box(es) below to register for these events:*

- ☐ **May. 4th** – Money Matters
- ☐ **May 18th** – Clients Matter
- ☐ **June 1st** – Leadership Matters

Visit [www.piasc.org/Live-Business-Coaching-Webinars](http://www.piasc.org/Live-Business-Coaching-Webinars) for more info!

**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.

<b>Other Industry Events</b>	5/13	Book Arts Patch Day for Girls	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	6/24	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	7/1	Independence Day Celebration	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	7/15	Book Arts Patch Day for Girls	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	8/12	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166

<b>May 16</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<b>Event Number</b> <b>APSS</b> <b>5:30 p.m.</b> <b>Cost:</b> \$30 members \$40/non-members \$20/student/ designers (before May 9th) <b>Location:</b> Andrei's Conscious Cuisine, Event Center 2407 Main Street, Irvine	<b>19TH ANNUAL PAPER &amp; SUBSTRATE SHOW</b> <i>Calling all paper nerds!</i> <b>Contact: Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b> <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><b>Exhibitors Include:</b> Appleton Coated • Astro Paper &amp; Envelopes • Case Paper • Choose Print • Coast to Coast Label • CTI Paper USA • Domtar • French Paper Co. • GPA, Specialty Substrate Solutions Iggesund • International Paper • Kelly Paper • Legion Paper • Midland Paper • Mohawk Paper Neenah • Sappi • Spicers Paper • Veritiv • Yupo Synthetic Paper</p> <p>Learn more at <a href="http://www.piasc.org/papershow">www.piasc.org/papershow</a>.</p>
	<b>Event Number</b> <b>HBCGW</b> <b>10:00 a.m.</b> <b>Cost: FREE / member</b> <b>\$25/ non-member</b> <b>Location:</b> on your computer	<b>HOW TO BUILD A CUSTOMER GENERATING WEBSITE AND BACK IT UP WITH RELATED DIGITAL MARKETING TOOLS</b> <b>Presenters: Brian Iinuma, Strategic System Group, Inc. &amp; Eddie Bader, Companybuilt</b> <b>Contact: Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b> <p>Are you feeling that you aren't getting the full benefit from your company's website? Do you hear of ways to enhance it, but aren't sure which are appropriate for your situation. Not sure if your website has good content and visual appeal?</p> <p>A majority of sales today take place online. Even well-established brick-and-mortar stores have a significant online presence. The question is, "How do you get those potential customers to your website and encourage them to do something once they are there?" In this workshop, we will focus on top tips for a customer-generating website as well as using other digital marketing (social media) and Customer Relationship Management tools to drive more business!</p>
<b>June 14</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<b>Event Number</b> <b>CPR</b> <b>8 a.m.-1 p.m.</b> <b>Cost: \$60/ member</b> <b>\$90/non-member</b> <b>Location:</b> PIASC Training Room 5800 S. Eastern Ave, #400 Los Angeles, CA 90040 Inside B of A Building	<b>CERTIFIED FIRST AID AND CPR TRAINING</b> <i>Includes Bloodborne Pathogen Training!</i> <b>Contact: Emily Holguin, Ext. 262, <a href="mailto:emilyholguin@piasc.org">emilyholguin@piasc.org</a></b> <p>Cal/OSHA Safety Order Section 3400 states: "In the absence of an infirmary, clinic, or hospital, in near proximity to the workplace, which is used for the treatment of all injured employees, a person or persons shall be adequately trained to render first aid."</p> <p>The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.</p> <p>Visit <a href="http://www.piasc.org/CPR">www.piasc.org/CPR</a> for full details!</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.

**AFPNET.ORG**

A glance at your mailbox will demonstrate the reliance by charities and other non-profit organizations on print for the core of their activities. They all have learned that sending emails is cheap but they don't get the checks written. To reach this market for your firm, check out the Association for Fundraising Professionals at [www.afpnet.org](http://www.afpnet.org). They have hundreds of chapters across the country, four of them are in Southern California. All of them have meetings and educational programs and are great places for your sales reps to become familiar with and attend.

**Get In Front Of Your Schedule**

As you try to keep your employees motivated and productive, don't neglect your own needs. Try these fixes when you need a morale boost of your own (and suggest them to employees when their energy is sagging):

- **Do you have time to address issues as they arise?**  
When you push problems aside because you're dealing with other problems, they'll smolder and ultimately flare up later. If you don't have time to deal with problems immediately, take a few seconds and pencil them into your schedule. That way you won't risk forgetting the problem until it comes back to burn you. If you've got absolutely no room in your schedule, delegate the problem—or another less-important activity—to someone else.

- **Do you have time to find a definitive solution?**  
Patching a problem with a temporary solution only guarantees that you'll have to address the problem again. Remember the saying, "If you don't have time to do it right, how will you have time to do it over?" Take the time initially to find a complete solution instead of battling the same blaze over and over again.

**Aqueous Coating Problems**

When we run aqueous coating inline why are the sheets in the delivery curled or wavy? The water in the aqueous coating is absorbing into the paper causing the distortion. A solution is to use a thinner film of coating or a high solids coating with lower water content. The problem is more common on lightweight papers, thus you can also try a higher basis weight paper. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

**For Sale**

Commercial printing business with \$7 million sales. Contact Gerry Michael at [gerrym@falcosult.com](mailto:gerrym@falcosult.com).

**Wanted**

Selling Your Printing / Direct Mail company? Local investment group is seeking opportunities to expand their current operation through acquisitions. If your annual sales are above \$1-million, call Bob Lindgren at (323) 728-9500, Ext. 214.

**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](http://www.piasc.org).



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