



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 5, 2017

Help! We're Losing Money

Your P&L shows that you're losing money and that ugly reality is even more apparent in your checkbook as the cash in the bank is in a steady decline. A business that's losing money is like a person who is bleeding from an open wound—when they're out of blood, they're gone. When the business is out of money it's gone as well. For a time, you can conserve cash by not paying your suppliers, but that's not a permanent fix. You may be able to reduce expenses, but usually by the time you've reached the danger point, there's nothing left to reduce. That leaves getting more work as only more sales can solve the problem. To get there you need to reach out to your clients and prospects and ask for what they might need. When you get a chance to quote, do not let your estimating system stand in your path to renewal. The reality is that an estimate of \$1,000 usually implies an actual expenditure (paper, buyouts, wages, etc.) of about \$600. While you'd really like to get \$1,100, getting nothing will not solve your problem, getting \$900 will start you on the road to recovery.

"I Don't Want to Buy It"

We were talking with a printer who was thinking about buying another business but had just turned down an opportunity because "they had only one old press and only about 80% of their work would move." Of course, it's unknown where the seller was coming from in this story, but most potential buyers would have seen this as a major opportunity. The "old press" can be sold to add some value for the seller, the real gold being in the 80% of the sales that would move. Given the size of the buyer, the additional volume could be handled without much change in the overhead so at least 20% to 30% of the new sales dollars would go straight to the bottom line. The key to making this work is to focus on retaining those sales which means providing the same or better level of service and quality at the same price level as the seller's.

Pricing Digital

We see more and more firms installing digital press equipment which frequently is able to reproduce a wider color gamut, producing work that couldn't be done offset and may also have in-line finishing capability. If the estimating system approaches the pricing process with a traditional budget hour cost method, the inevitable result is that these quality breakthroughs and cost savings



CERTIFIED FIRST AID & CPR TRAINING

FRIDAY, JUNE 23RD
8:00 A.M. TO 1:00 P.M.
Includes Bloodborne Pathogen Training!

NEW DATE ADDED! See page 2 for details!

are given away to the customer. If the system can produce a finished job in a single pass, the estimate should start with a pricing level that has finishing separate. If the system can produce effects that are real enhancements not available with conventional means, the estimate should certainly reflect that. Both of these results can be achieved by backing into the hour rate. Produce sample estimates using conventional methods (offset plus finishing) then divide the total by the hours needed to achieve this on the digital system to get the digital rate. Similarly, where a formerly unobtainable effect is produced, an upcharge should be built into the estimating system.

"I Don't Know"

Try some of these back-pocket phrases during your next "I don't know" moment:

1. **"I wish I knew that."** This clever phrase lets you explain why you wish you knew that unknowable thing. If the question is hopeful and forward-looking (i.e. "When will we be able to solve climate change?"), you can agree with the questioner in principle.
2. **"If only I knew that."** This variation, which sounds like a lament, lets you talk about what could be accomplished, or what your work/life/research would be like, with this missing piece.
3. **"If I knew that, I'd be a billionaire."** This suggests the answer is unknowable—not just unknown to you. Use this phrase when it's impossible to answer the question.
4. **"Who knows?"** This is a philosophical answer. You can follow it up with many options, depending on the direction you want to take.
5. **"That's just one of many things we don't know about X."** This is a great option for researchers presenting a dense or technical topic. Use this phrase to launch a discussion about the topic's many unknowns, or why that particular unknown is significant to your work.

Thought for the Week

A hero is one who knows how to hang on one minute longer... Norwegian proverb

**Upcoming
National
Events
Calendar
2017**

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
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 June - August Activities

**June
9**

Register at right

Event Number
LOTO

11:00 a.m.

Member Cost: \$25/
each part
non-members: \$49

Location:
on your computer

PIA NATIONAL WEBINAR: LOCKOUT/TAGOUT PART 1

Contact: **Gary Jones, 412-259-1794, gjones@printing.org**

This is the first in a two-part webinar for a single price. Please register for both webinars after completing payment. The Lockout/Tagout standard known as "Control of Hazardous Energy" is one of the most important OSHA regulations designed to protect employees from serious injury. The regulation is vital, as it pertains to both safe equipment operation and the control of hazardous energy during maintenance activities.

Learn more at: <https://www.printing.org/events/webinars/lockouttagout-part-1>

Check the box(es) below to register:

- ☐ **June 9th** - Part 1
☐ **June 23rd** - Part 2

**June
20
thru
21**

Details and
registration at:
www.printpackagingsummit.com

Event Number
PPLS

2:00-5:00 p.m.

Cost: \$395/
member
\$575/non-
member

PRINT & PACKAGING LEGISLATIVE SUMMIT (CAPITOL HILL FLY-IN)

Formerly Print's Voice

Contact: **Lisbeth A. Lyons, (202) 627-6925, llyons@printing.org**

Print & Packaging Legislative Conference is Printing Industries of America's signature government affairs event that brings printers, suppliers and allied interests together for a powerful program of public policy and political education, issue advocacy, interaction with Members of Congress and networking events on Capitol Hill. Recommended attendees are Presidents/CEOs and other C-Suite executives of printing and graphic communications companies. Executives with responsibility for environmental/health and safety, human resources, legal, postal, tax, technology and/or sales are especially encouraged to attend.

Print & Packaging Legislative Conference is co-hosted by PIA, Association of International Corrugated Converters (AICC) and Fibre Box Association (FBA) and is held in conjunction with National Association of Manufacturers' (NAM) annual Manufacturing Summit. Attendees will attend both industry sessions hosted along with events attended a cross section of manufacturers. Capitol Hill Lobbying Visits: Request meetings at membercentral@printing.org by May 13th.

**June
23**

☐
Check here to
REGISTER

Event Number
CPR

8 a.m.-1 p.m.

Cost: \$60/
member
\$90/non-member

Location:
PIASC Training Room
5800 S. Eastern Ave, #400
Los Angeles, CA 90040
Inside B of A Building

CERTIFIED FIRST AID AND CPR TRAINING

Includes Bloodborne Pathogen Training!

Contact: **Emily Holguin, Ext. 262, emilyholguin@piasc.org**

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."

The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.

Visit www.piasc.org/CPR for full details!

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	6/22/17	AAF-OC: 2 Farmtables & a Microphone	Sealegs at the Beach, Huntington Beach		www.aafoc.org
	6/22/17	AIGA-LA Awards	Millwick, Arts District, DTLA		www.losangeles.aiga.org
	7/1	Independence Day Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/15	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	8/12	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

July 1 <input type="checkbox"/> <small>Check here to REGISTER</small>	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 <p>Celebrate our Country's Birthday at the Printing Museum's annual Independence Day Celebration event with our Founding Fathers aka <i>The Confounding Brothers</i>. Ben Franklin, John Adams, and Thomas Jefferson will give a humorous and thought provoking account of the creation of <i>The Declaration of Independence</i> and how our nation came to be.</p> <p>The day's festivities include special working tours of the Printing Museum collections, including the opportunity to print your own <i>Declaration</i> on Franklin's Colonial press. Take home lots of patriotic souvenirs printed on our authentic tabletop presses. Your admission includes a lunch of Freedom Dogs, American Apple Pie, and Colonial Punch in Madame Brillon's French Garden de Liberte, all while being serenaded by our 18th Century musicians The Colonial Roses. Activities for the whole family are throughout the day in the Museum galleries.</p> <p><i>Plan to show up at least an hour before showtime and to stay for 2-3 hours watching the show and doing activities. The show is suitable for all ages 10 and up.</i></p>
	Event Number IPMBAPD 9 a.m.-3 p.m. Cost: \$35 / person Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745	INTERNATIONAL PRINTING MUSEUM BOOK ARTS PATCH DAY FOR GIRLS Contact: Mark Barbour, 310-515-7166 mail@printingmuseum.org <p>The Book Arts Patch Day for Girls is designed for all girls age 10-18 to learn about and practice the book arts through hands-on experience. The BOOK ARTS PATCH DAY will help fulfill the requirements for the Girl Scouts Cadette Book Artist Patch. However, the Book Arts Patch Day is open for all girls, whether they are a Girl Scout, American Heritage Girl, sister of a Girl Scout, or just interested in a great experience.</p> <p>The Book Arts Patch Day goes from 9 am to 3 pm, as teams of girls rotate between 6 stations covering every aspect of the book arts including: letterpress printing, papermaking, bookbinding, and illustration design. Each participant will make their own sheets of paper, make a variety of books using various methods, screenprint their own book covers and t-shirts, and much more. The day is filled with lots of hands-on activities and detailed presentations given by industry experts and educators.</p> <p>The fee for the Book Arts Patch Day is \$35 per participant and covers all the activities and a special Book Arts Patch denoting participation in the program. A truly unique and not-to-miss event for girls in Southern California! Parents of Book Arts Patch Day participants can experience the day too! See www.printmuseum.org for more info!</p>
	Event Number CAC16 5:30 p.m. Cost: \$25 non-members: \$40 Location: See locations at right	COCKTAILS AND CONVERSATIONS Contact: Emily Holguin, Ext. 262, emily@piasc.org <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"/> Aug. 10th – Location to be determined, Orange County, CA</p> <p><input type="checkbox"/> Aug. 24th – El Cholo Café, 300 E Colorado Blvd. – Paseo Colorado, Pasadena, CA 91101</p>

Quick Registration

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Company _____ Phone (_____) _____

Attendees: _____

☐ Bill Company ☐ Credit Card # _____

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

Are You Committed to Sales?

Sales and marketing guru, Leslie Groene, says that you are really committed to sales if:

- 1. You don't think in terms of sales but rather in terms of building a business.** Great sales people are building a business, not just trying to make a sale. When you think beyond a sale, you're going to get other people's attention much more easily. They're going to be more interested in what you have to say. You want something that's going to survive beyond one sale.
- 2. You build your businesses one customer at a time and then always leverage the last customer into more customers.** Don't ever just make a sale and forget about that client. The last sale you make should always open the door to new relationships and clients.
- 3. You listen more than you speak, getting an understanding of the customer's needs and then finding a solution.** Great sales people always ask their clients why they want something done. In listening more than talking, you can better accommodate what they are looking for.
- 4. You deliver more than you promise, and always promise a lot!** There's the old sales mantra that says "under commit and over-deliver," but you never want to "over commit and over-deliver."
- 5. You invest time in things (people) that positively affect your income and avoid spending time on things (people) that have no return.** Great producers know

how to spend time on activity that rings the register. Don't waste your time on activity that can't tell you anything, or doesn't produce anything now or in the future.

Water Cooled Ink Oscillators

We are looking at purchasing a new press and noticed that many include water-cooled ink oscillators. What effect does temperature have on ink viscosity? Heat is generated from roller friction and builds up in the roller train. The newer high-speed presses are especially prone to heat buildup. The water-cooled oscillators remove excess heat and help keep the rollers at a consistent temperature. A change of one degree Fahrenheit will alter the ink viscosity by 3-4%. A 50% reduction in ink viscosity could occur with a temperature increase of just 12.5° F, which is not uncommon on printing presses. Keeping the ink rollers at a consistent temperature helps maintain stable ink/water balance and steady printing conditions. Changes in ink viscosity effect ink tack, wet trapping, ink misting, and water pickup. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

For Sale

Imperial 30.5" hydraulic cutter with Micro Cut Jr. 3 phase in good working order with 1 extra knife. Nygren Dahly three hole hydraulic drill. 3phase in good working order, extra drill bits included. New Era Whirlwind 185 Tag stringer W/ elastic kit. Completely refurbished by Wilson Reconditioning & design. Runs like new, low hours on machine. \$39,500.00 OBO. Call Pat at (818) 559-8771.

See our e-Classifieds section on the web at www.piasc.org.

Good June 1st. - September 29th.
Sign up today!

First 10 enrollments will receive special discounts and gifts!

HOT SUMMER SAVINGS

Featuring:




Visit www.piasc.org/SummerSavings for details on the Member Only deals and special gifts available!

Printing Industries Association of Southern California

Affiliated with
Printing Industries
of America, Inc.



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Web Site: www.piasc.org

Print Access:

www.printaccess.com

Choose Print:

www.chooseprint.org

Fax numbers:

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Insurance Agency	(323) 500-0614
Credit Union	(323) 722-8927
Benefit Trust	(323) 500-0614

