



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 13, 2016

Customer's Property

Many firms are discovering that providing warehousing/distribution services for clients—a step beyond just mailing their promotional printing—can be an important revenue source and, better still, a great way to lock in the client. Of course, you have to have the space to do this, but it's not high tech and some simple inventory management software is useful. However, there is a liability issue as you are now holding their property. While you can require them to insure their own material, it's really essential for you to have adequate insurance coverage for customer's goods as if there is a loss that could be your fault, their carrier may look to you for reimbursement. You should also consider that if the goods are interesting enough for someone to steal, they probably will, so a properly secured area is necessary.

Google Knows

Google wants to sell ads and ad words because that's how they make their money. How do they get people's attention? Not with a google ad—with print! They know that print gets noticed, read and acted upon so they send printed jumbo post cards. They could use the internet for nothing, but they spend real money on ink, paper and the USPS because they know it works.

Commission Is Paid

The almost universal practice in our industry is to pay sales reps on a commission basis. This recognizes the reality that outside sales is challenging work best carried out by highly motivated people—people who don't have to be well off, they want to become well off. The usual approach is to pay the commission when the order is accepted and billed. However, it's tempting to consider the possibility that the client may never pay the bill or they may take a long time to do so. This leads to commission plans that pay commission on receipt of payment. Since generally, the sales rep does not have the job of collector nor have they approved the extension of credit, the practice arguably penalizes the rep for events beyond their control and responsibility. Also, because payment is now disconnected in an irregular way from the entry and billing of the order, the desired incentive effect is muddled. Finally, the volume of credit losses is usually low (less than 1%) so consideration should be given to the usefulness of non-payment of commission in a credit loss situation.



**LABELXPO
AMERICAS 2016**

Labelexpo Americas is the largest label and package printing event in the region!

September 13-15th
Chicago, IL

PIASC members can receive a 20% discount on all educational seminars. Use your code at the time you register to get your discount. Contact Dave McCormac (dave@piasc.org) if you have not yet received your code. Code must be used at time you register. Visit www.labelexpo-americas.com for more info.

Vendor As Resource

You already know the value of understanding your customers' businesses in order to serve them better. Why not give your vendors the same advantage? Invite your vendors to join you the next time you visit a customer's location, listen in on customer service calls, and so on. The folks who provide your raw materials, deliver your products, advertise or market your services, or repair your equipment may be happy for the opportunity to increase their knowledge of who you are and the customers you serve.

Had An Accident?

Being involved in an auto accident can happen to anyone. Of course, you and your firm should have proper insurance coverage. But, in situations where the other party is clearly at fault (they ran a red light and rear ended you) and they have insurance, it may be a good idea to file a claim with their insurance first. That way you will have the full cost of the damage coverage covered as well as the full cost of a needed rental car. Chances are that the carrier will be anxious to settle with you promptly before you decide that there was personal injury involved. If you file the claim with your carrier, they will cover the damage less your deductible which you will later have to collect from the other carrier. You may also be affected by limits on rental car coverage in your own policy. For help on this, call Pauline Ornelas at Ext. 242 (email: pauline@piasc.org).

Thought for the Week

Optimism is the foundation of courage.

Upcoming National Events Calendar 2016-17	7/10-7/13	Affiliate Summer Conference	Niagara on the Lake, Ontario Canada	Tim Suraud	314-962-6780	tim@pmastl.org	
	9/25-9/28	Graph Expo 16/Premier Print Awards	Orlando's Orange County Convention Center	Mike Packard	412-259-1704	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	
	2017						
	4/23-4/26	Continuous Improvement Conference	Pittsburgh, PA	Jim Workman	412-2591782	jworkman@printing.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

July

5

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, emily@piasc.org**

OK, WE SELL PRINTING, BUT THEN...

We're all about ink on paper—that's our thing and we're really good at it. Actually, we're a lot better than we used to be and we're getting better and faster (and cheaper) all of the time. But what about all of the other possible business communications needs of our clients—

- How about print that we don't produce but they need?
- How about mailing?
- How about data manipulation for personalization?
- How about distribution of the client's products?
- How about a store front for easy ordering?
- How about web site development and hosting?

Many growing firms are doing these things now and discovering that they build sales and, better still, client loyalty. Join us at these breakfasts to learn how you can move forward.

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

July 5th – *Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730*

July 6th – *Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101*

July 7th – *Brent's Deli • 19565 Parthenia Street • Northridge 91324*

July 19th – *Mimi's Cafe • 17231 E. 17th St. • Tustin 92780*

July 20th – *Norm's • 11001 West Pico Boulevard • Los Angeles 90064*

July 21st – *West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807*



July

2

Check here to REGISTER

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**

Celebrate our Country's Birthday at the Printing Museum's annual Independence Day Celebration event with our Founding Fathers aka *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 days festivities include special working tour of the Printing Museum's collections, including the opportunity to print your own Declaration on Franklin's Colonial press. Take home lots of patriotic souvenirs you'll print on our authentic tabletop presses. Your admission ticket includes a lunch of Freedom Dogs, American Apple Pie, and Punch in Madame Brillon's French *Garden d'Liberte*, all while being serenaded by our 18th Century musicians *The Colonial Roses*. Activities for the whole family are throughout the day in the Museums galleries.

In the Museum's Heritage Theater there will be the entertaining show "*The Confounding Brothers*" written and performed by our own Phil Soinski. Franklin, Jefferson, and Adams lightheartedly examine the events leading up to this Day of Independence. Please note there is limited seating in the theater and reservations are recommended. Event runs from 10am-4pm with performances at 11am and 1pm. 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.

For more information visit printmuseum.org/independenceday

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	6/16	AIGA-OC June MIX	Sandle Ranch Chop House, Costa Mesa	www.orangecounty.aiga.org/events
	6/29	AIGA-OC July Field Trip	PacSun, Anaheim	www.orangecounty.aiga.org/events
	7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour www.printmuseum.org
	7/16	Book Arts Patch Day for Girls	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
	8/25	AIGA-OC August Field Tril	Blizzard Entertainment, Irvine	www.orangecounty.aiga.org/events
	9/13 – 9/15	LabelExpo Americas 2016	Rosemont, Illinois	www.labelexpo-americas.com



Check here to REGISTER

Event Number
E2SC

8am-3:00p.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, emily@piasc.org**

Plan to attend PIASC's Essentials to Success—a one-day conference that will give you the tools you need to not only retain your current customers but also nurture and help them grow with you.

Who Should Attend: Print communications business owners and managers with 25 or less employees. Topics covered will include the following:

- 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.

Aug. 4

Register at right

Event Number
CAC13

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**

Connect with other local colleagues, meet some new friends and network, network, network.

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

- Aug. 4th** – Bodega Wine Bar, 260 E. Colorado Blvd. #208, Pasadena, CA 91101
- Aug. 11th** – JT Schmid's Restaurant & Brewery, 2610 E. Katella Ave., Anaheim, CA 92806

Quick Registration

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- FAX page(s) to (323) 724-2327

Company _____ Phone (_____) _____

Attendees: _____

Bill Company Credit Card # _____

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We Want to Buy? Sell? Lease?

As a free member benefit, PIASC will run your classified ad in *Update* for at least one issue, and place it on our website for at least 90 days. To see the ads now on display, go to www.piasc.org and then click on Classifieds. To place an ad, click on "Place Your Ad" and fill in the form, or call Erika Tucker at Ext. 247 (email: erikat@piasc.org).

Don't Give Them The Answer

In hiring interviews, your goal is to learn about the applicant. One common mistake to watch out for is telegraphing your desired response. If you say, "We're very team oriented—are you comfortable working as part of a team?" you can pretty much predict that the candidate will immediately say, "Yes!" To get a more informative answer, try something like, "Are you more comfortable working alone or on a team?" Then shut up and let the candidate respond.

Help Your People Help You

Employees want to have an impact on their organizations, so help them feel that they're important to the company's success by providing them with opportunities to:

- **Increase their visibility.** Encourage them to network inside your organization and to volunteer for cross-functional teams so they can connect with colleagues outside of their own departments.

- **Share their success.** When they complete a project, allow employees to present the results themselves. Highlight their achievements in meetings with employees and top managers.
- **Enhance their knowledge.** Support them with training that teaches new skills. The more they can do, the better they'll feel about their careers.

Action Words

Verbs are the action words of your sentences—they tell your readers who did what, what happened, and what to do. By making them as clear and simple as possible, your message comes across more accurately. Try substitutions like these:

- Speed up instead of accelerate.
- Stress instead of accentuate.
- Ease instead of alleviate.
- Tell instead of elucidate.
- Start instead of initiate.

This will save all your readers time and effort, especially those for whom English is a second language or for those who just don't feel comfortable with complex words or sentences.

Wanted

Glendale based printing firm is looking to acquire a small to medium size mail house/digital printing company. To learn more please contact Keith George at (818) 335-1928.

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



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Printing Industries Association of Southern California

Affiliated with
Printing Industries of America, Inc.



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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>

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<http://www.chooseprint.org>

Fax numbers:

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