



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 19, 2017

How Much Will You Save?

Earlier, *Update* observed that to make sense out of the purchase of a new machine, software, etc. it has to save enough on existing work and/or enable new work to produce the needed return. Zeroing in on sources of savings, the new purchase may enable us to produce the same work in fewer hours. For example, we might produce twenty jobs a month that could run on it in 20% less time. These now take an average of five hours, so we will reduce our cost by twenty hours a month ($20 \times 5 \times 20\%$). Our estimating system says that the existing press costs \$200/hour, so it's tempting to say that we're going to save \$4,000 a month. But, is that really true? The only thing that will really happen is that we will have saved twenty hours a month of operator time—at most \$500 ($20 \times \$25/\text{hour wages}$). Even that savings will not occur unless the reduction in operator hours will actually occur (less overtime, etc.). Generally, a new machine or software program will not be justified by the savings on existing work alone.

OK, What About New Work?

If the new machine produces what we already do with the existing equipment, the appeal of a 20% improvement in production is the possibility of getting more work by charging less. It is certainly reasonable to bring in more sales at lower pricing levels, but this can be done with existing equipment and thus avoid any capital investment. If our estimating system says that existing equipment is \$200/hour, a 20% reduction on new work brings it to \$160/hour. Our operator is still costing us \$25/hour, so we have a contribution to overhead of \$135/hour without buying anything. Should this strategy bring utilization up to full capacity (24/5 or 24/6), the new machine will be a much better story. An important advantage of this approach is that the capital acquisition is deferred until the work to support it is actually in hand, thus avoiding the "build it and they will come" syndrome.

It's Just A Free Trial

We understand that a sales rep is calling on firms offering a "free trial" for credit card processing. All that is required is a simple signature and the "free trial" is under way. The ugly reality is that the simple signature is part of a contract requiring the payment of several thousand dollars to end the "free" trial! The take away from this is:

The 2017 Wage & Benefit Survey is here!

Deadline: July 21st

Participation is FREE to members and includes a copy of the results when they are published. If you do not participate you can still obtain a copy in the fall for \$250 to members (\$500 non-member cost).

Visit www.piasc.org/Wage-and-Benefit-Survey to download it now!

never sign anything until you read it and understand it in its entirety. If in doubt, don't sign anything before you get outside advice. Check with your lawyer or call Bob Lindgren at Ext. 214 (email: bob@piasc.org).

There's a Problem With the Job

Printers are custom manufacturers. Everything that we do is different—different copy, different images, different uses. Surprisingly, almost all of this goes on with a minimum of paperwork and most of the time it comes out to the client's satisfaction. But there are the times when the client isn't happy with the result. Sometimes it's our fault—we messed up. In other cases, the client wasn't clear about what they wanted. Occasionally, the client simply wants to blackmail us into getting it free or at a substantial discount. When the problem occurs, job one is to get it behind us, get as much as we can and move on. Proving that we are right and the client is wrong is an exercise in making enemies and enriching lawyers. It can be a useful learning experience if we have been careless in learning what the client wanted or communicating it internally. It may also be helpful to have explicit conditions of sale incorporated into our estimates. A useful starting point for these is PIA's Best Business Practices. Call Bob Lindgren at Ext. 214 (email: bob@piasc.org) for help on this.

Thought for the Week

Common sense is genius dressed in its working clothes... Ralph Waldo Emerson

**Upcoming
National
Events
Calendar
2017**

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 - July Activities

**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
22**



Check here to
REGISTER

Event Number
PBI

10:00 a.m.

Cost: **FREE /
member
\$25/ non-member**

Location:
on your computer

THE POWER OF BUSINESS INTELLIGENCE

Presenters: Brian Iinuma, Manish Bhardia and Eric Klauss

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

Business intelligence has become the new standard for business analysis and reporting. Every business needs tools to quickly understand how it profitable it is. Learn what a data warehouse is and how to construct one, how to read a simple dataflow diagram, how to use Microsoft Excel to generate reporting using pivot tables, and how to setup and use Microsoft's Power BI.

All businesses have key performance indicators (KPIs) that quickly show how it is performing. Business intelligence tools and methods can be used to calculate relevant KPIs and report them on a timely basis. This information will help executives and managers quickly make sound business decisions.

For more information and to sign up online visit: www.piasc.org/Business-Intelligence

**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
	6/29	Setting up Camp	West Entertainment, Irvine, CA	publicity@westent.com	(949) 577-9772
	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

June 23 <small>Register at right</small>	Event Number LOTO	PIA NATIONAL WEBINAR: LOCKOUT/TAGOUT PART 1 Contact: Gary Jones, 412-259-1794, gjones@printing.org <p>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.</p> <p>Learn more at: https://www.printing.org/events/webinars/lockouttagout-part-1</p> <p>Check the box(es) below to register:</p> <p><input type="checkbox"/> June 23rd – Part 2</p>
	11:00 a.m. Member Cost: \$25/ each part non-members: \$49	
	Location: <small>on your computer</small>	
July 1 <small>Get your tickets at: www.printmuseum.org</small>	Event Number IPMIDC	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 Brillion'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>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.</p>
	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: <small>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small>	
July 15 <small>Get your tickets at: www.printmuseum.org</small>	Event Number IPMBAPD	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>
	9 a.m.-3 p.m. Cost: \$35 / person	
	Location: <small>Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small>	

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Recruiting Help

PIASC is pleased to announce our newly redesigned employer recruiting platform (formerly known as the job board) and employee career center. Employers and transitioning employees are welcome to check out the new design, tools and resources available to assist you in finding position openings and sourcing for resumes. If you have any suggestions or comments after visiting the site, please call Sandra Rodriguez at Ext. 231 (email: sandrar@piasc.org).

Are You Committed to Sales?—II

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

6. You are always seeking new, better and faster ways to increase your sales efforts. Be really concerned about time. Time really is money! Great sales people consistently work on improving themselves and look for faster ways to close transactions.

7. You're willing to invest in networking, community and relationships, knowing that the difference between a contact and a contract is the "R" that stands for "Relationship." Invest in your community. Don't look at it as an expense since you need to develop these relationships. So, go ahead and join the country club and give money to politicians. In other words, be involved as much as you can.

8. You don't depend on marketplace economies for the outcome and instead rely on your actions. If you're

great, you're going to do well in any economy, because you create your own economy. You run your own race and make something happen despite the environment.

9. Surround yourself with overachievers and have little time for those who don't create opportunities. Sometimes you might be viewed as being uninterested in others, but the truth is that you're just not interested in low production. You don't want to waste time with people who can't get anything done.

10. You're fanatical about selling. The best salespeople are obsessed with their customers and growing their businesses.

Body Gum

We have heard the term "body gum" used in discussions of ink additives. What is body gum? Body gum is linseed oil that has been polymerized. It is used as a stiffing additive when ink is too viscous and "pulls the ink together" when the ink is causing scumming, tinting, and chalking on coated papers. Linseed varnishes #8, #9, and #10 are referred to as body gums. Always check with your ink manufacturer for the compatibility of an additive before modifying your ink. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

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.

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!

<p>Printing Industries Association of Southern California</p> <p>Affiliated with Printing Industries of America, Inc.</p> <div style="text-align: center;">  <p>PRINTING INDUSTRIES OF AMERICA</p> </div>	<p>Address: 5800 South Eastern Avenue, #400 P.O. Box 910936 Los Angeles, CA 90091-0936</p> <p>Telephone Number: (323) 728-9500</p> <p>Web Site: www.piasc.org</p> <p>Print Access: www.printaccess.com</p> <p>Choose Print: www.chooseprint.org</p> <p>Fax numbers:</p> <table style="width: 100%;"> <tr> <td>Association</td> <td style="text-align: right;">(323) 724-2327</td> </tr> <tr> <td>Insurance Agency</td> <td style="text-align: right;">(323) 500-0614</td> </tr> <tr> <td>Credit Union</td> <td style="text-align: right;">(323) 722-8927</td> </tr> <tr> <td>Benefit Trust</td> <td style="text-align: right;">(323) 500-0614</td> </tr> </table> <div style="text-align: right; margin-top: 20px;">  <p>CHOOSE PRINT RECYCLABLE. RENEWABLE. SUSTAINABLE.</p> </div>	Association	(323) 724-2327	Insurance Agency	(323) 500-0614	Credit Union	(323) 722-8927	Benefit Trust	(323) 500-0614
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