



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 20, 2016

## Estimating System - Friend or Foe?

Your pricing policy will determine your bottom line. It can enable you to be paid for the value you provide for your clients, it can allow you to bring in work that will fill the plant, cover the overhead and get you into high profit territory, it can open up new client relationships OR it can let you drift into oblivion. Where does your pricing policy live? Mostly in your estimating software and, to a certain extent, in the minds of the folks who operate it. Your pricing policy also gets some input from your sales reps and clients but usually only to the extent that they think that's too high. If you want your pricing policy to do the job of getting paid for value and building volume that will pay for the overhead, you must take control. That means thinking hour prices, not hour costs. That means identifying clients who know the importance of print to their success and are willing to pay for the best as well as those who like to get a lot of quotes and only buy on price. That means understanding that the cost of producing a job is just the amount we'll actually spend to get it done (paper, buy-outs, production wages, commission) and nothing more. That means accepting that any job that we can produce for more than the out of pocket cost is a win and puts us closer to profit for the month. That at least a two shift operation with heavy overtime is essential to profit nirvana. That a sales compensation system keyed to your business interest—maximizing contribution dollars by recognizing both pricing and volume components is essential to success.

## Before You Hire

Before you put a new employee on the payroll, a wise investment is to send them to your industrial clinic for a pre-employment physical. The clinic can do blood work, x-rays and medical history to pick up drug use and history of work-related injuries. If the person comes on board, this information can be very helpful if they later claim that a condition is caused by work at your firm.

## Google Prints

Google wants to solidify its position as the premier search engine by improving the quality of its data. It needs the cooperation of businesses to provide the correct information about them so it creates a website where the business can log in and update information



about themselves as well as post photos of the business. Does it send emails to do this? Does it wait for people to find the website? No! It uses print and the USPS. Even better, it uses variable data in it's printed piece to display how the business's listing might look on a smart phone. When firms respond to the printed piece, they are enabled to update their listing and Google gets to find out even more about them—a double win.

## New Exempt Rules

The announcement of the change in the U.S. Department of Labor's rules covering exempt (non-hourly) employees has gotten a lot of attention. The default rule is that employees must receive at least the minimum wage and receive overtime after eight hours daily. To be exempt from this requirement, an employee's duties must meet a series of duties standards which are set out in the California Labor Code which governs the standards because they are more restrictive than the federal ones. They must also be paid at least \$41,760 (the California standard). Beginning December 1, 2016, they must be paid at least \$47,476 (the new Federal standard). ***As a California employer, the increase in minimum compensation of \$5,716 per year (\$476/month) on December 1st is the only change that will affect you.*** This will prevail until January 1, 2018, when the California standard will become \$50,112. If you need help with this call Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

## Thought for the Week

*Habit is like a soft easy bed, easy to get into but hard to get out of.*

**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
<b>2017</b>					
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](http://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](mailto: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*



June  
**23**

Check here to REGISTER

Event Number

**KPWFOHE**

9:30a.m.-3 p.m.

Cost:  
**FREE lunch provided at 11:30am**

Location:

*Kelly Paper  
Anaheim Store  
1405 S. Sunkist Street  
Anaheim, CA 92806*

**KELLY PAPER WIDE FORMAT OPEN HOUSE EVENT**

RSVP: <http://tinyurl.com/KellyAnaheim>

The Opportunity is WIDE!

Join us for print demos, networking and lunch, Thursday, June 23rd. Free lunch provided by The Kelly Team at 11:30am. Come meet some of the top vendors in the industry and learn what's new and exciting! RSVP for your chance to win Angels Tickets\*.

\*must be in attendance to win Angels Tickets.

**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>	6/29	AIGA-OC July Field Trip	PacSun, Anaheim	<a href="http://www.orangecounty.aiga.org/events">www.orangecounty.aiga.org/events</a>
	7/2	Independence Day Celebration	International Printing Museum, Torrance	Mark Barbour <a href="http://www.printmuseum.org">www.printmuseum.org</a>
	7/16	Book Arts Patch Day for Girls	International Printing Museum, Torrance	Mark Barbour <a href="http://www.printmuseum.org">www.printmuseum.org</a>
	8/13	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour <a href="http://www.printmuseum.org">www.printmuseum.org</a>
	8/25	AIGA-OC August Field Tril	Blizzard Entertainment, Irvine	<a href="http://www.orangecounty.aiga.org/events">www.orangecounty.aiga.org/events</a>
	9/13 – 9/15	LabelExpo Americas 2016	Rosemont, Illinois	<a href="http://www.labelexpo-americas.com">www.labelexpo-americas.com</a>
	10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour <a href="http://www.printmuseum.org">www.printmuseum.org</a>

**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](mailto: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](http://printmuseum.org/independenceday)

**July**  
**23**

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](mailto: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](mailto: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**

- 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.

**Never Say...**

Sometimes what a manager doesn't say is what makes them a respected leader. To rise above the rest of your peers, remember these kinds of statements smart leaders stay away from:

- **Leaders don't say something can't be done.** Instead of focusing on why a particular task is impossible, leaders talk about ways to make it happen. They seek ways over, under, or around problems instead of wasting energy discussing why it can't be solved.
- **Leaders never belittle their teams.** Instead of berating team members and trying to break their spirit, leaders strive to be positive at all times. They realize that the employees they dress down today are unlikely to give them their full support and effort tomorrow.
- **Leaders don't just give orders.** People generally will do what they want to do, no matter what they are told. So, instead of issuing orders, leaders present problems and ask others what should be done, allowing them input into the plan they will be asked to execute.

**Why Manager Training?**

California AB 1825 mandates that companies that have 50 or more employees companywide (including independent contractors and temporary workers) must train its California based managers and supervisors for two hours every other year. What is the cost of not training and educating your employees? Ask Deluxe Financial Services Corp. (Deluxe), a Minn. based

check-printing and financial services corp. In January 2016, Deluxe had to dole out \$115,000 as part of the settlement of a sex discrimination and harassment lawsuit brought about by the U.S. EEOC (Equal Employment Opportunity Commission). Even if your company is under 50 employees, EEOC looks favorably upon training to reinforce the company's policies against harassment, discrimination and retaliation and will assist employees in understanding examples of what are acceptable behaviors in workplace settings. In 2015, approximately 44.5 % of EEOC claims were for retaliation, 35% for race claims, 30.2% were for disability and 29.5% for sex discrimination. The moral of the story is to be a planner for any situation or crisis possible and not to be in a position of a firefighter having to put out fires or reacting to a crisis. For AB 1825 compliance training, contact Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

**Sales Compensation Survey**

One of the more interesting business issues facing today's print executives is crafting a sales compensation plan for today's markets. The result of this survey provides information essential to the success of the 21st century print provider. The survey was conducted by Printing Industries of America and its affiliates across the U.S., the largest and most diverse graphic arts trade association in North America. To order your copy, call Cheryl Chong at Ext. 218 (email: [cheryl@piasc.org](mailto:cheryl@piasc.org)).

See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).



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**Printing Industries Association of Southern California**

Affiliated with Printing Industries of America, Inc.



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**Print Access:**  
<http://www.printaccess.com>

**Choose Print:**  
<http://www.chooseprint.org>

**Fax numbers:**

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