



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

July 4, 2016

Our 240th

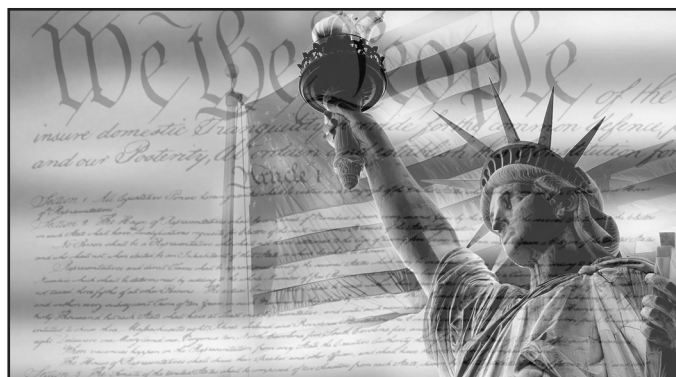
Today marks the 240th anniversary of extraordinary statement of the delegates in Philadelphia which proclaimed: *We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed.* Since that fateful day, our country has fought for and won its independence, endured a terrible civil war, saw off foreign enemies, enjoyed incredible prosperity, suffered economic hardship. A population of 2 million has grown to 325 million. While not perfect, we continue to be the shining example of a people still committed to the ideals of 1776. Long may we continue!

The Power of Compromise

We are fortunate to live in a democracy where governance is by the consent of the governed. That's why we have elected officials and not a monarch. Democracy is messy and slow to act because citizens have a broad range of interests and values — what one prizes, another detests. The essence of democratic governance is compromise — no one person or group gets all that they want but they all have a voice in the process. Only in this way can the promise of 1776 continue to be fulfilled.

Selling Value

Printers have always sold value. But, the meaning of value has changed. Before the advent of the internet ("The internet changes everything"), print was the core method of getting a message out about a product or service. Thus value was defined as quality or service, or failing those, price. When the internet exploded into our lives, clients began to think that it was the core, sometimes the only solution. In darker moments, so did we. After an extended dive into the world of emails, websites and spam filters, clients began to realize that there was a problem. The internet was fabulous for taking the order, but you had to get the prospect's attention and pique their interest. One could send millions of emails at zero cost, but they were all eaten by spam filters and delete buttons. But print was still there and it had become better than ever with the power of personalization married to mail lists crafted



to likely buyers rather than everyone. If the client has a product that was distributed in a big box store, it had to say "buy me" to the person walking down the aisle and only printed packaging could do that. Print brought QR codes and virtual reality making it a two way experience. All of this meant that the definition of "value" had changed. It was no longer that our print is better, faster or cheaper than the competition. It is now that print motivates prospects into being customers. If we are going to use this new vision for value, we really must understand what the client is selling and the definition of their target market. Successful print sales is not about selling print, it is about getting sales and profits for the client.

Sales Reps and the New Rules

The change in minimum compensation for exempt employees effective December 1st has gotten a lot of attention. One of the common questions is: What about sales reps? The short answer is that outside sales reps are exempt from all of the rules regarding minimum wage and overtime. The recent federal changes did not change this, so the minimum compensation rule doesn't apply to them. For this purpose a sales rep is one whose function is to sell their employer's products or services and who spends at least half of their time out of the employer's place of business. A person who spends all or most of their time in the employer's place of business, even if they are selling, is not a sales rep for this purpose. Call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org) for help on this.

Thought for the Week

The secret to getting ahead is getting started... Mark Twain

**Upcoming
National
Events
Calendar
2016-17**

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 July-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*

**NEW
LOCATION**

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 Brillion'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	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
	10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org

July 5

Check here to REGISTER

Event Number
7SBSSB**11:00 a.m.**Cost:
FREE!**Location:**
on your computer**7 SECRETS TO BUILDING A SUCCESSFUL SMALL BUSINESS***Free Webinar Presented by BizLaunch*Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

Develop a clear business vision, strategize carefully and grow your business. At this webinar you'll learn how to develop a really effective growth strategy.

You'll learn:

- The importance of defining your vision.
- How to develop a growth strategy that includes:
- Your marketing and sales strategy
- Your financial strategy
- Your employee strategy
- Your technology strategy
- Your exit strategy

With the seven secrets learned at this webinar, you'll be ready to grow your business.

July 23

Check here to REGISTER

Event Number
E2SC**8am-2:30p.m.**Cost:
\$90/member,
\$40 add'l same co.
\$140/non-member
\$125/ add'l same co.**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

- 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 # _____

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Post The Notice

The Equal Employment Opportunity Commission has announced that it will increase the penalty for not posting the required nondiscrimination notice to \$525 effective July 5, 2016. These notices are included in the all purpose employee notices that we make available and many member firms use. If you do not have a poster (which cost \$24.50 including tax and shipping), call Emily Holguin at Ext. 262 (email: emily@piasc.org).

Lead Right

Leadership is a tough job, so you don't want to make it more difficult than it already is. Whether you're an established veteran or just starting out, make an effort to avoid these all-too-common management missteps:

- **Overconfidence.** You have a right to be proud of your skills and accomplishments, but don't fall into the trap of believing you know better than everyone else. Keep an open mind about what you don't know, and listen to people who can educate you on new and different subjects.
- **Distance.** You don't want to be best buddies with all the people you work with, but don't let that push you toward being cold and aloof. Employees and co-workers don't enjoy working alongside managers who never show their human side. Get to know the people around you on a personal basis, finding out about their interests and sharing yours. You'll have stronger relationships and get better results.

- **Emotionalism.** You can't afford to lose control no matter how dire circumstances might be. Learn to recognize and express your emotions in a positive and professional way. Employees and colleagues will lose trust and respect for you if they think you're going to overreact to everything.

The Micro-Management Temptation

Being in charge doesn't mean you should try to control everything in your workplace. To discover whether you're micro-managing your workforce, ask these questions: "How often do I step aside and let others take the lead? How often am I willing to let go of my plans and move in another direction? How often do I take someone else's advice when it differs from my own?" If you answered "rarely" or "never" to these questions, you may be too controlling. Learn to loosen up before you drain employees' motivation—or drive them away. You've just suggested a plan and asked for employee input. When no one makes any objections, you put the plan into motion. You're good to go, right? Not necessarily. Employees may be afraid to speak up—or disinclined to make waves if no one else does. To avoid the kind of false consensus that can sink a project, implement this rule: Silence indicates complete agreement. If an employee comes to you later with an objection, you can say: "You had a chance to speak up in the meeting. The matter is closed." Employees will quickly realize they should express their opinions to avoid being roped into a plan they don't support.

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



July
Buying Power
of the Month

**For the month of July,
PIASC Members are eligible for
20% off Semper's...**

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Starting August 1st normal
PIASC discount of 10% will apply.

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Printing Industries Association of Southern California

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of America, Inc.



Address:
5800 South Eastern Avenue, #400
P.O. Box 910936
Los Angeles, CA 90091-0936

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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Fax numbers:

Association	(323) 724-2327
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Credit Union	(323) 722-8927
Benefit Trust	(323) 500-0614



