



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

July 25, 2016

Don't "Cold" Call

If a sales rep understands cold calling to be a process of telephoning or emailing a list of prospects, they will discover that even if they get through the voice mailbox or the spam filter, they are going to hear "I'm satisfied with my present printer," "I can get it cheaper elsewhere" or "I have nothing for you to quote on." Very rapidly, the sales rep will go back to servicing their existing accounts. If these do not provide the sales rep with a decent income they will move on (or be moved on) to another career. This is not an outcome which will grow sales for the firm. Building sales does involve cold calling but not in a "cold" way. First, every rep has accounts that they do service successfully. Only rarely do they satisfy all of their promotional needs (or even know what they are). Getting growth from this source requires conversation with the rep's existing contacts and referrals to their fellows. It may also require an openness on the part of the firm to be a full source provider through external partnerships. Second, every existing client knows others in the same line of business. Asking them for a referral, or better still a phone call, will get the rep a hearing. A hearing which can be productive since they are already doing business with a parallel firm and can have an understanding of their needs.

One Size Can Fit All

One of the byproducts of printer's traditional cost based pricing (estimating) process is multiple sizes of presses and finishing systems as we thought that the job had to run on the right size so we could justify a competitive price. A more realistic solution is to run all jobs on the larger equipment and don't buy (or get rid of the smaller ones). This more intensive use of the larger equipment will bring you closer to a multi-shift operation with the resulting faster turnaround time. The pricing issue can be dealt with by simply telling your estimating system that you're running it on a smaller press.

Quality Printed Direct Mail Is In

Print is not dead, and direct mail is actually experiencing a resurgence. According to the 2016 Fact Book, spending on direct mail increased even though volumes declined. Plausible explanations for this include postal rate increases and the increased use of more targeted direct mail where marketers invest in higher-quality pieces that are more personalized and relevant. Although these



PRINT 101

An Introduction to
Graphic Communications

If you are new to the printing industry, then this program is for you! See page 2 for details!

pieces are produced in lower quantities and often cost more, they usually deliver higher response rates. When used correctly, direct mail is an efficient and measurable complement to online counterparts. In today's world, the new marketing mantra is that print and digital media work better together. The business world has moved into the era of data-driven marketing. Marketers know that data is central to bringing value to campaigns, so they are sorting through their customer data to create the most relevant campaigns possible. Regardless of marketing channel, the top priority in terms of data-driven marketing is delivering a personalized customer experience.

Overtime Is Good

Our clients tell us when they want something and they always want it now (preferably yesterday). The result is a busy today, slow tomorrow world. If you are staffed to handle the busy days without overtime—you've got too many people. Not only is this an expensive luxury, but there is a "Parkinson's Law" effect that sets in on slow days when everyone takes longer to do things. It doesn't matter then, but it does matter when it gets busy and the effect doesn't wear off immediately. The solution is always overtime. For most firms, an average of about 10% or around 175 hours per year is about right. This provides a better match for busy and slow and better jobs for the people.

Thought for the Week

The richest person in the world is not the one who still has their first dollar. It's the person who still has their first friend.

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 August-October Activities

<p>Sept. 6</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>THE INTERNET PIRATES... Hackers and extortionists are exploding.</p> <ul style="list-style-type: none"> • Is your system safe from them? • Is your customer's data safe from them? • How can you prevent an attack? • How can you recover from it? <p>Data is an ever growing part of our digital lives—our own data, our client's data, their customer's data. If it's compromised, stolen, or destroyed we're in big trouble.</p> <p>Our guest this month is GDR Consulting, our buying power partner for computer and data consulting. Their firm already serves a number of PIASC member firms and can suggest what you need to do to fend off an expensive disaster.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <p><input type="checkbox"/> Sept. 6th – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> Sept. 7th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> Sept. 8th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></p> <p><input type="checkbox"/> Sept. 20th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> Sept. 21st – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i></p> <p><input type="checkbox"/> Sept. 22nd – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p>Aug. 4</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> CAC13</p> <hr/> <p>5:30 p.m.</p> <p>Cost: \$25 <small>non-members: \$40</small></p> <hr/> <p>Location: <small>See locations at right</small></p>	<p>COCKTAILS AND CONVERSATIONS Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <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. 4th – <i>Bodega Wine Bar, 300 East Colorado Blvd. #208, Pasadena, CA 91101</i></p> <p><input type="checkbox"/> Aug. 11th – <i>JT Schmid's Restaurant & Brewery, 2610 E. Katella Ave., Anaheim, CA 92806</i></p>
<p>Aug. 16</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> P101</p> <hr/> <p>8am - 3:30pm</p> <hr/> <p>Cost: \$75/member, \$100/non-member</p> <hr/> <p>Location: <small>Fullerton College Printing Department 321 E Chapman Ave. Fullerton, CA 92832</small></p>	<p>PRINT 101: AN INTRODUCTION TO GRAPHIC COMMUNICATIONS <i>Presenter: Glenn Huerth, Professor, Fullerton College</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>If you are new to the field of graphic communications whether it be creatives, sales, administration, customer service or production, need a refresher course or want to make sure you are not missing anything, then this program is for you! This class, full of factual information, will take participants through the basics of printing.</p> <p>What you will learn:</p> <ul style="list-style-type: none"> • History of the industry and its impact on society • Terminology • Color Theory • Common machinery used in print production • Basic processes • Post-press finishing operations • Production flow of a job from order entry to delivery • And more!

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	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

<p>Sept. 14</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> WIP</p> <hr/> <p>11am - 1pm</p> <p><small>Cost:</small> \$40/member, \$65/non-member</p> <hr/> <p>Location: Pacific Palms Resort One Industry Hills Parkway City of Industry, CA 91744</p>	<p>WOMEN IN PRINT COMMUNICATIONS LUNCHEON <i>Speaker: Carmen Rad, CR&A Custom, Inc.</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>You are invited to the ninth Women in Print Communications luncheon featuring an inspirational story from our special guest speaker, Carmen Rad, Founder and President, CR&A Custom, Inc. Join us to hear how Carmen came to be the successful business owner in the printing industries. She will share her past, her present, and her future</p>
<p>Sept. 25 thru 28</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> GE2016</p> <hr/> <p><small>Cost:</small> FREE</p> <hr/> <p>Location: Orange County Convention Center—North Hall Orlando, FL</p>	<p>GRAPH EXPO 2016 <i>Free Exhibit Floor Pass (Members Only)!</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>The most innovative and exciting exhibition of Digital, Inkjet, Offset, Flexo, Gravure and Hybrid technologies, products and services for the Commercial, Transactional, Converting and Package Printing, Publishing, Mailing, In-Plant, Digital Imaging, Marketing and Industrial Printing industries of the year! Visit piasc.org/GraphExpo for your free show pass!</p>
<p>Oct. 1</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> IPMLAPF</p> <hr/> <p>10 a.m.-5 p.m.</p> <p><small>Cost:</small> \$10 / adults \$8 / students and seniors \$5 / kids under 12</p> <hr/> <p>Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p>	<p>INTERNATIONAL PRINTING MUSEUM PRESENTS <i>The 2016 Los Angeles Printers Fair!</i> Contact: Mark Barbour, 310-515-7166 mail@printingmuseum.org</p> <p>The Fair supports the non-profit International Printing Museum and its educational mission. The Fair is suitable for all ages. Students, educators, enthusiasts, collectors, typophiles, bibliophiles, graphic designers, artists, and professionals will enjoy the varied demonstrations and array of vendors. Children are welcome but need to be accompanied by an adult at all times.</p> <p>THE MUSIC OF THE PRESSES: THE VINYL SLEEVES OF THE STOUGHTON PRINTING COMPANY Special Exhibition at the 8th Annual Los Angeles Printers Fair</p> <p>To celebrate the recent revival of vinyl records, there will be an exhibition of the 52-year historic collection of printed vinyl sleeves from Stoughton Printing Company, the premier record jacket printing company in America. The exhibit will showcase a half-century of album covers, from the first printing of the album that introduced the Beatles to America, to the latest retro vinyls. Owner Jack Stoughton himself will detail the process of how album sleeves are printed and manufactured. Every visitor will have a custom Printers Fair LP sleeve to take home as a keepsake.</p>

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Be Positive In The Mirror

Motivational experts frequently warn us to avoid toxic people—bosses, co-workers, customers, etc. But for many people, the most toxic person to deal with is the one in the mirror. Do you disparage your accomplishments and criticize yourself for every minor mistake? Do you set impossible goals and unrealistic deadlines, then slam yourself for failure? Make a point of shutting down negativity even when you’re talking to yourself. You don’t have to memorize sayings from inspirational posters; just give yourself a break and talk about the positive things you’ve accomplished. Emphasizing the positive in your performance will help you do a better job of noticing and highlighting it in others.

Up Tight?

Feeling tense? Take a vigorous walk. To get the most from this exercise, remember to maintain straight posture. When you start walking, take a few long, slow breaths from deep inside your body. As you walk, try taking a short breath at each step for about three minutes. Then spend five minutes breathing normally. Repeat the sequence for a few times as you continue your walk. In a short time, you’ll feel more relaxed and ready to get back to work.

What Do The Numbers Mean?

Part of your job as a leader is to make decisions based on data: How much money does a special project need? What priorities require your team’s attention? While data and facts are important when making your decision, don’t

forget that people want more than raw information from you. They want interpretation: What do you think about the data? Which items seem more important than others, and why?

Ask The PIA Technical Experts

What is HIPAA certification and what does it entail? Well, to start with, there is no such thing as HIPAA certification in the United States. You’re either in “compliance” with the requirements of the Health Insurance Portability and Accountability Act (HIPAA) Privacy and Security Rule or you’re not. You can hire a third party to audit you, but that is not required (although a customer could insist on it). When a printer is handling protected patient information (PPI) for a health care provider or plan it is required to sign an agreement as a “business associate,” indicating that it has the necessary safeguards in place to protect the confidentiality of PPI. The compliance requirements from the Department of Health & Human Services (HHS) are extensive, and may seem daunting if you’re not already adept at information security. If a company says it’s in compliance and isn’t, it’s taking a risky gamble that it will never have a release of PPI that will expose its compliance failures. In that instance, HHS can audit the company and force a resolution settlement, including a fine.

For Sale

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