



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

July 31, 2017

"Give Us An Estimate"

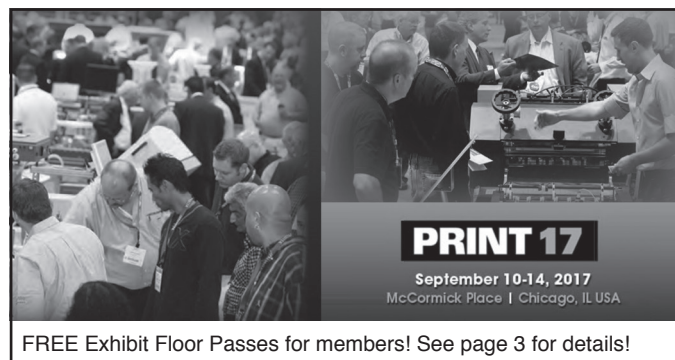
We've called on a prospect and they've given us the specs for a job for which they want a quote. We go away happy and we deliver the quote. We don't get the order and we're sad, but we're used to it. What's wrong with this story? The problem is that we're used to it and we just go on to the next prospect. As a result, we're feeding a cycle of spending sales and estimating resources but not building sales while making the competition look good at the same time. The solution is to see the object of the quote as getting the order, not as an exercise of delivering the number from our estimating software. That means that we need to understand that we'll get the order at a number that is acceptable to the prospect, not a number that works for our estimator. Our focus must be on the value of the project to the prospect and their view of alternative choices, not on our "costs." Of course it may be that we can't live with the prospect's numbers—if that's the case, it's a signal to stop calling on them. But, if they have work that fits us and could build our volume, we have to get into their ballpark. The process of modifying our estimating process to be buyer focused is outlined in Profitable Pricing Strategy which is available at <http://bit.ly/ProfitablePricing> or by calling Socorro García at Ext. 229 (email: socorro@piasc.org).

Try It, You'll Like It!

Our long running sharing opportunity, "Breakfast with Bob," is relaunching as "Coffee with Cheryl" in September. It's in the same areas but at new restaurants and a fresh start with the same \$5 cost and food as well as coffee! This is a great chance to share problems, opportunities and ideas with others as we can all learn from each other. Check the inside of this *Update* and get Coffee with Cheryl on your calendar today!

Hooray! We've Got A New Client

Now that you've got the first order, this is the time to start on the right foot. A business-like relationship should start with a credit application (<http://bit.ly/PIASCCreditApplication>) which incorporates your terms and conditions of sale for which you might use the PIA Best Business Practices (<http://bit.ly/PIASCBestBusinessPractices>) as a model. If the new client is a serious business, they'll appreciate your focus



on starting off on the right foot. Of course, you should use our credit resources to be sure that the new client is credit worthy. Call Jairo Cuellar at Ext. 202 (email: Jairo@piasc.org) for help on this. This is important as accounts that will grow will be always on open account terms.

Our Mistake

On July 3rd, we reported that Colornet Press (*Los Angeles*) won the most awards at the Premier Print Awards for the third year running. They, in fact, have been the leader for FIVE years running. Congratulations on such an amazing feat of excellence in print.

Up Selling

If your sales effort is built around quoting the prospect's specs, you'll find generally that you'll win if you're the low bidder. Obviously, getting the order is better than getting nothing, but wouldn't it be great if you could do better than that? The key to doing better is "up selling." Think about the prospect's project and think about the ways that it could be made more effective—better paper, more color, special finishing effects, VDP rifle-shoting, etc. If you can refocus on the purpose of the project and ways to make it more powerful, you can both get out of the price box and get the order, too. If you want to see a world class example of upselling go to the www.vistaprint.com and using a simple example of copy, try ordering a small brochure or a greeting card, then watch the step-by-step process as their website makes it better (and more expensive).

Thought for the Week

*Prayer is about changing you,
not changing God.*

**Upcoming
National
Events
Calendar
2017**

8/9-8/10	2017 Inkjet Ready!	10:00 am - 2:00 pm, \$99 for both sessions	Jim Workman	412-259-1710	jworkman@printing.org
9/10	Premier Print Awards	Chicago Marriott Downtown, Chicago, IL	Mike Packard	412-259-1704	mpackard@printing.org
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org
10/11-10/12	OSHA Compliance for Printing 2018	PIA Headquarters, Warrendale, PA	Gary Jones	412-259-1794	gjones@printing.org
1/13-1/16	Color Conference	San Diego, CA	Jenn Strang	412-259-1810	jstrang@printing.org
2/22-2/24	Graphics of the Americas	Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009	gabe@flprint.org

For more information on any of the following events, go to www.piasc.org.

PIASC August-October Activities

**Aug.
10**

Register at right

Event Number

CAC16

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. 10th** – The Catch, 2100 E Katella Ave, Anaheim, CA 92806
☐ **Aug. 24th** – El Cholo Café, 300 E Colorado Blvd. – Paseo Colorado, Pasadena, CA 91101

**Sept.
6**

Register at right

Event Number-

CWC

7:30 a.m.

Cost: **\$5**

Location:

see locations at right

COFFEE WITH CHERYL - ALL NEW LOCATIONS!

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


How Else Can We Help You?

Are you making sure PIASC saves you money? Do you have questions on employment policies? Do you need a great APR on a loan? Are you making sure you get paid right away? Join us for a meet and greet with Cheryl Chong, HR Director for PIASC. Not only will she answer any questions you may have on employment policies, she'll be able to let you know about all our other benefits and services to make sure you get all the bang for your membership bucks!

This newly re-branded morning roundtable will take place every other month being with September at a location near you. Enjoy breakfast, great discussions and get answers to your questions in person.

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

- ☐ **Sept. 6th** – Tropicana Bakery & Cuban Café, 10218 Paramount Blvd, Downey, CA 90241
☐ **Sept. 7th** – Basecamp and High Horse Dinette, 1221 W. Riverside Dr., Burbank, CA 91506
☐ **Sept. 12th** – La Petite Sourie - French Cafe, 2801 W. MacArthur Blvd. Suite A, Santa Ana, CA 92704
☐ **Sept. 13th** – The Local Spot, 6200 B E Pacific Coast Hwy, Ste B, Long Beach, CA 90803
☐ **Sept. 19th** – The Avocado House, 11618 Central Ave, Chino, CA 91710

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	8/12	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	8/12	AIGAOC: Disney Design in World War II	The Great Park, Irvine	Orangecounty.aiga.org	
	8/27	Richard Smith in Concert	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	9/17	AIGAOC: Design at Scale	FLDWRK, Costa Mesa	Orangecounty.aiga.org	
	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

Sept. 10 thru 14 <small>Details and registration at: www.print17.com</small>	Event Number PRINT17	PRINT17 FREE EXHIBIT FLOOR PASS (MEMBERS ONLY)! Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org
	Cost: FREE Contact PIASC to get promo code	<p>The largest gathering of print and graphic communications buyers, decision makers and suppliers in North America will return to McCormick Place in Chicago this September. Whether you're looking for cutting-edge technologies, want to explore the latest products and services on the market or need the knowledge to overcome your business challenges, you'll get it at PRINT 17.</p> <p>We have created an all new Learning Experience - more than 50 education sessions that will shed light on topics ranging from design/creative process, packaging, marketing, growth strategies and emerging technologies. As always, PRINT 17 promises to shed light on the topics and solutions you need to grow YOUR business.</p>
Oct. 14 <small>Purchase tickets at: bit.ly/2017PrintersFair</small>	Event Number IPMLAPP	INTERNATIONAL PRINTING MUSEUM PRESENTS The 2017 Los Angeles Printers Fair! Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org
	10 a.m.-5 p.m. Cost: \$10 / adults \$5 / kids under 12	<p>This year's Printers Fair will feature a special exhibit, <i>Printing on the Silver Screen</i>, featuring printing presses and artifacts that the Printing Museum has rented to Hollywood over the last 75 years. These presses have been featured in many movies and Westerns, including <i>The Man Who Shot Liberty Valance</i> (1962), <i>Have Gun Will Travel</i> (1957), even John Boy's Press on <i>The Waltons</i> (1971). More modern rentals include TV's <i>Gilmore Girls</i> (2004), <i>NCIS</i> (2010), <i>Seven Pounds</i> (2008), and the critically acclaimed film <i>Inception</i> (2010). Guests will have a chance to print a special "Newsies Banner" keepsake on the actual press rented for the cult hit <i>Newsies</i> (1992).</p> <p>The Fair is suitable for all ages. General admission is \$10 for adults and \$5 for kids under 12 years of age. 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 Los Angeles Printers Fair is sponsored by PIASC. Tickets can be purchased online by visiting: http://bit.ly/2017PrintersFair.</p>

Quick Registration

- Mark your choices from listings above
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Company _____ Phone (_____) _____

Attendees: _____

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If Change Is Coming

If change is on the horizon, you'd better talk about it. Here are three surefire ways to mishandle a significant announcement:

1. **Keep everything under wraps until every detail is final.** This is a fine idea—if your goal is to make employees insecure and uneasy. If workers already suspect change is afoot, you can bet rumors will spread. Giving workers the silent treatment only fuels anxiety and speculation.
2. **Tell them what they want to hear.** Even if there are currently no plans for layoffs, should you promise the staff that all their jobs are safe? If plans change, you'll have ruined your credibility. Don't make empty promises you know you can't guarantee. Short-term salves are not worth long-term fury, backlash and fallout.
3. **If it's bad news, keep it to yourself.** If you don't acknowledge that something has gone wrong, or that a difficult change is coming, do you think your employees won't notice? Do you think they'll just absorb whatever happens and happily carry on? Some might, but they won't respect or trust company leaders in the future. Your best workers will probably also race to find another job.

"Railroad Tracks" Problem

We have an older six-color, 38-in. sheetfed press and are experiencing a random slur at the tail of the sheet on the second unit that looks like railroad tracks. The most likely cause would be a loose blanket or incorrect blanket packing. Retighten the blanket with a torque wrench, but do not over tighten the blanket. Contact the blanket manufacture for their torque recommendations for your blanket and press. Torque wrenches measure either inch-pounds or foot-pounds, and most blankets are torqued to inch-pounds. Over packing or under packing the blanket cylinder changes the diameter of the cylinder resulting in a different surface speed from the plate cylinder. The blanket will slip and create the slur. Pack the plate and blanket to the press manufacturer's recommendation for the type of blanket you are using. Measure the plate and blanket with a packing gauge to verify they are packed correctly. In this situation the blanket was significantly over packed. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

Wanted

40 year old dynamic print company with 40" Offset, Indigo Digital, Canon Digital, Océ Digital and full bindery including perfect binding, saddle-stitching, UV Coating, Laminating, wire-o, die-cutting and embossing is looking to acquire small print company —digital and/or offset. call Keith George at (818) 335-1928. All information shared will be held in the strictest of confidence.

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!

Printing Industries Association of Southern California

Affiliated with
Printing Industries of America, Inc.



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Telephone Number:
(323) 728-9500

Web Site:
www.piasc.org

Print Access:
www.printaccess.com

Choose Print:
www.chooseprint.org

Fax numbers:

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

