



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 7, 2017

Print MIS

There are a large range of MIS systems for printers on the market. Before you buy any of them, the first step should be to think about what you want the system to do. Usually, we want an estimating capability and an ability to capture shop floor information about actual production. Other useful capabilities include integration with an on-line store front and inventory management for mailing/fulfillment (if needed). Invoicing and accounts receivable are a better fit in an accounting package with an integrated general ledger. Most likely, the focus is going to be on the estimating and production analysis functions. While it's likely that the system of choice will have the capability to accomplish these tasks, the first step is to think about what we want to achieve with the output of the system.

Production MIS

Most printing MIS systems collect information on make-readies, running speeds, down time, etc., frequently using automated shop floor reporting. The implication is that having this information will enable management to identify and eliminate poor production. The challenge is that there is enough variation from job to job to make analysis problematic and of little use. The reality is that production levels are primarily a Parkinson's Law effect. When it's slow everyone (even the boss) takes a little longer to do things. When it's busy and we're pressed to make delivery, things happen faster. This has nothing to do with whether we measure or not. Most of the other production inefficiencies are work flow issues: the file is not ready, we don't have an OK, we're waiting for plates (or ink or paper), the binding line is backed up, etc. Obviously, typical production MIS will not see these and they require day-to-day shop floor interaction to address.

Estimating MIS

The typical estimating package attempts to predict the "cost" of a project by using a detailed analysis of production hours, materials costs, mark-ups, etc. to produce an "estimate" which then will turn into a "quote." Thus, its purpose is a pricing system. The reality is that price levels are determined by the value of the project to the client and the client's understanding of the prices available

LUNCH with LESLIE



PROSPECTING RE-IMAGINED

Wednesday,
September 27th
11:30 am - 1:00 pm
Santa Ana, CA

See page 3 for details!

from acceptable alternative sources. If we quote more than this, we don't get the order, if we charge less than this, we leave money on the table. If we accept this, our system should be focused on the clients, not on our plant. We can accomplish this by rethinking the values in our estimating system from "cost" to "market." Move from a statement that says we believe our 40"4/c costs \$300 per hour to one where we think that the 40"4/c time in our market goes for an average of \$310 per hour. Our system needs to systematically differentiate between clients who think of us as a sole source (thus will pay more for our quality and service) and those who get multiple bids and buy only on price if we are to avoid leaving money on the table with the first and getting nothing from the second. Both of these objectives can be accomplished with an internal price list that avoids re-inventing the wheel for every order. This is particularly important with the growth of short run digital.

Signage

Printers with digital equipment are discovering that signs are a real market. We read a suggestion that it would be useful for printers to become familiar with local codes governing the external display of signs as a way of enhancing the printer's status as a supplier. That's a reasonable thought, but it should be approached with caution. While it's helpful to advise clients as to possible restrictions on the use and placement of signs, assuring them that a particular use would be compliant will make the printer a party to the problem if there is a code violation.

Thought for the Week

Doubt is the key to knowledge.

**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*

**Sept.
10
thru
14**
Details and
registration at:
www.print17.com
Event Number
PRINT17
Cost: FREE
Contact
PIASC to get
promo code
Location:
McCormick Place
Chicago, IL
PRINT17
FREE EXHIBIT FLOOR PASS (MEMBERS ONLY)!
Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org

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.

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.

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. 27 <input type="checkbox"/> <small>Check here to REGISTER</small> | Event Number LWL | LUNCH WITH LESLIE: PROSPECTING REIMAGINED <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org What does it take to engage with a new prospect? How to upsell a current client? We will discuss strategies to be effective with building new relationships and deepening existing relationships. We will explore how social media and using your networking can fast track prospecting! |
| | 11:30 a.m. Cost: \$35 / member \$60/ non-member | Key Takeaways: <ul style="list-style-type: none"> • Do you have the right targets? • Should You: leave a voice mail message? Send a letter? Email the prospect? • Go-to marketing strategies and tools • Yes, there will be objections in this challenging market—what to do and say! |
| | Location: ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705 | |
| Oct. 11 thru 12 <small>REGISTER AT: http://bit.ly/2017OSHACompliance</small> | Event Number OSHA | 2017 OSHA COMPLIANCE FOR PRINTING WORKSHOP Contact: Gary Jones, (412) 259-1794, gjones@printing.org OSHA regulations seem difficult to understand and daunting to execute. Let Printing Industries of America's EHS Team take the confusion out of compliance. Join us for our OSHA Compliance for Printing Workshop: a hands-on comprehensive OSHA compliance program. |
| | 8 a.m. Cost: \$395/ members \$550/non-members | During the workshop, participants will gain an understanding of key OSHA regulations, compliance strategies, elements of required written programs, and how to respond to an OSHA inspection. Participants will receive an OSHA compliance information package complete with written program templates, PIA's OSHA Primer, and other valuable resources. |
| | Location: Printing Industries of America Headquarters 301 Brush Creek Road Warrendale, PA 15086 | |
| Oct. 14 <small>Purchase tickets at: bit.ly/2017PrintersFair</small> | Event Number IPMLAPP | INTERNATIONAL PRINTING MUSEUM PRESENTS <i>The 2017 Los Angeles Printers Fair!</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org 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). |
| | 10 a.m.-5 p.m. Cost: \$10 / adults \$5 / kids under 12 | 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. |
| | Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745 | The Los Angeles Printers Fair is sponsored by PIASC. Tickets can be purchased online by visiting: http://bit.ly/2017PrintersFair . |

Quick Registration

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Company _____ Phone (_____) _____

Attendees: _____

☐ Bill Company
 ☐ Credit Card # _____

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 Prior to Meeting Will Be Billed.

New I-9

USCIS has released a new version of the I-9 (Form I-9 07/17/17 N) which is used by employers to verify the identity and employment authorization of individuals hired to work in the United States. The previous I-9 form (publication date of 11/14/16 N) can be used through September 17, 2017. On September 18, 2017, employers must start using the new form. Employers should also continue to follow existing storage and retention rules for any previously completed Form I-9's. USCIS also made some revisions related to the List of Acceptable Documents. Documents required for the form must be unexpired and must be provided to the employer no later than 3 days of hire. If an individual is hired for less than 3 business days, section 2 must be completed no later than the end of the first day of employment. Go to www.piasc.org and click on *Management Tools>Human Resources>New Employee Orientation* to get the new version of the form, instructions on how to fill out the form, as well as the manual for employers. Further information can be obtained on the USCIS website at www.uscis.gov/i-9-central. Please be advised that the I-9 form, if downloaded directly from the USCIS website, works only with Internet Explorer.

**Selling
Success - I**

Sales and marketing guru, Leslie Groene says:
Customer's Goals and Objectives: Do you know what goals and objectives your

customers have? Just think how much more effective you could be if you knew the goals of the person to whom you are selling. Find out what their personal and business goals are for the current and upcoming year by asking questions and listening to their answers. In addition, let them know that you have set goals for yourself. Explain your belief that it is essential for you to help your customers achieve their goals in order for you to achieve your own.

Prospecting Timeline: At certain times in the year, most people are working hard to make their numbers. Yet, at the same time, many have no idea how long it takes to turn a prospect into a profitable customer. Creating a "prospecting timeline" can help you to benchmark past experiences and streamline future ones. Begin this process by examining a few recent customers, and then break down the key activities you went through. Your goal should be to determine the specific activities that were the most time consuming, and then figure out a way to shorten the time spent on that particular step. Most people are amazed to find that a couple of activities take the majority of time. By knowing this, they can work to alter their selling process. Plan now so the upcoming year will be your best year ever!

For Sale

Laminating Service for sale (complete with some bindery svcs.) 40 years (owner retiring) Contact Jim at (310) 344-5062. Make offer.

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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(323) 728-9500

Web Site:
www.piasc.org

Print Access:
www.printaccess.com

Choose Print:
www.chooseprint.org

Fax numbers:

| | |
|------------------|----------------|
| Association | (323) 724-2327 |
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| Benefit Trust | (323) 500-0614 |




