



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 14, 2017

The Estimating Process

Printers produce estimates to answer the question “how much should we charge.” Because we don’t want to leave anything out, estimates typically go into excruciating detail to try to capture every part of the process using rates that include allocations of machinery, plant and front office costs as well as mark-ups on materials and outside purchases. The estimate then usually turns into the quote with the most likely modification being downward after the sales rep says “there’s no way that they will pay that much.” We then deliver the quote and most of the time we don’t get the order (most hit ratios are less than 50%). If one thinks about this, it’s an enormous amount of effort expended on a process that most of the time produces zero sales.

But, They Agreed To It...

The owner of a small shop tells his people that he can’t afford to pay overtime to them, so he is going to hire part-time employees to get the needed hours. They all say, “We don’t want you to do that as we need the hours, so we’ll work the overtime at straight time.” All is well for several years until one of the people leaves and talks to a lawyer. Now the shop is facing an enormous bill for back pay and penalties as neither the shop owner nor the employees have the ability to change the law. Any deviation from the California wage and hours rules is guaranteed to come to haunt on the grand scale. If you’re not sure what to do, call us at (323) 728-9500 (email: cheryl@piasc.org).

A Better Approach to Quotes

If we understand that the purpose of quoting is to generate sales that will pay the wages of our people, pay for the materials and the sales commission, and leave as much as possible to pay for the overhead, we need to focus away from the minutia of production details and onto the minds of the buyers. What value is our work creating for them and what do they think they can buy it for? We can start this process by using rates that are our best guess as to the rates prevailing in our market. We can make this easier by simplifying our estimates to encompass only the broad outline of the project. We can make this more effective by thinking about our customers, some of whom regard us as an indispensable resource and some buy only from the low bidder, using this knowledge to refine our pricing, avoiding leaving dollars on the table



October 11-12th

Location:
Printing Industries of America Headquarters
301 Brush Creek Road
Warrendale, PA 15086

Over the past year, OSHA's penalties have spiked and its officials have labeled the print industry as a high-risk occupation. In order to avoid fines and keep employees safe, staying OSHA compliant should be a top priority. See page 3 for details!

from the first while also getting orders from the second. Serious and systematic thought about our customers and our market will build sales volume and utilize the plant capacity that we already own. It is almost impossible for a plant running at or close to full capacity (24/5 or 24/6) not to be profitable. On the other hand, a plant with good margins on every job but only a shift or less of work may be losing money because it can't pay for the overhead.

Selling Success - II

Sales and marketing guru, Leslie Groene says:

Know Your Customer's Customer:

How much do you know about your customer's customer? It doesn't matter if you sell B2B or B2C, the question still demands an answer. I work with too many salespeople who, when asked this question, have only a shallow answer or no clue at all. Take the time to find out all you can about what motivates your customer's customers. Spend time with them, talk to them, (most importantly listen to them) and get to know what drives their decision-making process. When you can identify this information, you can then provide your customer with even better solutions.

Have you Learned Something New? There is always something new you can learn about your customers, whether they are newly acquired or long-term accounts. Use each sales call as an opportunity to hone your skills. It's amazing how customers change! Unless you have up-to-date knowledge about them, you will soon find they've changed and you haven't. After each sales call, ask yourself what you learned about the customer and, of course, make sure you record it in your customer profile.

Thought for the Week

Justice is truth in action...
Benjamin Disraeli

**Upcoming
National
Events
Calendar
2017**

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
3/4-3/6	Presidents Conference	Hyatt Regency San Antonio, San Antonio, TX	Adriane Harrison	412-259-1707	aharrison@printing.org

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

PIASC August-October Activities

Aug. 24 <small>Register at right</small>	<p>Event Number CAC16</p> <hr/> <p>5:30 p.m.</p> <p>Cost: \$25 non-members: \$40</p> <hr/> <p>Location: See locations at right</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. 24th – <i>El Cholo Café, 300 E Colorado Blvd. – Paseo Colorado, Pasadena, CA 91101</i></p>
Sept. 6 <small>Register at right</small>	<p>Event Number- CWC</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: see locations at right</p>	<p>COFFEE WITH CHERYL - ALL NEW LOCATIONS! Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>How Else Can We Help You?</p> <p>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!</p> <p>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.</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>Tropicana Bakery & Cuban Café, 10218 Paramount Blvd, Downey, CA 90241</i></p> <p><input type="checkbox"/> Sept. 7th – <i>Basecamp and High Horse Dinette, 1221 W. Riverside Dr., Burbank, CA 91506</i></p> <p><input type="checkbox"/> Sept. 12th – <i>La Petite Sourie - French Cafe, 2801 W. MacArthur Blvd. Suite A, Santa Ana, CA 92704</i></p> <p><input type="checkbox"/> Sept. 13th – <i>The Local Spot, 6200 B E Pacific Coast Hwy, Ste B, Long Beach, CA 90803</i></p> <p><input type="checkbox"/> Sept. 19th – <i>The Avocado House, 11618 Central Ave, Chino, CA 91710</i></p>
Sept. 10 thru 14 <small>Details and registration at: www.print17.com</small>	<p>Event Number PRINT17</p> <hr/> <p>Cost: FREE Contact PIASC to get promo code</p> <hr/> <p>Location: McCormick Place Chicago, IL</p>	<p>PRINT17 FREE EXHIBIT FLOOR PASS (MEMBERS ONLY)! Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <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>

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	8/27	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  <small>Check here to REGISTER</small>	Event Number LWL 11:30 a.m. Cost: \$35 / member \$60 / non-member Location: ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705	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! 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!
	Event Number OSHA 8 a.m. Cost: \$395/ members \$550/non-members Location: Printing Industries of America Headquarters 301 Brush Creek Road Warrendale, PA 15086	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. 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.
	Event Number IPMLAPF 10 a.m.-5 p.m. Cost: \$10 / adults \$5 / kids under 12 Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745	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). 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. The Los Angeles Printers Fair is sponsored by PIASC. Tickets can be purchased online by visiting: http://bit.ly/2017PrintersFair .

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The Email Curse

What can employers do to encourage employees to unplug from their devices and cut back on emails? Here are some tips:

- **Establish a culture where workers do not feel obligated to check in.** Some employers have introduced “embargoed contact policies,” which state when colleagues should contact their co-workers
- **Discourage leaders from emailing outside work hours.** Evening and weekend missives from higher-ups make other workers feel guilty if they don’t respond right away.
- **Create an email agreement aimed at reducing the number of internal emails.** Ask staff to comply, explaining they will benefit from fewer interruptions.
- **Think twice before hitting “reply all.”** It’s highly likely you ought to reply only to the original sender (and maybe one or two others). Email only those who really need to know.
- **Could your message be delivered in person or over the phone, rather than via email?** Quick conversations save time and prevent confusion.
- **Cut the email thread.** Excise irrelevant fluff before you respond.
- **Open-ended emails that ask “your thoughts?” are often better handled through direct conversation.** If it must be by email, offer multiple choice options to help with decision-making.

- **Keep it short, tidy and clear.** Proofread before pressing send; shorten whenever possible. Treat the subject line as a headline so the recipient can determine whether the message is relevant. State a clear purpose of why you’re sending the email and what action is required.
- **Explore options other than email for internal communications.** For example, round up all your non-urgent content and condense it into a weekly or monthly newsletter. Tools such as alerts, tickers and screensavers can reduce inbox clutter and be scheduled to run during certain times.

Moving A Digital Press

I’m moving my digital presses to a new location. What should I do to ensure a successful move? Because of the sensitive nature of the components, it is prudent to use the press manufacturer’s personnel (likely required with leases) or at least professionals experienced in moving digital presses. There are often specific procedures for powering down and re-starting the presses. It’s also wise to back up the operating software. Ideally, you should move one digital press at a time and re-start it in the new location before moving the other presses. Call Dillon Moloney, the PIA technical expert, at (412) 259-1786 for help on this.

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

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<p>Printing Industries Association of Southern California</p> <p>Affiliated with Printing Industries of America, Inc.</p> 	<p>Address: 5800 South Eastern Avenue, #400 P.O. Box 910936 Los Angeles, CA 90091-0936</p> <p>Telephone Number: (323) 728-9500</p> <p>Web Site: www.piasc.org</p> <p>Print Access: www.printaccess.com</p> <p>Choose Print: www.chooseprint.org</p> <p>Fax numbers:</p> <table style="width: 100%;"> <tr> <td>Association</td> <td>(323) 724-2327</td> </tr> <tr> <td>Insurance Agency</td> <td>(323) 500-0614</td> </tr> <tr> <td>Credit Union</td> <td>(323) 722-8927</td> </tr> <tr> <td>Benefit Trust</td> <td>(323) 500-0614</td> </tr> </table> <div style="text-align: right; margin-top: 20px;">  </div>	Association	(323) 724-2327	Insurance Agency	(323) 500-0614	Credit Union	(323) 722-8927	Benefit Trust	(323) 500-0614
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