



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 21, 2017

Watch Out For This

The bookkeeper gets an email signed by the owner asking that he be sent a file containing all of the information on employee form W-2 for the last year. Without checking, the bookkeeper complies with the email. A moment's reflection suggests what happens next—the employees are deluged with scam letters and emails using their personal information including phony letters from the IRS. Everyone in your organization should realize that it's easy to learn the name of the boss and send emails of this kind which may not only include requests for confidential data but also instructions to send money to a third party. Simple verification with the sender will avoid a world of hurt.

A Press That Fits The Job

We were talking to a printer who was looking for a shop that had a half size UV press as they had a job that would be "cheaper" to run this way rather than on their own full size UV press. They located a source and farmed out the job for them "saving" money over their estimate. Unfortunately, the result of this decision is that they actually spent more money by handling the project this way. Had they run it on their full size press, they would have used up four plates and paid some crew wages. Instead, they got a bill from the other printer which included their overhead and markups which was about twice what the out-of-pocket cost of doing it in-house would have been. This sort of thought error flows from believing that the number produced by the estimating software is "the cost" and identical to writing a check to a supplier for the same amount.

I've Got To Get My Costs

When we talk to a client, it's natural to talk about our "cost" for a project as it feels fair for them and natural to us. Our universal definition of "cost" is the number coming from our estimating system which we understand, reasonably enough, to include not only paper and ink but also what we paid for the press and the rent on our building. Because we are wedded to this version of "cost" we naturally conclude that getting more than our "cost" is good and getting less, bad. The margin that we get on the estimate is a major factor in our thinking as we think it defines profit or loss—we seek profit and avoid loss. But, what's really happening? When we do another job, we don't have to buy another press, rent more space

September 22nd

webinar



BEST TIPS FOR CUSTOMER SERVICE REPS

See page 3 for details!

or pay the estimator more. We do have to buy the paper and the ink, pay the commission to the rep and we may have to pay some overtime if the job can't be delivered in the straight time. If the estimate says \$1,000, chances are we'll actually spend around \$600 to get the work done. If we get the order for \$1,050, we're \$450 closer to profit at the end of the month. If we get the order for \$950 we're closer to profit by \$350. In either case, we're better off than getting nothing. In all cases, we should get as much as the client is willing to pay which has nothing to do with us and everything to do with the value of the project to him and their understanding of what the acceptable alternatives are.

Selling Success - III

Sales and marketing guru, Leslie Groene says:

Benchmark Your Sales Goal: At the end of each day and each week, compare your accomplishments to your overall sales goal. If you achieved the volume you needed to hit your goal, congratulate yourself! If you didn't, identify at least one thing that did go right and might help you achieve your goal in time. Always find something positive to end the day with. Before you leave, don't forget to set up the next day or week! The last thing you want to do is use those very productive first minutes of the day doing anything but selling.

Remember, this is a marathon and not a sprint. I know you're determined to stand out immediately from the rest of the pack and to make your mark in your industry. That's good, but be careful not to fall into a trap. Achieving true success in an industry can take some time. You need to prepare yourself for the long haul in pursuing career growth, building your business and attracting new clients who will help you get where you want to go.

Thought for the Week

When someone tries to impress you ... It means they are already impressed by you!

**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><small>Event Number</small> CAC16</p> <hr/> <p>5:30 p.m.</p> <p><small>Cost: \$25 non-members: \$40</small></p> <hr/> <p><small>Location:</small> <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. 24th – <i>El Cholo Café, 300 E Colorado Blvd. – Paseo Colorado, Pasadena, CA 91101</i></p>
Sept. 6 <small>Register at right</small>	<p><small>Event Number-</small> CWC</p> <hr/> <p>7:30 a.m.</p> <p><small>Cost: \$5</small></p> <hr/> <p><small>Location:</small> <small>see locations at right</small></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><small>Event Number</small> PRINT17</p> <hr/> <p><small>Cost: FREE Contact PIASC to get promo code</small></p> <hr/> <p><small>Location:</small> <small>McCormick Place Chicago, IL</small></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. 22 <input type="checkbox"/> <small>Check here to REGISTER</small>	Event Number CSSP	BEST TIPS FOR CUSTOMER SERVICE REPS <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org <p>Don't be just Customer Service Reps, also be a Sales Person! Customer service is important to your business because it is often the only contact a customer has with you. When they have a question or product issue, they expect your customer service department to resolve their issues. AND LETS NOT FORGET, while your customers are on the phone, it is your customer service duty to up sell, but knowing the right time to do this is key.</p> <p>During this webinar with Sales Guru, Leslie Groene, she will discuss:</p> <ul style="list-style-type: none"> • Effective listening and phone etiquette • Manage the Relationship Not Just the Project • What do clients really want in a provider? • Why clients stop buying from your company • Statistics about what drives clients away...make sure you are aware of how your service and attitude affects your clients! • Taking advantage of up selling and cross selling- when does it make sense?
	11:00 a.m. Cost: \$25 / member \$50 / non-member Location: on your computer	
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 <p>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!</p> <p>Key Takeaways:</p> <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!
	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	
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 <p>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.</p> <p>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.</p>
	8 a.m. Cost: \$395/ members \$550/non-members Location: Printing Industries of America Headquarters 301 Brush Creek Road Warrendale, PA 15086	

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Company _____ Phone (_____) _____

Attendees: _____

☐ Bill Company
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 All No Shows and Cancellations Less Than 48 Hours
 Prior to Meeting Will Be Billed.

Just Start!

Sometimes putting a task off isn't an option, so try:

- **Divide to conquer.** We often avoid tackling big jobs because they seem so daunting. The solution? Divide major projects into a bunch of smaller, easily conquerable tasks.
- **Optimize your work environment.** There is a world of distraction at the fingertips of every email marketer or content developer. Making it go away (temporarily) can help you avoid sabotaging your productivity. To do that, close your email and IM, turn off your phone (or at least set it on 'do not disturb' and put it out of sight), and don't let yourself get on the web until you have completed the task, or hold off any necessary internet searches until the end.
- **Don't be a perfectionist.** Because we have unrealistically, high expectations for ourselves, we feel overwhelmed and paralyzed. We don't want to make a mistake or screw up. One of the easiest ways to prevent perfectionism-related procrastination is to aim for 'good enough' — 75 percent or 80 percent."
- **Just start.** Like jumping into a cold lake, the anticipation and initial dive into a project are the most difficult and unpleasant. Once you start, you acclimate and the process becomes tolerable, sometimes even enjoyable. Once you get over the first "hump," accomplishment, inspiration and confidence have room to motivate your work."

Cutting Expenses

Any suggestions for how I can reduce my operational expenses? One way is to step back and become sensitive to the waste in your activities that drive costs up and extend lead time. There are eight common forms of manufacturing waste: motion, transportation, inventory, waiting, defects, overproduction, extra-processing, and not utilizing people's talents and creativity. Another perspective is to examine your processes to pinpoint your activities that are non-value-added. In other words, things that the customer wouldn't be willing to pay for, which are essentially everything other than processes that directly turn the product into something usable by the customer. Focus on reducing those activities as much as possible. Mapping out your processes from incoming order to shipment, and identifying the time for each process and the waiting time in between processes, can help you see where you have the greatest improvement opportunities. Time is money as Benjamin Franklin supposedly said. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

For Lease

Office, production and warehouse space, below-market rent. 3,000-4,500 square feet available. Ideal for digital or offset printer, bindery or print broker. Attractive industrial building in good SF Valley area. No lease contract required. Call Colleen or Geoff at (818) 709-1220.

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!

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