



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 22, 2016

With Regret

We are saddened by the passing of an extraordinary industry leader and great friend, John Hedlund, on August 11th.

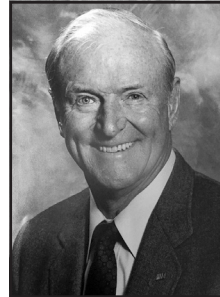
He was the previous owner of California Offset Printers and served our industry tirelessly throughout his entire life. He served as a member of the Board of Directors and Chairman of PIASC as he did at Printing Industries of America. He was named PIASC's Executive of the Year in 1978. He was a long serving Trustee and major contributor to the International Printing Museum. In addition to all of this, he was active in a number of community organizations always focused on helping everyone. His funeral service will be at 3:00 PM on Wednesday, August 24th at St. Andrew's Presbyterian Church at 600 St. Andrew's Road in Newport Beach. Immediately after the service there will be a Celebration of Life at the Santa Ana Country Club at 20382 Newport Boulevard in Santa Ana.

Save on Power

Large users of electricity have two components to their bill: one for the power consumed and the other for the peak utilization (the demand charge). For firms running large presses, the demand charge can be a major factor. Our newest PIASC Member Discount partner is STEM, who use innovative battery based technology to reduce demand charges by using batteries to absorb peak loads. If you operate big equipment and get your power from an investor owned utility (e.g. Southern California Edison), the STEM solution may work for you. To check it out, call Kyle Knoebel at (714) 390-8585 (email: kyle.knoebel@stem.com).

Offset or Digital?

Most firms now have both offset and digital printing equipment and need to make a rational decision about the most economic way to produce a job. Of course, if it includes variable data it has to go digital or if size or quality requirements can only be met by offset, that's the solution. When it could go either way, the choice should be based upon only the variable (out-of-pocket) cost items: paper (no makeready waste on digital), plates, click charges, and differences in time needed to produce the job (using operator wages only). Depreciation for the offset press, lease payment on the digital, factory and administrative overhead are all irrelevant since these go on regardless of the work produced. Special thought



John Hedlund
1927 - 2016
A friend to all of us.

should be given to one of digital's unique niches, the short run multi-page project. A 96 page, 4/c job can be produced in a single pass eliminating a series of folding, cutting and stitching steps. That's the good news. The bad news is when the pricing process passes along all of these savings to the client. When quoting this kind of job, think of it as a conventional offset project with multiple forms. You may have to discount this price somewhat to get the order, but you don't have to start at the bottom.

The Power of Curiosity

You get a call from a prospect asking about a job they need printed. You get the specs and their information and then get to work to get them a quote (which you hope that they'll accept!). But suppose for a moment that you asked them about their objective — what is the printed piece intended to do? Suppose further that you chatted about the nature of their business, taking advantage of the reality that people like to talk about themselves. With what you might have learned, do you suppose that you could suggest other things that you could supply that would help them with their objective? Could you suggest ways to make the printed piece that they're asking about more effective creating more value for them and revenue for you? Everyone talks about the need to sell value, but value is defined by the buyer (the client) not the seller (your firm). Understanding where the buyer is coming from, what their objectives are, what pain points are troubling them, begins with your curiosity about them. Your curiosity is satisfied by asking questions. The successful partnership relationship is about meeting their needs, not selling your press time. The conversation must always be about them and not you.

Thought for the Week

Failure is only the opportunity to begin again more intelligently...Henry Ford

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 September-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>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sept. 6th – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Sept. 7th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Sept. 8th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> Sept. 20th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Sept. 21st – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i> <input type="checkbox"/> Sept. 22nd – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i>
<p>Sept. 13</p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> MTDPI</p> <hr/> <p>10am - 11am</p> <p>Cost: FREE!</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>MEGA TRENDS DRIVING THE PRINTING INDUSTRY <i>Webinar brought to members by Visual Media Alliance</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>There are several mega trends impacting the printing industry. A mega trend by definition will impact the industry over the next five years. Some printing executives have been frozen by the enormity of these trends to continue to do business as usual. Only the printing executives that recognize the news way to do business will succeed in this transformation printing environment. Join this important conversation as we discuss:</p> <ul style="list-style-type: none"> • The six most important trends impacting the printing industry. • What actions can be taken to use these trends to drive sales and profits?
<p>Sept. 14</p> <p><input type="checkbox"/> <small>Check here to REGISTER</small></p>	<p><small>Event Number</small> WIP</p> <hr/> <p>11am - 1pm</p> <p>Cost: \$40/member, \$65/non-member</p> <hr/> <p>Location: <small>Pacific Palms Resort One Industry Hills Parkway City of Industry, CA 91744</small></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>

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	8/25	AIGA-OC August Field Trip	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
	10/17	AIGA-2016 Design Conference	The Mirage, Las Vegas	www.orangecounty.aiga.org/events
	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

Sept.
25
thru
28

Check here to REGISTER for this event

Event Number
GE2016

Cost: **FREE**

Location:
Orange County Convention Center—North Hall
Orlando, FL

GRAPH EXPO 2016
Free Exhibit Floor Pass (Members Only)!
Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

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!

Oct.
1

Check here to REGISTER

Event Number
IPMLAPF

10 a.m.-5 p.m.

Cost:
\$10 / adults
\$8 / students and seniors
\$5 / kids under 12

Location:
Int'l Printing Museum
315 W. Torrance Blvd.
Carson, CA 90745

INTERNATIONAL PRINTING MUSEUM PRESENTS
The 2016 Los Angeles Printers Fair!
Contact: **Mark Barbour, 310-515-7166 mail@printingmuseum.org**

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.

THE MUSIC OF THE PRESSES:
THE VINYL SLEEVES OF THE STOUGHTON PRINTING COMPANY
Special Exhibition at the 8th Annual Los Angeles Printers Fair

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.

Oct.
26

Check here to REGISTER

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: MASTERING THE CONSULTATIVE SALE
Speaker: Leslie Groene, Groene Consulting
Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

Are you ahead or behind the trend? We are now firmly in the solution selling paradigm. Old school transactional selling is fading by the wayside being replaced by comprehensive solution selling strategies. We need to understand HOW to help our clients and prospects meet their objectives.

We will discuss how you and your sales team can execute a needs assessment to determine how we can fit into a clients business needs; ask better questions; use the right marketing tools; develop new sales cycles and more.

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How Do You Handle Credit Cards?

We recently talked to a member firm who had let their bank handle their credit card processing. One day they called PIASC’s Member Discounts partner, CardConnect at (877) 828-0720 and discovered that they got better service and saved a lot of money as well. If you’re accepting credit cards, call CardConnect to see if you’re getting the best deal.

Did You Know That...

...your membership in PIASC affords you the opportunity to purchase low cost individual term life insurance. PIASC Insurance Services, Inc. represents more than 25 of the top rated life insurance companies in America and offers the most competitive rates. A 40 year old male in good health can purchase a \$500,000 policy for under \$18 per month; 50 year old—under \$45; 60 year old—under \$115; 70 year old—under \$325 (women’s rates are even lower!). If you’ve given thought about purchasing additional life insurance or would like a comparison of what you already own for personal or business reasons, now may be the right time to do so. Call Irv Selman at (323) 728-9500, Ext. 249 (email: irv@piasc.org).

Praise Right

Praise can be a powerful tool for motivating your employees, but like any tool it’s easy to misuse. Avoid these two common mistakes:

- **Excessive praise.** Yes, you can overdo it. Don’t get

too elaborate when praising routine performance or you’ll seem insincere. Sometimes a simple “good job” or “thank you” does the job more effectively.

- **Mixing praise with criticism.** Don’t let praise segue into negative feedback: “You did a great job on that report, but why can’t you keep your desk clean?” The criticism drowns the praise and robs it of its value. Keep criticism and praise separate.

Don't Forget The Night Side

Second- and third-shift workers often feel like second- and third-class citizens—and sometimes with good reason. To combat this feeling, make sure that all your employees are well informed and feel included. Design a brief shift change report so each shift can receive and pass on vital information. In a manufacturing environment, for example, such a report might cover equipment, people, process, and quality issues. Treat every shift well. For example, make sure aisles are cleaned, vending machines refilled, and tools repaired throughout the day. Give shift workers the same respect and courtesy you offer everyone else, and they’ll be more engaged and productive throughout their shifts.

Wanted

Looking to sell your business? We are looking to purchase any size shop, small instant shop or commercial. Call BJ at (818) 380-0330.

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



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Member Discount
of the Month

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PIASC20 to get your discount!**

For any questions contact
Maribel Campos at (323) 728-9500, Ext. 210

<http://nhlearninggroup.com>
www.piasc.org



Printing Industries Association of Southern California

Affiliated with
Printing Industries of America, Inc.



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or 808.9990 for area codes: 213, 310, 619, 714, 818, & 951

Web Site: <http://www.piasc.org>

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