



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 29, 2016

Pirate Attacks

You turn on your computer and are greeted by a message that says, "We've captured your system. Send us \$1,000 and we'll send you the unlock code." This has really happened to firms in our industry and it's a very painful, even frightening experience. You don't want to be next, so what can you do? The September *Breakfast with Bob* series will address this threat and other aspects of data and computer security. Our member discount partner, The GDR Group, will explain what you need to do now to protect your firm. Check out the meeting locations on page 2 and make a reservation today — space is limited!

Thoughts on Sales Compensation

A lot of consultant ink has been spilled on the changes in the print market: shorter runs, difficulty in reaching buyers, more system selling, etc. and their implications for sales compensation. It's suggested that these changes imply a salaried sales force rather than a commissioned one. Going this way leaves unanswered how to set salaries and how to adjust them to reflect performance. Most solutions are, in effect, delayed action commission systems, "if you sell more you get a raise." The reality continues to be that outside sales requires a very high level of motivation and the hide of an alligator. The successful rep has to live with "no" five times a day and keep on plugging. Generally, these are persons who have a real desire to make significant money and a willingness to work to get it. Given this, commission based systems are probably the best. The system should be simple to understand, as complex systems are counterproductive. The system should also get the rep and the firm on the same page for which a percentage of value added is the best approach. A draw is usually paid against commission, but it should not be so large that the rep can be comfortable on it.

Cash Is King

The money that you have available to meet payroll and pay bills is the life blood of your business. If you're out of blood, you're dead. Preserving your cash depends first of all on cash (not accounting profits). Living with operating losses in the hope they'll turn around will destroy you. If the revenue isn't there, expenses must be cut or it's all over. Then, there's getting the money in as rapidly as possible which requires prompt billing (no more than two days after shipment); prompt follow

THE INTERNET PIRATES... Hackers and extortionists are exploding. Is your system safe from them?



Our guest for *Breakfast With Bob* this month is GDR Consulting, our member discount partner for computer and data consulting. They already serve a number of PIASC member firms and can suggest what you need to do to fend off an expensive disaster. See page 2 for details!

up with a phone call when the payment is due but not later than thirty days (sooner, if you suspect that there might be a problem); you should get a specific promise for the date of payment; if the promise is broken, turn the account over to outside collection and move on; in the event of a dispute, resolve it quickly and get paid as much as possible. Finally, there's keeping the money as long as possible which means minimizing inventories (don't buy more than you need before you actually need it); don't pay suppliers sooner than you need to (your suppliers are good sources of working capital and will work with you so long as they feel that they can count on your checks).

Text Phishing

Hopefully, we've recognized the hazard presented by scammers who use the internet to send misleading emails seemingly from a bank or the IRS seeking personal information or encouraging you to open a link that will harm you—phishing. Now that everyone is sending text messages, text phishing is now presenting the same hazards. When you act on a text message the same care should be used as though it were an email—if you're not sure, delete it.

Thought for the Week

*In this life we cannot always do great things.
We can only do small things with great love
... Mother Teresa*

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						
	3/12-3/15	2017 President's Conference	Hilton Long Beach, Long Beach, CA				
	3/20-3/22	TAGA Annual Technical Conference	Houston Marriott West Loop, Houston, TX	John Bodnar	412-259-1706	jbodnar@printing.org	
4/2-4/5	Continuous Improvement Conference	Omni William Penn, Pittsburgh, PA	Jim Workman	412-2591782	jworkman@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 member discount partner for computer and data consulting. They already serve 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	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

<p>Sept. 25 thru 28</p> <p><input type="checkbox"/> Check here to REGISTER for this event</p>	<p><i>Event Number</i> GE2016</p> <hr/> <p>Cost: FREE</p> <hr/> <p>Location: Orange County Convention Center—North Hall Orlando, FL</p>	<p>GRAPH EXPO 2016 <i>Free Exhibit Floor Pass (Members Only)!</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>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!</p>
<p>Oct. 1</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> IPMLAPF</p> <hr/> <p>10 a.m.-5 p.m.</p> <p>Cost: \$10 / adults \$8 / students and seniors \$5 / kids under 12</p> <hr/> <p>Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p>	<p>INTERNATIONAL PRINTING MUSEUM PRESENTS <i>The 2016 Los Angeles Printers Fair!</i> Contact: Mark Barbour, 310-515-7166 mail@printingmuseum.org</p> <p>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.</p> <p>THE MUSIC OF THE PRESSES: THE VINYL SLEEVES OF THE STOUGHTON PRINTING COMPANY Special Exhibition at the 8th Annual Los Angeles Printers Fair</p> <p>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.</p>
<p>Oct. 26</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> LWL</p> <hr/> <p>11:30 a.m.</p> <p>Cost: \$35 / member \$60 / non-member</p> <hr/> <p>Location: ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</p>	<p>LUNCH WITH LESLIE: MASTERING THE CONSULTATIVE SALE <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>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.</p> <p>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.</p>

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Delegate to Succeed

Your ability to delegate responsibility properly is crucial to your future as a manager. If you delegate too little and try to do everything yourself, you'll burn out and fail. If you try to delegate too much and push everything off on your employees, they'll hate you for it and you'll fail. The first step to successful delegation is deciding what kind of work you should delegate to others. Here's a short list of reasonable assignments:

- **Tasks or jobs that are closely related to the work the employee is already doing.** Ask yourself: Will the new work be a good fit with what the individual is doing right now? Or is it something that is completely different?
- **Projects with clearly defined end results.** Don't delegate work to someone if neither of you knows what the end result should look like.
- **Work that allows employees to learn and grow.** Employees don't necessarily have to be experts at the tasks you assign them. Sometimes the best kind of work to delegate is something that will challenge employees and help them develop new skills.
- **Jobs at which an employee is more skilled than you.** For example, are you wasting a lot of time proofreading copy — despite the fact that one of your employees is better at it than you and has more time to do it?

Of course, knowing what not to delegate is just as important as knowing what to hand off. You should keep the following items on your own plate:

- **Long-term planning and goal setting.** This is the job of the manager. You can ask for input from your employees, but in the end, you are the one responsible for these.
- **Any kind of crisis.** Some managers like to “delegate” responsibility during a crisis so they can also pass the buck if things don't work out. When trouble arises, be prepared to step up and make decisions.
- **Important decisions.** Some managers like to pass off important decisions to avoid making the decision themselves. Employees will see this for exactly what it is: ducking, not delegating.

Ask The PIA Technical Experts

What are the best pressroom lighting? Recommendations for pressroom lighting are contained in the PIA publication “Printing Plant Layout and Facility Design.” In the pressroom a uniform 60-70 foot-candles (645-755 lux) of illumination are recommended. It is not practical to illuminate the pressroom to meet the ISO color viewing standard—light booths should be used for critical color viewing.

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



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For any questions contact
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