



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 5, 2016

The Big Job

You've got an opportunity to sell a big job which is mostly paper and buy-outs. Your estimating software, with its built in markups on outside purchases, says that the price should be \$72,000. The only problem is that the prospect has an existing source which is quoting \$61,000—so, what do we do? Digging inside the story, the paper will cost \$30,000; outside printing \$14,000 and commission to the rep \$5,000. Thus, we will actually spend \$49,000 to deliver the job. If we can sell it for \$60,000, we will be \$11,000 better off than before. Of course, before we push the button, we should be confident that we'll get paid and that our outside printer will deliver on time and right. We might also give some thought to the possibility of making some creative suggestions to the prospect to create some more value added and thus a better price. But at the end of the day, we can put \$11,000 in our pocket which is a much better story than quoting \$72,000 and getting nothing.

Saving Clients Money

We were reading a press release from a major press manufacturer, reporting on the installation of a new press with higher run speeds, shorter makereadies, etc. It quoted the printer who bought it saying, "we save money for the clients." The capabilities of the new press would certainly be attractive if they enabled the printer to produce more work every day, if the enhanced quality of the work improved their market position, or if the larger format enabled them to produce new products. But "save money for the clients?" We all understand that this is a fig leaf for selling printing cheaper. We also understand that it's not a bad idea to do so if you can build volume and contribution to overhead. But, we should understand that it's not necessary to make a seven figure investment to do so.

Hiring A Sales Rep

Most firms would really like to hire a sales rep and build their sales. The problem is that finding the right trainee and then helping them grow their skills isn't easy. That makes it tempting to dream about bringing an experienced person on board with a book of business. Unfortunately, that dream is an opening for scam artists who sound great, but are really looking for a big draw for doing nothing. The best remedy for this is the maxim that says, "If it sounds too good to be true, it isn't." However, if

GRAPH EXP

Sept. 25-28th

Orange County
Convention Center,
Orlando Florida

Members get free exhibit floor pass!

See page 3 for details!

you want to give someone like this a shot, try telling them "We really look forward to having you with us and we want to spend the first few weeks calling with you on your clients so that we can emphasize to them our commitment to providing the best possible service." If the new hire is for real, they will see this as an opportunity to cement relationships, if they're a scam artist, they'll leave quietly.

Cows, The Next Threat

The California Air Resources Board has concluded that methane is an air quality threat. Since the major source of methane is the digestive tract of cows (flatulence), they are planning corrective measures to deal with the cow menace. This conjures up control devices connected to cows as well as cow permits with emission limits. Of course, cows are not the only source of flatulence and therefore methane, so it will be undoubtedly necessary to expand this program. At the last analysis, life forms are the ultimate threat to the environment, so only a lifeless planet can be really safe and pristine.

Get The Facts

If you want to grow your business, you have to extend credit to prospects and clients. However, you needn't do it blindly. First, get a credit application from the client so that you know who you're dealing with (a sample is in the Cash Management tab on www.piasc.org). Second, get an Experian credit report on them—this too is in on the Cash Management section. The report is instant, online, and at discounted prices. Third, routinely participate in our Internet Slow Pay reporting system to protect yourself against folks who are shopping for credit, not price or quality. Sign up for this by calling Jairo Cuellar at Ext. 202 (email: jairo@piasc.org).

Thought for the Week

There is no chance unless you take one.

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><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></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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Get Their Thoughts

Conflicts can erupt in the workplace when employees don't feel listened to. One element in successfully managing disagreements is clarifying what people can do when they're afraid their ideas are being ignored. For example, can they request a meeting with someone higher up? Can they be given a second chance to present their ideas? Workers who feel that someone is paying attention to their opinions will be able to disagree in a civilized way that doesn't cause problems later.

Working In The Open

An "open" workplace laid out in freestanding workstations or cubicles instead of enclosed offices allows for more collaboration and greater teamwork, but chances are it'll also be full of more noise—and stress. You can offset the negatives with a basic code of etiquette. Here are some items you may want to include:

- **Conversations.** Be aware of where you are and how loud you are. Avoid distracting co-workers with conversations about intimate personal topics, lengthy discussions, and impromptu meetings near others' cubes. Instead of shouting back and forth or blocking the traffic flow, go to a meeting room.
- **Telephones.** Set ringer tones on low. Use headsets with microphones rather than speakerphones. Here, too, avoid personal topics if you can be overheard. And don't hover near a cube while its occupant is on the phone.
- **Music.** When you listen to music, use headphones or ear buds.
- **Privacy.** In most cubicles, two people make a crowd, so ask

a co-worker's permission before entering. Similarly, don't overestimate the degree of privacy a cube can provide for combing hair, clipping nails, etc.

- **Eating.** If you eat at your desk, choose foods that aren't noisy or odorous. Clean up plates and utensils promptly, discarding trash in the kitchen or break room.
- **Decoration.** Choose personal items and pictures that won't offend others in terms of race, gender, religion, etc.
- **Appearance.** Clean up your work area regularly, especially on days when customer visits are likely.

Ask The PIA Technical Experts

How can we get more consistent color throughout a press run? Keep the same amount of ink in the ink fountain by adding small amounts of ink frequently. Lithographic ink is thixotropic—it does not flow unless worked and does not replenish itself. The amount of ink in the fountain pan roller gap affects the ink feed as the weight of the ink pushes it through the fountain gap. As the amount of ink decreases against the ink fountain pan roller, the ink feed through the fountain gap slows causing the operator to increase the speed of the ink fountain pan roller. When fresh ink is added, the sudden increase restores the feed to a higher flow and there is a rise in solid ink density. This solid ink density shift is most noticeable on forms with heavy ink coverage. Use an ink agitator or manually keep pushing the ink against the fountain roller with an ink knife, or use an automatic ink pump/replenishing system. See our e-Classifieds section on the web at www.piasc.org.



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Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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