



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 12, 2016

## Hit Ratio Thoughts

One of the key numbers in your firm is the "hit ratio" the percentage of quotes that turn into orders. It's obvious that if it's 20%, your pricing system is out of sync with reality and a lot of money is being wasted giving quotes to prospects who won't buy. On the other hand, is there a concern that if it's high, say 60%, that your prices may be too low? First of all, if your system were perfect (it knew with certainty the maximum amount that a client would pay) your hit ratio would be 100%! Consider also that every job sold almost certainly generates a contribution to overhead and gets you closer to profit for the month. The reality is that busy shops are profitable and slow ones aren't. Consider also, that the dollars spent to produce a job (paper, buy-outs, factory wages, commission) average around 60% of sales. Would you be better off selling a \$1,000 job for \$900 and getting a \$300 contribution to overhead or not selling it and getting nothing?

## Another Benny

Due to a communications glitch, we failed to acknowledge that PJ Printers (Anaheim) received a Benny for one of their great projects as well as an Award of Recognition. When you go to Graph Expo in Orlando, make it a point to attend the PIA Benny Award Dinner on Sunday, September 25th to see the incredible projects.

## Warning!

The nice folks who send phony emails to get money are still at it. This week PIASC's Chief Accountant received an email from PIASC's President asking her to wire \$54,000 to an account at the BofA. The text was drafted to offer a legitimate sounding explanation and contained a promise that back-up documentation would be produced by the end of the day. Fortunately, the Chief Accountant asked the President whether he really wanted to do it. Warn your people about this, as the email looks completely legitimate.

## The Power of Personal

We received a direct mail piece offering children's stories (Finding Dory, etc.) in books with the child's name running through the book. This great example of VDP is easy to do and is another example of the power of personalization just like photo books. You can see these stories (and your own pictures) on the internet, but



## WEDNESDAY, September 14<sup>th</sup> Pacific Palms Resort

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.

Did you know... As of 2016, it is estimated that there are now 11.3 million (11,313,900) women-owned businesses in the United States, employing nearly 9 million people (8,976,100) and generating over \$1.6 trillion (\$1,622,763,800,000) in revenues. See page 2 for details or visit [www.piasc.org/WIP](http://www.piasc.org/WIP).

having them in tangible form and personal to you or the person they're going to is a lasting experience. Products like these are real growth print areas.

## Place It For Collection

Doing business in our industry requires giving open account credit to clients. The reality is that some of them won't pay the bill. In fact, if this never happens in your firm, you're probably passing sales opportunities because your credit policy is too tight. Remember that if your credit losses are 2% of sales, you're collecting 98% of the time. When you do meet the client who won't pay, don't waste a lot of time and effort calling and writing—effort that is better spent on clients and prospects who will pay. Just turn the account over to collection and move on. Yes, it will cost you the collection fee, but 75% of something is far better than zero. Check out our member discount partner, AG Adjustments in the Cash Management section of [www.piasc.org](http://www.piasc.org). They're pros at this and you will have online access to the status of your accounts.

## Thought for the Week

*Life is like a ten speed bike, most of us have gears we never use...*

**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
<b>2017</b>					
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](http://www.piasc.org).

**PIASC September-October Activities**

**Sept.  
20**

Register at right

Event Number-

**BWB**

**7:30 a.m.**

Cost: \$5

Location:

see locations at right

**BREAKFAST WITH BOB**

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**

**THE INTERNET PIRATES... Hackers and extortionists are exploding.**

- 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?

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.

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.

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

- ☐ **Sept. 20th** – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
- ☐ **Sept. 21st** – Norm's • 11001 West Pico Boulevard • Los Angeles 90064
- ☐ **Sept. 22nd** – West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807

**Sept.  
13**



Check here to  
REGISTER

Event Number

**MTDPI**

**10am - 11am**

Cost:

**FREE!**

Location:

on your computer

**MEGA TRENDS DRIVING THE PRINTING INDUSTRY**

Webinar brought to members by Visual Media Alliance

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**

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:

- The six most important trends impacting the printing industry.
- What actions can be taken to use these trends to drive sales and profits?

**Sept.  
14**



Check here to  
REGISTER

Event Number

**WIP**

**11am - 1pm**

Cost:

\$40/member,  
\$65/non-member

Location:

Pacific Palms Resort  
One Industry Hills Parkway  
City of Industry, CA 91744

**WOMEN IN PRINT COMMUNICATIONS LUNCHEON**

Speaker: *Carmen Rad, CR&A Custom, Inc.*

Contact: **Emily Holguin, Ext. 262, [emily@piasc.org](mailto:emily@piasc.org)**

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

**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.

<b>Other Industry events</b>	10/1	L.A. Printers Fair	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	10/17	AIGA-2016 Design Conference	The Mirage, Las Vegas	<a href="http://www.orangecounty.aiga.org/events">www.orangecounty.aiga.org/events</a>	
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	<a href="http://www.printmuseum.org">www.printmuseum.org</a>

<b>Sept.</b> <b>25</b> <i>thru</i> <b>28</b> <input type="checkbox"/> <small>Check here to REGISTER for this event</small>	<b>Event Number</b> <b>GE2016</b>	<b>GRAPH EXPO 2016</b> <i>Free Exhibit Floor Pass (Members Only)!</i> Contact: <b>Kristy Villanueva, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b>
	<b>Cost: FREE</b>  <b>Location:</b> Orange County Convention Center—North Hall Orlando, FL	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 <a href="http://piasc.org/GraphExpo">piasc.org/GraphExpo</a> for your free show pass!
<b>Oct.</b> <b>4</b> <small>Register at right</small>	<b>Event Number</b> <b>PABIM</b>	<b>PIBT'S ANNUAL BENEFITS INTRODUCTION MEETINGS</b> Contact: <b>Joanne Cadenas, Ext. 256, <a href="mailto:joanne@piasc.org">joanne@piasc.org</a></b>
	<b>breakfast</b> <b>8:15 a.m.</b>  <b>meetings</b> <b>9:00 a.m.</b> <i>unless otherwise marked</i>  <b>Cost: FREE</b>  <b>Location:</b> <i>see locations at right</i>	PIBT offers the best possible cost containment programs plus our personalized customer service to benefit employers as well as employees. Attending any of the following events will better assist you in selecting the most convenient plans to offer your employees in 2017. Complimentary continental breakfast will be provided at 8:15 am. Meetings are held from 9:00am to 12:00pm on the dates and locations listed below. Please mark your calendars early and be sure to join us. Online registration is now open at: <a href="http://www.pibt.org/OpenEnrollmentRegister.aspx">www.pibt.org/OpenEnrollmentRegister.aspx</a>  <b>Check the box(es) below to register for any of these upcoming Meetings:</b> <input type="checkbox"/> <b>Oct. 6th</b> – Embassy Suites Brea, 900 East Birch Street, Brea, CA 92821 <input type="checkbox"/> <b>Oct. 11th</b> – Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202 <input type="checkbox"/> <b>Oct. 13th</b> – Courtyard Marriott, 8651 Spectrum Center Blvd., San Diego, CA 92123 <input type="checkbox"/> <b>Oct. 25th</b> – PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (9am) <input type="checkbox"/> <b>Oct. 25th</b> – PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (1pm)
<b>Oct.</b> <b>26</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<b>Event Number</b> <b>LWL</b>	<b>LUNCH WITH LESLIE: MASTERING THE CONSULTATIVE SALE</b> <i>Speaker: Leslie Groene, Groene Consulting</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b>
	<b>11:30 a.m.</b>  <b>Cost:</b> <b>\$35 / member</b> <b>\$60/ non-member</b>  <b>Location:</b> ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705	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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Company \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Attendees: \_\_\_\_\_

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

**Make The Most Of It**

Some speakers simply fail to capture your attention, but that doesn't mean you have nothing to learn from them. When you're stuck listening to a poor presenter or a weak conversationalist, keep yourself on your toes by asking yourself questions like these:

- "How could he or she explain this better?" By trying to improve upon what the speaker is saying, composing better phrasing, or thinking up more illuminating examples, you will often improve your understanding of what is being said.
- "What don't I understand about this?" Instead of tuning out dull speakers, start jotting a list of questions you wish they were answering so that you can ask them later to get clarification.
- "What can I get from this?" You must have some reason for listening to this speaker, so try to identify it. Figure out what the topic has to do with your job or your life. The answers might help you look past the presenter and focus more closely on the information being presented.

**What's The Bottom Line?**

Good listening skills serve every leader well. When talking to employees, customers, superiors, or anyone else, train yourself to listen for their "pillar"—the main point they're trying to make. It may be hidden by all kinds of factors like emotions, stress, confusion, or lack

of focus, just as pillars holding up roofs are sometimes obscured by decorations or the surroundings of the room. Remember to listen for that central supporting point whenever you're talking with someone, and you'll have more productive conversations.

**Ask The PIA Technical Experts**

We are experiencing UV undercure problems with our UV lamps at full power. What can we do about it? If you are experiencing a UV undercure problem due to lack of power or wattage in your drying system, you need to check with your dryer manufacturer as the reflectors may need to be adjusted and cleaned. You can check with your UV ink maker regarding adding additional photoinitiators to your UV ink formulation. However, simply adding more photoinitiators to UV ink will not compensate for a lack of UV lamp power. Running the press slower will provide more time under the UV lamps, increasing the cure. Make sure the separations have the correct total area coverage (TAC) percentage 300–320%, not 400%.

**1,148 Years Old**

A recent exhibit at the Getty Museum of Buddhist art included a book printed in 868 using wood blocks. We wonder whether anyone will be able to read a web page from 2016 in 3164 as easily (or at all) as one could read this book.

See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).

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