

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 18, 2017

## We're Thinking of Buying...

You've been to Print17 and you've seen the \_\_\_\_ and it looks like a must have. The seller will be happy to tell you how much it will cost and probably help with financing—but, just because you can afford it, doesn't make it a good idea. You understand that it will reduce your cost on the work that you're doing, but using budget hour rates will drastically overstate this gain. It may enable you to sell new work, but are there other ways to accomplish the same goal? It could open the door to things that you simply could not do now (VDP, etc.) but how much of this is available to you and what would you charge? Before you make an expensive mistake, call us at (323) 728-9500 (email: [bob@piasc.org](mailto:bob@piasc.org)) and get help with the plan.

## MIS Survey

Printing Industries of America has completed the 2017 Survey of Management Information Systems covering 45 MIS systems that have been created for the printing industry. If you're thinking about a new system, you can check out this great resource by going to [http://bit.ly/2017\\_MIS\\_Survey](http://bit.ly/2017_MIS_Survey).

## Leadership Skills

Leadership skills are an important part of anyone's skill base. You can be a leader among your co-workers or a leader in teams and work groups. Take this quiz to see how much you already know about leadership skills. Use the following words to fill in the blanks in the leadership statements below:

change	teamwork	delegate	example
help	plan	consensus	motivate
conflicts	share	empower	success

1. Leaders always set a good \_\_\_\_\_.
2. They \_\_\_\_\_ others to achieve goals.
3. Leaders emphasize \_\_\_\_\_.
4. They \_\_\_\_\_ others to use their talents to get the job done.
5. Leaders \_\_\_\_\_ the credit for \_\_\_\_\_.
6. Leaders try to build \_\_\_\_\_ within groups and resolve \_\_\_\_\_.
7. They know how to \_\_\_\_\_ responsibilities.
8. Leaders understand the importance of adapting to \_\_\_\_\_.
9. They are quick to pitch in and \_\_\_\_\_ others when necessary.



10. Leaders leave nothing to chance. They \_\_\_\_\_ for success.

(see page 2 for answers)

## How Do You Pay Sales Reps?

Outside sales is tough work. Cold calling people who are too busy to talk or hearing multiple versions of "no" on a daily basis, requires total determination and the hide of an alligator. Successful reps have a total focus on winning which includes a big paycheck. But, how they get to the big paycheck is central, not only to their success, but to the achievement of their firm's goals of profitable growth. The way that the sales compensation plan is structured is the key to getting them and their firm on the right path. Maybe it's time to rethink what you're doing? If you share your current plan with us, we will analyze it and suggest improvements as well as ways of implementing them without causing the existing reps to seek other employment. Call us at (323) 728-9500 (email: [bob@piasc.org](mailto:bob@piasc.org)).

## Why Did They Quit?

- Here are six crucial questions to ask when great talent leaves:
1. Is there anything we could have done to keep this person with our organization? Why wasn't that done?
  2. Was there anything the employee asked for that we couldn't deliver?
  3. What could have been done to keep this employee with us?
  4. Can we get this employee to return to us in the future?
  5. What was the real reason this employee left?
  6. Did we ask this employee what it would take to keep them with us? What was the answer?

## Thought for the Week

*After one realizes he's been a fool,  
he's not a fool anymore*

**Upcoming  
National  
Events  
Calendar  
2017**

10/11-10/12 OSHA Compliance for Printing <b>2018</b>	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
3/18-3/21 TAGA Annual Technical Conference	Sheraton Inner Harbor Hotel, Baltimore, MD	John Bodnar	412-259-1706	jbodnar@printing.org

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC September-October Activities**

<b>Sept. 19</b> <small>Register at right</small>	<p>Event Number- <b>CWC</b></p> <p><b>7:30 a.m.</b></p> <p>Cost: \$5</p> <p><b>Location:</b> see locations at right</p>	<p><b>COFFEE WITH CHERYL - ALL NEW LOCATIONS!</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p><b>How Else Can We Help You?</b></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><b>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</b></p> <p><input type="checkbox"/> <b>Sept. 19th</b> – The Avocado House, 11618 Central Ave, Chino, CA 91710</p>
<b>Sept. 22</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<p>Event Number <b>CSSP</b></p> <p><b>11:00 a.m.</b></p> <p>Cost: \$25 / member \$50/ non-member</p> <p><b>Location:</b> on your computer</p>	<p><b>BEST TIPS FOR CUSTOMER SERVICE REPS</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></p> <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>
<b>Sept. 27</b> <input type="checkbox"/> <small>Check here to REGISTER</small>	<p>Event Number <b>LWL</b></p> <p><b>11:30 a.m.</b></p> <p>Cost: \$35 / member \$60/ non-member</p> <p><b>Location:</b> ActionCOACH of Orange County 1231 E. Dyer Road Suite 215 Santa Ana, CA 92705</p>	<p><b>LUNCH WITH LESLIE: PROSPECTING RE-IMAGINED</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></p> <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><b>Key Takeaways:</b></p> <ul style="list-style-type: none"> <li>• Do you have the right targets?</li> <li>• Should You: leave a voice mail message? Send a letter? Email the prospect?</li> <li>• Go-to marketing strategies and tools</li> <li>• Yes, there will be objections in this challenging market—what to do and say!</li> </ul>

**Leadership Skills Answers:**

(1) example (2) motivate (3) teamwork (4) empower (5) share; success (6) consensus; conflicts (7) delegate (8) change (9) help (10) plan

**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>	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	<a href="mailto:mail@printmuseum.org">mail@printmuseum.org</a>	(310) 515-7166

<b>Oct.</b> <b>11</b> <i>thru</i> <b>12</b> <small>REGISTER AT:  <a href="http://bit.ly/2017OSHACompliance">http://bit.ly/2017OSHACompliance</a></small>	<b>Event Number</b> <b>OSHA</b>	<b>2017 OSHA COMPLIANCE FOR PRINTING WORKSHOP</b> Contact: <b>Gary Jones, (412) 259-1794, <a href="mailto:gjones@printing.org">gjones@printing.org</a></b> <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>
	<b>8 a.m.</b> Cost: \$395/ members \$550/non-members	
	<b>Location:</b> Printing Industries of America Headquarters 301 Brush Creek Road Warrendale, PA 15086	
<b>Oct.</b> <b>14</b> <small>Purchase tickets at:  <a href="http://bit.ly/2017PrintersFair">bit.ly/2017PrintersFair</a></small>	<b>Event Number</b> <b>IPMLAPF</b>	<b>INTERNATIONAL PRINTING MUSEUM PRESENTS</b> <i>The 2017 Los Angeles Printers Fair!</i> Contact: <b>Mark Barbour, (310) 515-7166, <a href="mailto:mail@printingmuseum.org">mail@printingmuseum.org</a></b> <p>This year's Printers Fair will feature a special exhibit, <i>Printing on the Silver Screen</i>, featuring printing presses and artifacts that the Printing Museum has rented to Hollywood over the last 75 years. These presses have been featured in many movies and Westerns, including <i>The Man Who Shot Liberty Valance</i> (1962), <i>Have Gun Will Travel</i> (1957), even John Boy's Press on <i>The Waltons</i> (1971). More modern rentals include TV's <i>Gilmore Girls</i> (2004), <i>NCIS</i> (2010), <i>Seven Pounds</i> (2008), and the critically acclaimed film <i>Inception</i> (2010). Guests will have a chance to print a special "Newsies Banner" keepsake on the actual press rented for the cult hit <i>Newsies</i> (1992).</p> <p>The Fair is suitable for all ages. General admission is \$10 for adults and \$5 for kids under 12 years of age. 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 Los Angeles Printers Fair is sponsored by PIASC. Tickets can be purchased online by visiting: <a href="http://bit.ly/2017PrintersFair">http://bit.ly/2017PrintersFair</a>.</p>
	<b>10 a.m.-5 p.m.</b> Cost: \$10 / adults \$5 / kids under 12	
	<b>Location:</b> Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745	
<b>Oct.</b> <b>24</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> <p>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 2018. Please mark your calendars early and be sure to join us.</p> <p><i>Check the box(es) below to register for any of these upcoming Meetings:</i></p> <p><input type="checkbox"/> <b>Oct. 24th</b> – Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202</p> <p><input type="checkbox"/> <b>Oct. 25th</b> – Embassy Suites Brea - North O.C., 900 East Birch Street, Brea, CA 92821</p>
	<b>breakfast</b> <b>8:15 a.m.</b> <b>meetings</b> <b>9:00 a.m.</b> Cost: <b>FREE</b>	
	<b>Location:</b> see locations at right	

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

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**Jump Start Creativity**

Here are eight tips to spark a creative environment:

**1. Set up a system for gathering, assessing, and rewarding creativity.**

Schedule time for brainstorming and generating new ideas, and block off time to follow up on every idea. This reinforces creativity's essential role in your organization. Reserving time for and rewarding creativity also shows that your leaders take it seriously. Without that commitment, it's unlikely staffers will put time and effort into stretching themselves.

**2. Encourage and reward creativity in individual workspaces.** Workers should be free to surround themselves with objects, textures, colors or decor of their choosing. It might seem like a small matter, but giving employees a measure of control over their workspace will put them at ease—which can spur creativity.

**3. Create contests for new ideas.** Have you considered giving a prize or another form of recognition for the best new idea of the month? Workers could vote for their favorites and come up with a prize tailored to each winner.

**4. Encourage spontaneity and random ideas.** Hold regular meetings solely to discuss ideas. The only rules: No idea is unacceptable, and nobody can ridicule anyone else's ideas. You might form teams and make a game out of it: One team opposes an idea, and the other defends it. That would get people talking, and you might just generate some bright ideas.

**5. Hold meetings outside the workplace.** Look for interesting places to gather, as far away from the workplace as possible. Conducting a meeting at a historic site, museum, college campus or other outside venue can reinvigorate your colleagues.

**6. Give employees time to work on personal projects.** Autonomy builds trust and boosts creativity. Encourage staff to share what they are working on and to reach out for help, support and ways they can improve their pet projects. Ideas flow more freely in a culture of freedom and trust.

**7. Support and encourage staff to continuously learn.** How do you handle staff enrichment or skills development? Is it a priority, or do you simply respond to requests as they come in? To foster a culture of continual learning, you might consider offering financial rewards, time off, or recognition to those who go above and beyond to gain new skills. How about a prize to honor people who inspire others to grow as well?

**8. Put useful ideas into practice as soon as possible.** Create timelines and a plan for implementing good ideas. Let everyone know when they can expect to see it come to fruition. If ideas are not used, explain why they might not be implemented just yet.

**For Lease**

Office Space: Lease or co-op, 1,026 ft. (4) Offices & Conf. Area. downtown Long Beach, Pine Ave. entry. Part of 20K ft/ comm. print facility. 6 color 40" thru Indigo Digital, Full Bindery. Contact: gheyl@qbprinters.com or 562-436-8201.

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

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