



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 19, 2016

The Perfect System

An alert, but skeptical, *Update* reader was doubtful about the Hit Ratio article in the September 12th issue as it seemed that a 100% hit ratio (the perfect system) surely must imply losing money on every job. That's an understandable thought which results from our habit of calling the method we use for setting prices an estimating system which is built around "total" cost of production. Also, when we talk to clients, we and they feel better when we talk about how much it will cost us to make what they want rather than what we think we can get them to pay for it. Of course, the latter is the real point. Our objective should be to get as much as possible for each job which is limited not by the speed of our press but the value of the job to the client ("if it costs more than \$\$, we don't need it") and the client's perception of what they could get it for elsewhere ("we have a lower quote from xyz"). Thus our perfect pricing system should focus on these external realities and not on on the cost. If it's really good at this, the hit ratio will be very high. Of course, just because our system can tell us the price doesn't mean that we want to do it. We do want to take a look at the cost of production but not in the way that the estimating system does, as we only want to see the dollars we'll spend—paper, buy-outs, commissions, factory wages. If the difference is a positive contribution to overhead, it's a go unless there's a better opportunity—a job with a higher overhead contribution and we can't do them both.

How Do You Get "Perfect"?

Once you accept that you'd really like to get everything that the client is willing to pay if only asked, it's apparent that there's a problem—you can't read the client's mind. In fact, the client may not have such an upper limit clearly in mind although it must exist as printing does not have infinite value. So, what's the solution? It isn't contained in our estimating software since what it knows is that a makeready on the six color press takes 1.7 hours and the press costs \$400 per hour—information that is clearly unrelated to the value of the job to the client or to their perception of alternative quotes. It is contained in systematic thinking about prices in our market and our client relationships continually fine-tuned by a feedback loop from our actual experience. To see how this might work, call Socorro Garcia at Ext. 229 (email: socorro@

You Are Invited

To PIBT'S Annual Benefits Introduction Meetings



GET CONNECTED...THE POWER IS YOURS!

See page 3 for details!

piasc.org) for a copy of *Profitable Pricing Strategy*, or members can go to www.pic-gov.org/business.aspx and click on White Papers (log in required).

"They Didn't Call Back"

When your client (or prospect) says "they didn't call back," your competitor just got lucky. Answering the phone promptly either with an immediate answer or a prompt call back is the key to a happy relationship. Everyone in your organization needs to know the critical importance of doing this and doing it right. If a call back is required, getting the name and number of the caller written down correctly is job one as well as what was needed. That information needs to get to the right person ASAP and they need to call back. If you use an automated attendant feature to answer your phones, you might consider whether it's a barrier to client service. If it is, is the saving of receptionist cost equal to the possibility of a lost client?

Tax Angle

If your firm (or yourself) owns your building, you know that the depreciation period is lengthy which limits your tax deductions. However, components of the building (HVAC, parking lot paving, etc.) have shorter lives and can be broken out thus increasing your deductions. Check with your tax preparer on this.

Thought for the Week

Anger is one letter short of danger.

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

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**

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. 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!

Sept. 27

Check here to REGISTER

Event Number
MOFTP

**doors 6:30pm
concert 7:30pm**

Cost:
\$30 in advance,
\$35 at the door

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

INTERNATIONAL PRINTING MUSEUM PRESENTS

Music of the Presses with Annie Sellick and the Hot Club of Nashville in Concert

Contact: **Mark Barbour, 310-515-7166 mail@printingmuseum.org**

Experience the "Music of the Presses" as we kick off this year's LA Printers Fair with Annie and the Hot Club of Nashville, performing their Django Reinhardt-gypsy swing among the old presses at the Printing Museum. The Hot Club of Nashville features fiery guitar, melodic violin solos and hard-swingin' singing. Virtuoso guitarist Richard Smith is among the members of the band who has been praised by everyone from Chet Atkins to Tommy Emmanuel.

Light refreshments, informal tours of The Printing Museum, and letterpress printing your own Nashville-style show poster!

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	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>Oct. 1</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> IPMLAPP</p> <hr/> <p>10 a.m.-5 p.m.</p> <p><small>Cost:</small> \$10 / adults \$8 / students and seniors \$5 / kids under 12</p> <hr/> <p><small>Location:</small> 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>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 Employees of the Stoughton Printing Company will detail the process of how album jackets are printed and manufactured.</p>
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<p>Oct. 4</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> PABIM</p> <hr/> <p><i>breakfast</i> 8:15 a.m.</p> <p><i>meetings</i> 9:00 a.m. <i>unless otherwise marked</i></p> <hr/> <p><small>Cost:</small> FREE</p> <hr/> <p><small>Location:</small> <i>see locations at right</i></p>	<p>PIBT'S ANNUAL BENEFITS INTRODUCTION MEETINGS Contact: Joanne Cadenas, Ext. 256, joanne@piasc.org</p> <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 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: www.pibt.org/OpenEnrollmentRegister.aspx</p> <p><i>Check the box(es) below to register for any of these upcoming Meetings:</i></p> <p><input type="checkbox"/> Oct. 6th – Embassy Suites Brea, 900 East Birch Street, Brea, CA 92821</p> <p><input type="checkbox"/> Oct. 11th – Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202</p> <p><input type="checkbox"/> Oct. 13th – Courtyard Marriott, 8651 Spectrum Center Blvd., San Diego, CA 92123</p> <p><input type="checkbox"/> Oct. 25th – PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (9am)</p> <p><input type="checkbox"/> Oct. 25th – PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (1pm)</p>
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<p>Oct. 26</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> LWL</p> <hr/> <p>11:30 a.m.</p> <p><small>Cost:</small> \$35 / member \$60 / non-member</p> <hr/> <p><small>Location:</small> 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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Bill Company Credit Card # _____

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Which Are You?

Are you a requirer or a relater? They're common management styles. Both work in some situations, but each has its limitations. Learn to balance these two

tendencies:

- **Requirer.** You tell people what to do. Clear direction is important, but don't become too demanding or authoritarian. You'll stop listening to other people and start ignoring their ideas.
- **Relater.** You make friends with your employees and appeal to their needs. Employees may like you but become confused about what you really want. Clarify your responsibilities so employees don't mistake your good intentions.

They're Sharing Bad News

When faced with someone else's bad news—a friend getting fired, an employee's illness, etc.—most of us don't know how to respond. You can

unintentionally make matters worse by saying the wrong thing. Whatever the situation, keep these pointers in mind:

- **Don't offer advice.** Unless the individual has asked you outright for your thoughts, keep them to yourself.
- **Keep quiet.** Let the other person express his or her feelings—don't interrupt with your own opinions.

- **Acknowledge their pain.** Saying or implying that the other person should "Just get over it" will cause more trouble.

Ask The PIA Technical Experts

A customer is disputing the size of the type we used, claiming it is too small and not 14 point. What are the size tolerances for different size fonts? Font point size is not a measure of the height of the font character. Font point size comes from the measure of the thickness of lead type. The size of the font character is less than the width of the lead type; some font characters could be half the thickness of the metal type or point size. Not all font characters are the exact same size in a given point size. It is always a good idea to give the customer a proof or copy, so the customer can see the type and specify a larger or smaller size if it does not match their expectations.

Listen Better

Want to be a better listener? Try this exercise: Go online and collect some videos of lectures, speeches, and sermons—the duller the better. Set a timer for five minutes, and listen to just one. Give your complete attention to the speaker—no daydreaming or doodling. Make a note each time you realize you've missed a few sentences because your mind was wandering. Your goal: Get through five minutes without once losing focus. Master this, and you'll be on your way to becoming a terrific listener.

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



SEPTEMBER
Member Discount
of the Month

**WE PROVIDE YOU THE POWER
TO BE PRODUCTIVE.**






Find out how to save 7% on IT Support Services and how to earn special savings in the month of September.

-IT SUPPORT SERVICES-
-STAFF AUGMENTATION-
-CONSULTING & PROJECTS-
-IT SOLUTIONS-



gdrgroup.com/piasc

(949) 453-8818

Printing Industries Association of Southern California

Affiliated with
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