



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 3, 2016

Challenges

We like to call California, the Golden State initially because of the discovery of gold in 1848 and then because the weather is so nice. It is now gold because things are so expensive. Some examples from the U.S. Energy Information Agency are: gasoline is 51 cents higher than the U.S. average, similarly residential electricity is 37% higher; industrial electricity is 80.3% higher and we know that real estate is off the charts. The \$15 minimum wage (more than double the federal minimum) is the hottest ticket for local governments together with mandated sick leave and our almost unique daily overtime. The driver for these things is the political popularity of environmental correctness alongside making everything “fair.” This is all a wonderful story for silicon valley billionaires (and wannabe billionaires), but tough for everyone else. Firms find that Texas or the Southeast (not to mention Mexico) are a nicer place to do business. We still have a large printing industry but it needs buyers for its products. Those firms who move away are not continuing to buy their printing here. As we come up to election in November, we need to think about what the candidates are going to do about making California competitive again.

RFPs

You’ve received a RFP from a large firm with whom you’ve never done business. You can put a lot of time into producing a response, but chances are you’ll get nothing for your effort. A better approach (assuming you think that there may be a possibility) is to ask them for a meeting. You explain that you want to understand their needs and challenges better so that your RFP can be on point to their interests. If they agree to a discussion—great. If they decline—move on.

What Are They Charging?

You’re considering the acquisition of another firm—shouldn’t your due diligence include an analysis of their pricing policy as it might be lower than yours? Actually, you shouldn’t. Your analysis should center around what you would spend to do their work in your plant. If it’s the right deal, you should be able to handle their work on your existing equipment and in your facility. Thus their overhead disappears—work that was unprofitable in their plant becomes profitable in yours. If the deal goes down, job one is to retain their sales

at the
BONAVENTURE
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See page 3 for details!

volume—increasing their prices is suicidal. Similarly, if your pricing is lower than theirs, don’t give away the difference to clients who won’t appreciate it.

A Secret Bonus

As we hate hearing “no,” we’re often gun shy about raising prices. But consider an experiment. In secrecy, go into the inside of your estimating software and raise the values by a small amount—not more than 2%. Take care that neither your sales reps, CSRs nor clients know that this has been done. Chances are that the small increase will stick and it’s all profit. If that how it works out, you might want to wait a few months and then try it again.

Fear Doesn't Work

You may value your reputation as a tough manager, but a take-no-prisoners approach to leadership can alienate employees whose support you need in order to succeed. If you want to show a kinder, gentler side of yourself, start with these ideas:

- **Start reading.** Look for books and articles about leaders past and present. Don’t just pick your heroes; expose yourself to leaders with different styles and personalities.
- **Use the Golden Rule.** Treat employees the way you want to be treated. Find out what they respond to, and adapt your style to their motivations.
- **See employees as people.** Don’t think just in terms of what they can do for you. Imagine that they’re friends or family members, and see how that leads you to treat them differently.

Thought for the Week

*You don't need a parachute to skydive.
You only need a parachute to skydive twice.*

Upcoming National Events Calendar 2016-17	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	
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org		

For more information on any of the following events, go to www.piasc.org.

PIASC September-November Activities

<p>Nov.</p> <p>1</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>CALIFORNIA—THE LAND OF MANDATE</p> <p>The good news is that California, with a population greater than that of Canada, is an enormous market. The bad news is that it's an increasingly tough place to do business.</p> <ul style="list-style-type: none"> • The minimum wage is exploding carrying other wages with it. • Communities are competing to see who can mandate more paid sick leave. • Environmental regulations are tough and getting tougher. • Energy costs are the highest in the country. • The California Labor Code is a world unto itself. • Real estate is gold plated and building codes are nightmarish. <p>While we can't make all of this go away, we can operate to mitigate the impact on our ability to profit and grow. At these meetings, we'll share things that you can do.</p> <p>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <p><input type="checkbox"/> Nov. 1st – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i></p> <p><input type="checkbox"/> Nov. 2nd – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i></p> <p><input type="checkbox"/> Nov. 3rd – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i></p> <p><input type="checkbox"/> Nov. 15th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> Nov. 16th – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i></p> <p><input type="checkbox"/> Nov. 17th – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p>Oct.</p> <p>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.</p> <p><i>unless otherwise marked</i></p> <hr/> <p>Cost: FREE</p> <hr/> <p>Location: <small>see locations at right</small></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>Check the box(es) below to register for any of these upcoming Meetings:</p> <p><input type="checkbox"/> Oct. 6th – <i>Embassy Suites Brea, 900 East Birch Street, Brea, CA 92821</i></p> <p><input type="checkbox"/> Oct. 11th – <i>Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202</i></p> <p><input type="checkbox"/> Oct. 13th – <i>Courtyard Marriott, 8651 Spectrum Center Blvd., San Diego, CA 92123</i></p> <p><input type="checkbox"/> Oct. 25th – <i>PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (9am)</i></p> <p><input type="checkbox"/> Oct. 25th – <i>PIASC Conference Room, 5800 S. Eastern Ave., Commerce, CA 90040 (1pm)</i></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	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. 25</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> PFAC</p> <hr/> <p>5:00-9:00 p.m.</p> <p><small>Cost: \$50 (After 10-14 \$60)</small></p> <hr/> <p>Location: Bonaventure Brewing Co. 404 S. Figueroa St. Los Angeles, CA 90071</p>	<p>PINTS FOR A CAUSE FUNDRAISER <i>Benefitting the PIASC/RAISE Foundation</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Enjoy great food and drinks included, a door prize raffle, silent auctions, live music, and more!</p> <p>The cause? To raise the standards for Graphic Arts Education. The PIASC/RAISE Foundation underwrites numerous annual educational events to benefit graphic arts education.</p> <p><i>Some of the programs include:</i> Surplus Drive • T-shirt Competition Scholarships • Design and Production Competition Scholarships for high school and college students • Museum on Wheels • Literacy Campaign • Boy Scouts of America Merit Badge Day • SkillsUSA • Awards Banquet • Plant Tours • And more.</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: \$35 / member \$60 / non-member</small></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> <p>Sponsored by: HP, Redefining what's possible with print.</p>
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<p>Nov. 9</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> FYI</p> <hr/> <p>11:00 a.m.</p> <p><small>Cost: FREE/members \$90/non-member</small></p> <hr/> <p>Location: on your computer</p>	<p>FYI WEBINARS-THE NEW LAWS UNDER FLSA: A CALIFORNIA PERSPECTIVE! <i>Speaker: Kristine Kwong, PARTNER, Musick, Peeler & Garrett LLC</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>The Department of labor has released its final ruling to overtime exemptions under the Fair Labor Standards Act (FLSA). This means that California employers must pay any salaried exempt employees a minimum of \$47,465 annually to continue their exempt status, effective December 1, 2016! Join us to hear more about this new ruling.</p>
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Dealing With Interruptions

Interruptions are a fact of life for any manager, but you don't have to let them disrupt your day. Take control of your time with these tactics for limiting and responding to interruptions from your employees, co-workers, and customers:

- **Be prepared mentally.** Accept that you're going to be interrupted from time to time. If your mind is ready for interruptions, you'll be better able to respond calmly when they come.
- **Build in extra time.** Schedule more time for tasks than you think you'll need. This gives you some flexibility when unexpected questions and tasks interfere.
- **Communicate with your team.** Let employees know when they should wait and what questions require immediate attention. Tell them when you're working on something important and should be interrupted only in an emergency.
- **Postpone your response.** If the matter can wait, ask people to come back later when you have more time to deal with the problem.
- **Delegate the decision or action.** Empower employees to solve problems on their own if they're qualified to do so or if the situation doesn't really call for a manager's authority or expertise. This frees up your time and helps employees learn to handle responsibility.

Listen, Don't Talk

Many managers do the majority of the talking during job interviews—a poor practice when the goal is to learn about a candidate's skills, experience, and motivation. The more talking you do in the interview, the more likely you'll telegraph your desired response. For example, if you ask, "How do you feel about team structures?" immediately followed by "We're very team oriented," you tell the applicant exactly what to say. Better: "Are you more comfortable in a team culture or in a hierarchy?" Then shut up and wait for the answer. You'll get a more honest response, and learn more about each candidate.

Ask The PIA Technical Experts

Is it true that papers with higher moisture content are stronger? Higher moisture content does improve fiber-to-fiber bonding. This will increase burst, surface, and tensile strength and make the paper more pliable and less brittle, improving folding characteristics. Paper with low moisture content from manufacturing or excessive IR dryer heat is a candidate to crack during folding operations.

For Sale

One color Digimaster with Borg perfect binder inline \$4,000. Call Susan at (626) 710-1000.

Wanted

Looking to sell your business? We are looking to purchase any size shop, small instant shop or commercial. Call BJ at (818) 231-0380.

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

JLH Group
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OCTOBER
Member Discount
of the Month

PIASC members receive a FREE one hour consultation and 10% off all products and services with JLH Group!

The specialists at JLH Group can help you connect with your prospects by:

- Updating to a mobile optimized web site
- Developing content, including informational videos for your website
- Building a social media strategy for your company
- And much more...

For more information contact Jay Haddad at (562) 209-5059 or email jay@jlhgroup.net



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Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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<http://www.chooseprint.org>

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