



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 16, 2017

The Magic of Compounding

The sage of Omaha, Warren Buffett, made a stir when he predicted that the Dow index would reach a million (now at 22,300) by 2117. He was actually conservative since it only takes an annual increase of 3.9% to get there. The Dow's annual rate of increase in its first 100 years was 5.7%.

Outside Sales Reps

Persons who are employed as outside sales reps, calling clients and prospects on behalf of their employer, are uniquely exempt from all of the laws governing employment. Their compensation is determined by the arrangement between them and their employer. However, since 2014, AB 1396 has required California employers to have a written agreement with their outside sales reps setting out the terms of their compensation. The agreement is simply a statement of the employer's policy and can be changed by the employer prospectively at any time. A sample agreement can be downloaded from the bottom of this page: <http://bit.ly/CompensationAgreement>. Not only is it required by law, but it is essential to good sales management as it makes clear the basis of the employer/sales rep relationship.

It's Not About Us

A fatality in sales calls is the rep who talks about the great plant or the beautiful samples. The prospect really wants to have their needs met in a unique and effective way—they don't care about presses or finishing. The best sort of presentation is one that first listens to the prospect and learns about their problems and opportunities. Then the rep can show how these can be addressed with the right kind of print. This is the point where examples from parallel businesses really work.

Equipment Leasing

It's very common for equipment to be leased rather than purchased. However, because the leasing company who provides the purchase money is usually not the seller of the equipment, problems can arise when the equipment does not function as it should and the response of the seller is unsatisfactory. Withholding lease payments as a lever doesn't work as the leasing company's money wasn't defective. The agreement from the seller should clearly state their responsibility for promptly repairing or replacing defective equipment

WEBINAR: BUILD GREAT RELATIONSHIPS with Your Customers via Nurture Marketing & Social Media

OCTOBER 19th
10am



FREE Webinar! Learn how to use these methods of direct marketing to acquire and retain customers through repetitive marketing actions. See page 2 for details!

and its assumption of responsibility for the lease in the event of its failure to do so. Of course, after the deal is signed it's too late to correct this, so you must be satisfied that you are fully protected before you sign. This requires you to read and understand multiple pages of text written for the seller's benefit. Taking the sales rep's word that there's "no problem" can be a painful experience. If you would like a review of a potential deal, call Bob at Ext. 214 (email: bob@piasc.org).

Get Them Fired Up

Creating engagement is no easy task. To help employees feel more excited about their work and committed to your organization, start with these guidelines:

- **Know yourself.** You can't motivate people if you don't know what you want yourself. Explore your own goals and motivations to find out what's really important to you.
- **Create a vision.** Once you know what you want to achieve, put it into language that inspires other people to follow your goal.
- **Ask for commitment.** Tell people you want their best work, and explain why it's important. Most employees will put forth extra effort if they see it's for a worthy goal.

Thought for the Week

Have patience with all things, but first of all with yourself... St. Francis De Sales

Upcoming National Events Calendar 2018

1/13-1/16	Color Conference	San Diego, CA	Jenn Strang	412-259-1810	jstrang@printing.or
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
4/8-4/11	Continuous Improvement Conference	Loews Chicago O'Hare Hotel, Rosemont, IL	Jim Workman	412-259-1710	jworkman@printing.org

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

PIASC October-December Activities

<p>Oct. 19</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> BGR</p> <hr/> <p>10:00 a.m.</p> <p>Cost: <i>FREE / member</i> \$25/ non-member</p> <hr/> <p>Location: on your computer</p>	<p>WEBINAR: BUILD GREAT RELATIONSHIPS WITH YOUR CUSTOMERS VIA NURTURE MARKETING <i>Presenters: Brian linuma, Manish Bhardia and Eric Klauss</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Learn how to use these methods of direct marketing to acquire and retain customers through repetitive marketing actions.</p> <p>You will learn how nurture marketing leverages an e-mail automation tool to send out targeted messages on a periodic basis. Social media marketing calls for the regular posting of relevant content on social media networks, perhaps pointing back blogs, articles, and other information on the website.</p> <p>For more information and to sign up online visit: http://bit.ly/BuildGreatRelationships</p>
<p>Oct. 24</p> <p><small>Register at right</small></p>	<p><i>Event Number</i> PABIM</p> <hr/> <p>breakfast 8:15 a.m.</p> <p>meetings 9:00 a.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: see locations at right</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 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"/> Oct. 24th – Hilton Los Angeles North/Glendale, 100 W. Glenoaks Blvd., Glendale, CA 91202</p> <p><input type="checkbox"/> Oct. 25th – Embassy Suites Brea - North O.C., 900 East Birch Street, Brea, CA 92821</p>
<p>Oct. 25</p> <p><small>Purchase tickets at: bit.ly/2017PrintersFair</small></p>	<p><i>Event Number</i> KONICA</p> <hr/> <p>9 a.m.-4 p.m.</p> <p>Cost: FREE!</p> <hr/> <p>Location: 1900 S State College Blvd., Suite 600 Anaheim, CA 92806</p>	<p>PIASC AND KONICA MINOLTA PRESENT <i>Create Impact: Bringing Life to digital print, label and packaging</i> Contact: Dave McCormac, Ext. 299, dave@piasc.org</p> <p>Join us to preview the revolution of digital print. See how our innovative technologies help you increase clients, revenue and profit. Discussions about business solutions and print workflows that you have never seen before ... Embellishment has gone digital!</p> <p>The first 100 individuals that register before October 15th will receive a free bottle of wine.</p> <p>A Day Filled with:</p> <ul style="list-style-type: none"> - Product Demonstrations - Informative Presentations - and Refreshments

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	11/2	AIGAOC 2017 OC Design Awards	[seven-degrees], Laguna Beach	Orangecounty.aiga.org	
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

<p>Oct. 25</p> <p><small>Register at right</small></p>	<p><small>Event Number</small> OEW</p> <hr/> <p>9:00 a.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>PIBT'S EXCLUSIVE OPEN ENROLLMENT WEBINARS Contact: Joanne Cadenas, Ext. 256, joanne@piasc.org</p> <p>Can't make it to the Open Enrollment Meetings? Sign up for one of the complimentary webinars! PIBT offers the best possible cost containment programs plus our personalized customer service to benefit employers as well as employees. Attending this webinar will better assist you in selecting the most convenient plans to offer your employees in 2017-2018. Register below or online at https://www.pibt.org/WebinarRegistration.aspx</p> <p><i>Check the box(es) below to register for either of these upcoming webinars:</i></p> <p><input type="checkbox"/> Oct. 25th at 9am <input type="checkbox"/> Oct. 27th at 1pm</p>
<p>Nov. 2</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> CWC</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>COFFEE WITH CHERYL - ALL NEW LOCATIONS! </p> <p>Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Are You Properly Insured?</p> <p>Because you wear so many hats each day, you may not be thinking about the risks your changing business faces until a problem arises and you find out that you are not fully protected. Together we can evaluate how your needs may have changed over the past year.</p> <p>During the evaluation, we may make coverage recommendations, provide peace of mind solutions and possibly reduce your costs. Join us and meet Joanne Cadenas, our PIASC Insurance Services Operations Manager. She is ready to answer your commercial insurance questions.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <p><input type="checkbox"/> Nov. 2nd - <i>The Avocado House, 11618 Central Ave, Chino, CA 91710</i> <input type="checkbox"/> Nov. 7th - <i>Basecamp and High Horse Dinette, 1221 W. Riverside Dr., Burbank, CA 91506</i> <input type="checkbox"/> Nov. 15th - <i>The Local Spot, 6200 B E Pacific Coast Hwy, Ste B, Long Beach, CA 90803</i> <input type="checkbox"/> Nov. 16th - <i>Citrus Café, 1481 Edinger Ave, Tustin, CA 92780</i></p>
<p>Dec. 8</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> EH101</p> <hr/> <p>10:30 a.m.</p> <p>Cost: FREE / member \$90 / non-member</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>WEBINAR: EMPLOYEE HANDBOOK 101 <i>Presenter: Elaine Vukadinovich, PARTNER, Musick, Peeler & Garrett LLP</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>This webinar will examine the benefits of employee handbooks and the legal and practical issues associated with those handbooks. We will cover some of the essential policies to have in order to protect an employer's interests and comply with the law such as policies covering at-will employment, employee drug use - Prop 64 (Marijuana), anti-harassment and discrimination, wage and hour policies such as those pertaining to meal and rest periods and overtime and timekeeping. We will also discuss benefits like vacation and sick leave. We will also cover types of discipline, standards for conduct, leaves of absence, social media, and managing privacy expectations, among other topics. You will not want to miss this invaluable training.</p> <p>For more information and to sign up online visit: www.piasc.org/Employee-Handbook-101</p>

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Don't Be An Isolated Boss

Elon Musk is revolutionizing travel, but he might also be upending internal communication. Here's what he wrote to his people:

Subject: Communication Within Tesla

There are two schools of thought about how information should flow within companies. By far the most common way is chain of command, which means that you always flow communication through your manager. The problem with this approach is that, while it serves to enhance the power of the manager, it fails to serve the company. Instead of a problem getting solved quickly, where a person in one department talks to a person in another department and makes the right thing happen, people are forced to talk to their manager who talks to their manager who talks to the manager in the other department who talks to someone on his team. Then the information has to flow back the other way again. This is incredibly dumb. Any manager who allows this to happen, let alone encourages it, will soon find themselves working at another company. No kidding. Anyone at Tesla can and should email/talk to anyone else according to what they think is the fastest way to solve a problem for the benefit of the whole company. You can talk to your manager's manager without his permission, you can talk directly to a VP in another department, you can talk to me, you can talk to anyone without anyone else's permission. Moreover, you should consider yourself obligated to do so until the right thing happens. The point

here is not random chitchat, but rather ensuring that we execute ultra-fast and well. We obviously cannot compete with the big car companies in size, so we must do so with intelligence and agility. One final point is that managers should work hard to ensure that they are not creating silos within the company that create an *us vs. them* mentality or impede communication in any way. This is unfortunately a natural tendency and needs to be actively fought. How can it possibly help Tesla for departments to erect barriers between themselves or see their success as relative within the company instead of the collective? We are all in the same boat. Always view yourself as working for the good of the company and never your department.

Vinyl Ink Drying

We print cover inserts for a vinyl binder manufacturer. Some of their customers have complained that after a period of time the ink on our inserts is not dried and starts transferring to the clear vinyl insert cover. Vinyl contains a large amount of plasticizers. Plasticizers are chemicals added to plastic and rubber compounds to soften them and improve the flexibility. Plasticizers can come out of the vinyl and migrate to the surface of the insert, softening solvent-based inks. Fugitive glue is a plastic compound with a very large amount of plasticizers; the staining of the substrate is caused by the migration of the plasticizers. Try printing the inserts with UV inks. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

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

cardconnect.

OCTOBER
Member Discount
of the Month

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Printing Industries Association of Southern California

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