



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 24, 2016

The Exit Strategy

Everyone who has worked hard to build a business assumes that it will go on forever. The reality is that neither businesses nor their owners are immortal. There comes a point when it's time to get off the train. This can be done thoughtfully, with careful planning, producing an outcome which is sensitive to long time employees, clients and the owner's family. Or, it can be ignored while the business loses competitive position, dissipates assets, and drifts to a painful end. Occasionally, the exit strategy may center around family members who will carry on in the future. This will work if they have the necessary drive and skills and can work together. However, it's important to realize that entrepreneurship is not an inherited trait and that sibling rivalry is real. In most cases, the most likely path forward is the sale of the business to a larger, parallel firm who can bring the sales and the key people into their organization thus making better use of their infrastructure and producing a win for both sides. Also, it is not uncommon for the owners of businesses in our industry to have acquired the real estate that the firm occupies. When planning an exit, it's important to realize that the printing business and the real estate must be dealt with separately—solutions that tie them together are almost always self-limiting. If you would like to talk to someone about these issues, call Bob Lindgren at Ext. 214 (email: bob@piasc.org).

Voting Notice

The California Elections Code requires employers to post a notice advising employees about taking paid leave to vote in statewide elections. The notice must be posted either in the workplace or where it can be seen by employees as they enter or exit their place of work at least 10 days before a statewide election. The 2016 statewide election is November 8th; therefore, the notice must be posted no later than October 31st. The notice can be downloaded at <http://bit.ly/2016VotingNotice>.

The Hunt For New Customers

The unfortunate reality is that clients are not forever. Regardless of how well we work together, the time will come when their needs change, their people will change or, perhaps, another firm will buy their business. At that point, what was a glorious relationship will come to an end—sometimes abruptly. The only remedy is to

WHY USE

LinkedIn

WEBINAR



FOR BUSINESS?

LinkedIn and 3 Other Marketing Musings for Printers

Join us for the informative webinar on November 3rd! See page 3 for details!

be constantly on the hunt for new clients. That does not mean random telephone calls that wind up in voicemail. It does mean careful thought about possibles who might be a fit. Those are likely to be firms that are in the same business as your existing clients as, if you are creating value for them, you can create value for these prospects. For this reason, you need to ask your existing clients for referrals as the right referral will get you past the voicemail. When you do connect with a prospect, you have to start doing business as a stream of quotes does not make a relationship. Do not let your pricing policy stand in the way of getting in their door.

Another Duty

AB 1732 recently signed by California Gov. Jerry Brown which requires all single-user restroom facilities in any business establishment, place of public accommodation, or government agency to be identified as "all gender" facilities rather than being designated as male- or female- only. The law authorizes public inspectors or building officials to inspect facilities for compliance with this law. The new law takes effect March 1, 2017. Businesses should immediately look into whether their single-occupancy restrooms need to be re-designated in compliance with the new law. Note that this does not apply to multiple user restrooms (those with two or more toilets).

Thought for the Week

*If we do not ever take time
how can we ever have time?*

Upcoming National Events Calendar 2016-17	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 October-November Activities

<p>Nov. 1 <small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m. 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 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><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></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. 25 <small>Register at right</small></p>	<p><small>Event Number</small> PABIM</p> <hr/> <p><i>breakfast</i> 8:15 a.m. <i>meetings</i> 9:00 a.m. <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><i>Check the box(es) below to register for any of these upcoming Meetings:</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	11/5	Book Arts Patch Day for Girls	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org
	11/10	AIGA-OC: 2016 O.C. Design Awards	Seven-Degrees, Laguna Beach	communication@aigaoc.org	
	11/11	AAF-OC: Integrated Marketing Forum	Bowers Museum, Santa Ana	info@aafoc.org	
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Torrance	Mark Barbour	www.printmuseum.org

<p>Oct. 26</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> LWL</p> <hr/> <p>11:30 a.m.</p> <p><i>Cost:</i> \$35 / member \$60/ non-member</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>
---	--	--

<p>Nov. 3</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> WULFB</p> <hr/> <p>10:00 a.m.</p> <p><i>Cost:</i> FREE/members \$55/non-member</p> <hr/> <p>Location: on your computer</p>	<p>WHY USE LINKEDIN FOR BUSINESS WEBINAR <i>Speaker: Patrick Whelan, President, Great Reach Communications, Inc.</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Do you have a LinkedIn strategy? Do you use Slideshare to share content on LinkedIn? Are you starting or engaging in conversations? Are you discovering potential prospects and generating awareness on at least a weekly basis? If not, you should.</p> <p>To get the most out of your marketing content you can't stop at mailing, emailing, and posting to your website. Leverage LinkedIn both from a company standpoint and an individual standpoint. LinkedIn offers easy and effective ways to promote your brand and start dialogues with potential customers. It's easier than you think.</p>
--	--	--

<p>Nov. 9</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> FYI</p> <hr/> <p>11:00 a.m.</p> <p><i>Cost:</i> FREE/members \$90/non-member</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>
--	--	---

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.

Are Your I-9 Forms Current?

Immigration is becoming a hot button issue. Regardless of how the election turns out, it is likely that enforcement of the requirement that employers have on file a Form I-9 for every person hired after November 6, 1986. This a good time to review your files and fix any problems. The purpose of the I-9 is to identify the employee's right to work in the United States. The employee is required to complete the form and show the employer the appropriate documents. The employer's duty is to examine the documents to see if they appear to be reasonably authentic and to record details about them—there is no duty of verification beyond that. The documents should be returned to the employee. It is not advisable for the employer to retain copies of the documents. In this context, when an employer receives a notice from the IRS that there is a mis-match between an employee's name and their social security number, the notice should be given to the employee with a request to supply corrected information. When it is received from the employee it should be forwarded to the IRS.

We Love It!

It's not Dodger Blue, it's Pantone 294. 1,500 Dodger fans went to Yankee Stadium with a banner saying Pantone 294 as they not only support the team but they want to get the color right. Check them out at www.pantone294.com.

We Have A Problem

When you've got bad news to deliver to your employees—budget cutbacks, workforce layoffs, project cancellations, and so forth—remember these tips for getting your message across without undue turmoil:

DO:

- Make sure you know how and why the decision was made.
- Prepare your words before you speak.
- Thoroughly explain the reasons behind the decision.

DON'T:

- Beat around the bush nor sugarcoat the bad news. Be direct and clear.
- Undercut your message with body language that contradicts the seriousness of the situation.
- Focus on the past. Answer questions, but focus on moving forward.

Ask The PIA Technical Experts

Why do some metallic inks have poor rub resistance? Metallic ink pigments are ground metals and are some of the most difficult inks to formulate for lithography. Metallic inks often do not have good rub resistance and may contain fatty acids to prevent the metal from tarnishing. Consider varnishing metallic inks. Due to the presence of fatty acids, aqueous and UV coating may not adhere to metallic inks. Varnish will adhere to most metallic ink.

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

JLH Group
Connecting Clients with Companies
jlhgroup.net/piasc

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

jlhgroup.net/piasc

Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



PRINTING INDUSTRIES OF AMERICA

Address:
**5800 South Eastern Avenue, #400
P.O. Box 910936
Los Angeles, CA 90091-0936**

Telephone Number: **(323) 728-9500**
or **808.9990** for area codes: 213, 310, 619, 714, 818, & 951

Web Site: <http://www.piasc.org>

Print Access:
<http://www.printaccess.com>

Choose Print:
<http://www.chooseprint.org>

Fax numbers:

Association	(323) 724-2327
Insurance Agency	(323) 500-0614
Credit Union	(323) 722-8927
Benefit Trust	(323) 500-0614



CHOOSE PRINT
RECYCLABLE. RENEWABLE. SUSTAINABLE.

