



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 31, 2016

We're Thinking of a New...

We know we need to invest in our business—but invest in what? Perhaps a new ink jet press, a binding line, a faster offset press? It's relatively easy to learn about the capabilities of each and their cost (that's what machinery sales reps are for). The harder part is to identify what we're going to get out of the decision. While there is a detailed process to do this—discounted cash flow analysis, some broad brush analysis will qualify or reject most possible decisions. First, can we save money with the new machine on our existing work. Remember that while it may run faster, the savings must be realizable—you will find it hard to put an hour or two of reduced labor requirements into your pocket. Second, will it enable us to enter new markets and thus increase sales volume? If we think that it will, we must think carefully about what volumes and to which clients we will be able to sell to. Then, we subtract materials, buy-outs, factory wages and commissions from that number to find out what will be left for us. If the machine does not cost more than three times the sum of the annual savings and new net volume, it's probably a safe decision. Under no circumstances should we consider the purchase as a justification for lowering your prices as you can do that without investing in anything. If you would like to check out a more detailed model for this decision, download *Capital Budgeting—The Machinery Acquisition Decision* from the Business section of www.pic.gov.org.

Are Your Wages Competitive?

If you're going to attract and keep the good people that your firm needs, your wages and benefits have to be in line with the market. The *PIASC Annual Wage and Benefit Survey* is an essential tool to help with this. The 2016 survey has just been published with data from more than 400 firms nationwide. If your firm participated in the survey, you'll receive a free copy. If you didn't you may obtain a copy for \$250 by calling Cheryl Chong at Ext. 218 (email: cheryl@piasc.org).

It Wasn't Wall Street

We read an article in the GCU/IBT magazine by James Hoffa, its General President, blaming the problems of union pension funds on Wall Street. It's not so, Mr. Hoffa. The principal funds that cover union employees in our industry are indeed heading toward



failure—not because of Wall Street but because of changes in our workforce. For example, the lithographers fund has about 20,000 people collecting benefits, a further 19,000 people with a vested benefit that they are not yet old enough to collect but only about 1,800 people employed in the union printing industry for whom contributions are being made—those numbers simply don't work. The investment returns provided by Wall Street have helped to extend the life of the fund, but it is water running uphill. Mr. Hoffa goes on to say that Wall Street has forced a reduction in benefits which they would have no power or interest in doing. In fact, if these funds had been able to reduce benefits when necessary, they would still be able to continue, but ERISA (that's the federal government) won't permit it. It should be no surprise that Mr. Hoffa's solution is to have the taxpayers pick up the check.

California Retirement Savings

The passage of SB 1234 lays another duty upon California employers. If they do not have a pension, 401(k) and the like, they will have to offer the California Secure Choice Retirement Savings Plan and deduct 3% of employee wages for it (unless an employee opts out). While the law is effective January 1, 2017, no regulations, forms, or instructions have been developed for it. Until they are, you need take no action.

Thought for the Week

I know that you believe that you understood what you think I said, but I am not sure you realize that what you heard is not what I meant.

**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 November-January Activities
Nov.
1
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**

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.

- 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.

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.

Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:

- ☐ **Nov. 1st** — *Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730*
- ☐ **Nov. 2nd** — *Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101*
- ☐ **Nov. 3rd** — *Brent's Deli • 19565 Parthenia Street • Northridge 91324*
- ☐ **Nov. 15th** — *Mimi's Cafe • 17231 E. 17th St. • Tustin 92780*
- ☐ **Nov. 16th** — *Norm's • 11001 West Pico Boulevard • Los Angeles 90064*
- ☐ **Nov. 17th** — *West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807*

Nov.
3
☐
Check here to
REGISTER
Event Number
WULFB
10:00 a.m.

Cost:
FREE/members
\$55/non-member

Location:
on your computer
WHY USE LINKEDIN FOR BUSINESS WEBINAR

Speaker: Patrick Whelan, President, Great Reach Communications, Inc.

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

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.

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.

Nov.
9
☐
Check here to
REGISTER
Event Number
FYI
11:00 a.m.

Cost:
FREE/members
\$90/non-member

Location:
on your computer
FYI WEBINARS-THE NEW LAWS UNDER FLSA: A CALIFORNIA PERSPECTIVE!

Speaker: Kristine Kwong, PARTNER, Musick, Peeler & Garrett LLC

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

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.

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

Nov. 30 <input type="checkbox"/> <small>Check here to REGISTER for this event</small>	Event Number HOLIDAY	SAVE THE DATE FOR PIASC HOLIDAY PARTY <i>Double the Cause, Double the Feel Good</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org Enjoy great food, great drinks, and live music while participating in two great causes. Your participation includes a toy donation to City of Hope and silent auction proceeds benefit the RAISE Foundation. Thank you to our generous sponsors: Community Bank, Digital Printing Systems, CardConnect, L.A. Envelope, The Label Shoppe, Western Dental, Prudential Overall Supply and Castle Press.
	Cost: <i>Before 9/23</i> \$35/members <i>(after \$45)</i>	
	Location: TBA Orange County	
Jan. 19 thru 20 <input type="checkbox"/> <small>Check here to REGISTER for this event</small>	Event Number SD30	30TH ANNUAL SURPLUS DRIVE <i>at Lithographix, Inc.</i> Contact: Ara Izquierdo, Ext. 216, ara@piasc.org PIASC/RAISE Foundation will hold its thirtieth annual Surplus Drive to benefit graphic communications programs. Since its inception in 1987, this program supplements the extremely limited budgets of graphic arts teachers. The material donated by PIASC members and distributed to teachers, has become the life-blood of our local graphic arts programs. So, please, if you are doing end of the year inventory, hold on to any surplus paper and donate it to this good cause. Remember that your tax-deductible donations will help teachers train our future workforce! We will be at a new location this year, Lithographix, Inc. Distribution of surplus to instructors will take place at Lithographix, Inc. on Saturday, January 21st, at 9:00 A.M.
	9:00-2:00 p.m. Cost: FREE	
	Location: Lithographix, Inc. 12250 S Crenshaw Blvd. Hawthorne, CA 90250 (323) 770-1000	
Feb. 17 <small>Download entry form at www.piasc.org</small>	Event Number C4ED	13TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org Printing Industries Association, Inc. of Southern California proudly presents "Call for Entries" for the 13th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it's Best of Category, Judge's Award, Award of Excellence or Certificate of Merit, a Print Excellence Award is the single most powerful promotional tool your business can have. It demonstrates your award-winning capabilities to customers and potential customers, and tells your employees how proud you are of the work they produce. Start gathering your best pieces from 2016 today! Save the date for the Call for Entries deadline on Friday, February 17, 2017.
	Cost: PIASC members first entry is FREE! <i>(when more than one entry is submitted)</i>	
	Location: PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040	

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Company _____ Phone () _____

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 ☐ Credit Card # _____

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Backbiting

Disciplining an employee for misconduct or poor performance is a sensitive situation—even more so when the employee starts complaining to the rest of your team. Be careful with your response, and follow these guidelines for what to do and what to avoid.

- **Don't lash back.** Resist the temptation to defend your decision. You have a responsibility to keep every employee's personal problems private. Gossiping about an employee will undermine trust—others will doubt that you'll respect their privacy as well.
- **Be consistent.** Document the corrective actions in writing—specifying your expectations, such as meeting deadlines or behaving courteously. Meet with the employee regularly to review progress and document that, too.
- **Confront the employee tactfully.** Tell the employee privately and calmly that you're aware of the backbiting and ask that it be stopped. He or she should bring any complaints about the corrective action to you alone. This is a good time to reemphasize your specific expectations.

Getting Your Idea Across

Having trouble getting everyone on your team to understand your vision? The problem may be that some people see the forest while others make out only the

trees. In other words, some people are naturally big picture people. Things make sense to them only when they're presented as a whole. Other people, however, are more detail-oriented. They need to understand how the pieces fit together. To help everyone get a clear grasp of your vision, explain it both ways—as a process and as an outcome.

Keep The Ideas Flowing

When an exciting idea lights up group discussion, resist the temptation to focus on it right away. If team members get too excited too early, they may not be open to subsequent ideas. Instead, commit to a thorough discussion. Set a minimum number of minutes for exploration or ideas to be generated, and keep talking. One good idea rarely exhausts a group's potential (and may lose its luster in time). Concentrate on the process rather than the outcome, and you'll get more for your efforts.

Mailing Software

Mailing is an increasingly important part of our value tool kit. Printing Industries of America has just published its *2016 Survey of Mailing Software* which is available on our website in the Business section of www.pic-gov.org.

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
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.



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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

