



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 14, 2016

## Customers or Relationships?

We've all been called by folks wondering if we need a new copying machine. Firms who sell in this way may have lots of customers but few relationships. If the copier is ordered, the rep moves on to the next person on the list. Selling printing is very different, because the prospect needs print to achieve a specific purpose (promote a new product, explain how to use it, etc.). These needs are a moving target because the prospect is trying new things while the copying machine, once bought, remains a copying machine. Print is a means to the prospect's ends. Our objective must be to develop a relationship with the prospect so that they will see us as a source of solutions and new ideas. If we're just a source of price quotations, we're the same as the copier rep.

## No Change on 401(k) for 2017

The Internal Revenue Service (IRS) announced cost of living adjustments affecting 401(k) pension plans and other retirement-related items for tax year 2017. Several key limitations remain unchanged this year. Many pension plan limitations, including those governing 401(k) plans, did not change this year because the increase in the cost-of-living index did not meet the statutory thresholds that trigger their adjustment. Key limitations that remain unchanged include:

- The elective deferral (contribution) limit for employees who participate in 401(k) plans remains unchanged at \$18,000. This also applies to 403(b) plans, most 457 plans, and the federal government's Thrift Savings Plan.
- Employees aged 50 and over have the same "catch-up" contribution limit of \$6,000.
- The limit on annual contributions to an Individual Retirement Arrangement (IRA) remains unchanged at \$5,500. The additional catch-up contribution limit for individuals aged 50 and over is not subject to an annual cost-of-living adjustment and remains \$1,000.

## We're Going Out of Business

We talk to firms (sometimes after it happened) who have decided to close up shop and retire. The decision is understandable, but the action should be taken to secure the future of the owner/operator in the best way possible. If the business is able to pay all of its bills, particular attention should be paid to tax obligations as the government is unforgiving. If there are pieces of equipment on lease, they should be returned and a

PIASC **SAVE THE DATE!**

*Graphics Night*  
2017



**a night to remember**

See page 3 for details!

settlement negotiated. If there is real estate in conjunction with the business, a knowledgeable industrial realtor in the area should be consulted. On the other hand, the business may not be able to pay all of its bills. In these cases, California has an "Assignment for Benefit of Creditors" process which is simpler and less costly than bankruptcy. This process is handled by the Credit Management Association. Call Larry Convoy at (818) 972-5323 for info and help. In either case, it is likely that the business still has some customers that it does work for and orders coming in. These relationships have value which can be realized by seeking another similar firm and selling them the right to the clients. The usual method of payment is a percentage of actual sales to those clients for a period of two or three years. This value can be enhanced if the prior owner commits to work with the new firm during the transition period. This is particularly important if the business is insolvent as the owner should become a commissioned sales rep of the new firm.

## Manage Right

Micro-managing employees cuts into their time and productivity, so most smart managers avoid it. Some, however, go too far in the other direction and adopt a strictly hands-off approach to guiding and directing workers. This can create anxiety and chaos if employees don't understand what you really want from them. Take the middle road: Give them the information they need to do their jobs, don't hover over them, but check in from time to time and find out if they have any questions about what to do. They'll appreciate both the freedom and your attention.

## Thought for the Week

*Over analysis creates paralysis.*

<b>Upcoming National Events Calendar 2016-17</b>	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](http://www.piasc.org).

**PIASC November-April Activities**

<p><b>Nov. 15</b></p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> <b>BWB</b></p> <hr/> <p><b>7:30 a.m.</b></p> <p>Cost: \$5</p> <hr/> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB</b> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p><b>CALIFORNIA—THE LAND OF MANDATE</b></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"> <li>• The minimum wage is exploding carrying other wages with it.</li> <li>• Communities are competing to see who can mandate more paid sick leave.</li> <li>• Environmental regulations are tough and getting tougher.</li> <li>• Energy costs are the highest in the country.</li> <li>• The California Labor Code is a world unto itself.</li> <li>• Real estate is gold plated and building codes are nightmarish.</li> </ul> <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"/> <b>Nov. 15th</b> – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i></p> <p><input type="checkbox"/> <b>Nov. 16th</b> – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i></p> <p><input type="checkbox"/> <b>Nov. 17th</b> – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i></p>
<p><b>Nov. 30</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> <b>HOLIDAY</b></p> <hr/> <p>5:30 – 9:00 pm</p> <p>Cost: Before 11/23 \$35/members (after \$45)</p> <hr/> <p><b>Location:</b> <i>Hotel Fullerton 1500 S. Raymond Ave. Fullerton, CA 92831</i></p>	<p><b>PIASC HOLIDAY PARTY</b> <i>Double the Cause, Double the Feel Good</i> Contact: <b>Kristy Villanueva, Ext. 215, kristy@piasc.org</b></p> <p>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.</p> <p>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.</p>
<p><b>Jan. 19 thru 20</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> <b>SD30</b></p> <hr/> <p>9:00-2:00 p.m.</p> <p>Cost: <b>FREE</b></p> <hr/> <p><b>Location:</b> <i>Lithographix, Inc. 12250 S Crenshaw Blvd. Hawthorne, CA 90250 (323) 770-1000</i></p>	<p><b>30TH ANNUAL SURPLUS DRIVE</b> <i>at Lithographix, Inc.</i> Contact: <b>Ara Izquierdo, Ext. 216, ara@piasc.org</b></p> <p>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.</p> <p>Distribution of surplus to instructors will take place at Lithographix, Inc. on Saturday, January 21st, at 9:00 A.M.</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.

<b>Other Industry Events</b>	11/16	The Business of Illustration: Panel Discussion	Santa Barbara, CA	santabarbara.aiga.org
	11/19	Boy Scouts Merit Badge Day	International Printing Museum, Carson	Mark Barbour mail@printmuseum.org
	12/10-12/11	Dickens Holiday Celebration	International Printing Museum, Carson	Mark Barbour mail@printmuseum.org
	1/14	Ben Franklin's Electric Birthday	International Printing Museum, Carson	Mark Barbour mail@printmuseum.org

Feb.  
17

Download entry form at [www.piasc.org](http://www.piasc.org)

Event Number  
**C4ED**

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**Cost:** *PIASC members first entry is FREE!*  
(when more than one entry is submitted)

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**Location:**  
*PIASC Offices  
5800 S. Eastern Ave  
Suite 400  
Los Angeles, CA 90040*

**13TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE**  
Contact: **Kristy Villanueva, Ext. 215, [kristy@piasc.org](mailto: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.**

Mar.  
12  
*thru*  
15

Check here to REGISTER for this event

Event Number  
**PC2017**

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**Cost:** *\$895/ members early bird \$1,195 non-members*

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**Location:**  
*Hilton Long Beach  
701 W Ocean Blvd,  
Long Beach, CA*

**2017 PRESIDENT'S CONFERENCE**  
Contact: **[www.presidentsconference.com](http://www.presidentsconference.com)**

Turn your vision of a more profitable and robust future into a reality. Join us at 2017 President's Conference to explore strategies and resources designed to help you better serve your customers while improving your operational and financial objectives.

Let's learn, network, motivate and inspire together.

Apr.  
7

Check here to REGISTER

Event Number  
**GN**

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**5:30 p.m.**  
**Cost:** *\$100 ticket \$1000/table of 10 \$800/table of 8*

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**Location:**  
*Pacific Palms Resort  
One Industry Hills Parkway  
Industry Hills, CA 91744*

**2017 GRAPHICS NIGHT**  
*A Night to Remember*  
Contact: **Maribel Campos, Ext. 210, [maribel@piasc.org](mailto:maribel@piasc.org)**

Join us at an extraordinary evening filled with sky high festivities where we will honor the Executive of the Year and celebrate the winners of the 2017 Print Excellence Awards Competition. Two Celebrations – One Great Event!

Overnight Accommodations: 1.800.524.4557  
Room Reservation Code: PIASC / Account #NC3290  
Spa: 626.854.2502 • Golf: 626.854.2531

For all details visit [www.piasc.org/GraphicsNight](http://www.piasc.org/GraphicsNight). Sponsorships are still available!

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- 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.

**Get A Short Term Fix**

Not all problems can be solved right away. Sometimes you have to look for a provisional response until a complete solution can be found. Here are some general approaches to start with:

- **Identify the immediate need.** Imagine that your computer goes down just before an important report is due. Debugging or installing a new system will take more time than you have. Try other departments in your organization that run similar reports, rental agencies, or even consulting firms.
- **Communicate with stakeholders.** When you can't meet the immediate need fully, do what you can to keep everyone informed. For example, suppose your air carrier is suddenly grounded and your shipments will be late. Alert your customers as soon as possible to let them know when you can get shipments to them. Honest communication is vital to retaining trust.
- **Limit the damage.** Sometimes you have to preserve what you've got before forging ahead. For example, if your production equipment malfunctions in a way that may damage it or waste materials, choose a good stopping place and halt production.
- **Learn from the problem.** Investigate the causes and extent of the problem to identify relevant issues and potential obstacles to a full solution. Build a long-term solution from what you learn.

**Don't Forget Their Family**


You already know the importance of warmly welcoming new employees to your organization. Why not include their families, too? Send flowers, some of your organization's T-shirts, or other gifts to the newcomer's home. Invite the family to the office or to a welcome lunch or dinner. Putting faces to those new names that the employee talks about at home will make it easier for the family to understand the demands of a new job.

**What Do They Think?**

You don't want all the communication in your organization to flow in one direction. You need employees to speak up, not just listen passively. If you sense that they're reluctant to talk, try these strategies:


- **Ask them directly.** Get to the heart of people's reluctance by asking what precisely they're afraid of. Respond to their fears as best you can.
- **Talk more often.** Initiate one-on-one, informal conversations with your employees on a regular basis, not just in meetings or reviews. This will help team members feel safer and more comfortable about sharing their thoughts with you.
- **Give them ownership.** Work on building a culture where employees feel a genuine stake in the future of the organization, so speaking up about problems and ideas is a vital part of everyone's job.

See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).



**NOVEMBER**  
Member Discount  
of the Month

**PIASC members...  
A benefit for you and your employees.**



AT&T offers up to 10% savings on the monthly service charge on qualified wireless plans.

For more information contact Andres Ocon at 714.264.2950 or email at [ao416h@att.com](mailto:ao416h@att.com).

[www.piasc.org](http://www.piasc.org)

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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
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Credit Union	(323) 722-8927
Benefit Trust	(323) 500-0614

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