



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 21, 2016

Be Thankful

That you have family and friends, good customers, hard working people and you are associated with an industry that began with the invention of the millennium and still is key to effective communication. Remember, that it may seem to be a divided country, we still conducted a fair election and can be confident that we will move forward to a revived but ever changing economy.

Holiday Hours

In celebration of the Thanksgiving holiday, the offices of the Association, Benefit Trust and Insurance Agency will be closed on Thursday, November 24th and Friday, November 25th. Printing Industries Credit Union will be closed on Thursday but open on Friday to serve you. At all times, our internet presence, www.piasc.org will be available.

Now What?

Election16 was a surprise to almost everyone—even, we suspect, to the candidates. But, now that we are here, how will this affect us? We will have a Republican Congress and President, a circumstance which is usually favorable to business. But, President Elect Trump is a very different person than we have been used to at the head of the federal government. This is counterbalanced by Vice President Elect Mike Pence with a long history in Congress and a close friendship with Speaker Paul Ryan. We can reasonably expect real reform of the tax code including reduction of marginal tax rates for business and most Americans. We can expect that the flow of federal regulations will slow down or even reverse. We can also expect that the web of regulation stemming from Dodd-Frank will be rethought so that more business credit will be available. These are steps which will help the economy to grow again and thus will address the concerns about wage stagnation and the loss of jobs. It is certain that judicial appointments will go to those who understand their role as interpreters of the law, not makers of public policy. On the other hand, during the campaign Mr. Trump proposed actions on immigration and trade which might be very harmful to the economy and its prospects for growth. It may be that these will be softened as the realities are considered by the Administration. When we know the cabinet officers, we will have a clearer view of how this will play out.



What Would You Do?

You have a potential order which your estimating system says will cost you \$22,000. You also have a quote from a trade printer to do the work for \$20,000. Which way should you go? Just looking at the numbers indicates a savings of \$2,000 by farming it out. The problem is that the numbers are apples and oranges. The outside quote is real dollars—that you'll have to write a check for. Your estimate is funny money. Why? Because the hourly rates that it uses includes overhead (the cost of the machine, building, front office, etc.). It may think that the 6/c 40 is \$400/hour, but does the press crew get \$400/hour? Not hardly! The only thing that you'll have to write a check for if you do the work in house is the cost of the paper, the wages of the people who work on it and the commission (if any). The press, the building and the front office will cost the same whether you do the job or not. The result is likely to be that you'll have to write a check for \$14,000 to do it in-house, so what's the answer?

If It's Not Important, Skip It

If procrastination is stealing productivity from your workforce, try this exercise (and suggest it to your employees): Whenever you realize that you're putting off a task, ask yourself, "Why should I do this?" You'll either realize that the task isn't really necessary (you're doing it because you've always done it, not because it adds value) or you'll remind yourself of why it's important to accomplish. Both possibilities allow you to get moving without wasting more time.

Thought for the Week

Focus more on your desire rather than your doubt and the dream will take care of itself... Mark Twain

**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-April Activities

**Jan.
10**

Register at right

Event Number-

BWB

7:30 a.m.

Cost: \$5

Location:

see locations at right

BREAKFAST WITH BOB AND LESLIE TOO!

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

"ALL WE NEED IS MORE SALES"

If there is a universal truth in our industry, this is it. If we just get more sales, everything else will fall into place. But, how do we do it? How do we find new clients? How do we identify and meet the needs of our existing base?

In January, we will be joined by Leslie Groene to search for the answers. Leslie not just talks the talk she has walked the walk. She has capped a successful career in print sales with coaching many sales reps and their firms to sales success. Join us at this series of breakfast meeting to learn how you can grow your firm!

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

- ☐ **Jan. 10th** – *Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730*
- ☐ **Jan. 11th** – *Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101*
- ☐ **Jan. 12th** – *Brent's Deli • 19565 Parthenia Street • Northridge 91324*
- ☐ **Jan. 17th** – *Mimi's Cafe • 17231 E. 17th St. • Tustin 92780*
- ☐ **Jan. 18th** – *Norm's • 11001 West Pico Boulevard • Los Angeles 90064*
- ☐ **Jan. 19th** – *West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807*

**Nov.
30**



Check here to
REGISTER
for this event

Event Number

HOLIDAY

5:30 – 9:00 pm

Cost:

Before 11/23

**\$35/members
(after \$45)**

Location:

Hotel Fullerton
1500 S. Raymond Ave.
Fullerton, CA 92831

PIASC HOLIDAY PARTY

Double the Cause, Double the Feel Good

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.

**Jan.
19
thru
20**



Check here to
REGISTER
for this event

Event Number

SD30

9:00-2:00 p.m.

Cost: FREE

Location:

Lithographix, Inc.
12250 S Crenshaw Blvd.
Hawthorne, CA 90250
(323) 770-1000

30TH ANNUAL SURPLUS DRIVE

at Lithographix, Inc.

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.

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**

12/10-12/11 Dickens Holiday Celebration
1/14 Ben Franklin's Electric Birthday
4/8 Kids Krazy Krafts Day

International Printing Museum, Carson
International Printing Museum, Carson
International Printing Museum, Carson

Mark Barbour mail@printmuseum.org
Mark Barbour mail@printmuseum.org
Mark Barbour mail@printmuseum.org

Feb.**17**Download entry form
at www.piasc.org

Event Number

C4ED

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

Location:

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

13TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINEContact: **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.**

Mar.**12
thru
15**Check here to
REGISTER
for this event

Event Number

PC2017

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

Location:

Hilton Long Beach
701 W Ocean Blvd,
Long Beach, CA

2017 PRESIDENT'S CONFERENCEContact: **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**5:30 p.m.**

Cost: **\$100 ticket**
\$1000/table of 10
\$800/table of 8

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**

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. Sponsorships are still available!

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.

Greeting Cards?

Aren't they yesterday's lunch? Yes, they are, but that's their power. Because nobody sends them, they're unique. We just received a Halloween card from a member firm that they had sent to their client/prospect list which was cleverly done and included a coupon entitling the recipient to a discount on future orders. Just because it was so unique it was opened and read. Think for a minute about the open rate of an email blast—1% or less. You want your firm to be noticed and remembered so you want to do the unexpected—a greeting card is one of these and, best of all, it's print!

Keeping Focus

If your upcoming meeting is going to be a long one, make sure you take precautions against attendees' inevitable boredom. They won't all get bored at the same time, of course. But if you vary the agenda with activities and breaks, you should be able to prevent heads from nodding. Keep this timetable in mind:

- **Every 8-10 minutes.** Change the format of your presentation in some way—switching among video, lecturing, flip charts, and discussion.
- **Every 20-30 minutes.** The average person starts squirming around this point. Shift activities here, such as stopping for questions or having the group study a handout, do an individual exercise, or take a quiz.

- **Every 60-90 minutes.** This is a long time to sit still. Give people a chance to stretch, use the restroom, and eat or drink. Respect your participants' limits, and they'll pay you back with attention.

Ask The PIA Technical Experts


What causes paper to yellow over time? Paper is made up of cellulous fibers that can oxidize over time resulting in a yellow shift in color. The yellowing in groundwood paper is more pronounced because of the presence of lignin, a brown material that bonds cellulous fibers and gives trees strength. UV light from sunlight or even indoor fluorescent lighting further accelerates the yellowing process. Papers with high lignin content include newsprint and coated groundwood publication grades. Lignin is removed during the chemical manufacturing process used for freesheet paper, making freesheet paper less prone to yellowing. For projects requiring the greatest resistance to yellowing, archival paper (acid free and pH neutral) should be used.

Wanted

If you are looking to sell, retire or merge your company, we are interested in talking to you. Please contact David at (213) 488-1230.


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.



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.

www.piasc.org

Printing Industries Association of Southern California

Affiliated with
Printing Industries
of America, Inc.



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



