



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 27, 2017

Follow Up

You've learned about the client's needs, proposed a solution and given a quote, but you haven't heard any response. It's tempting to move on to the next opportunity (particularly because we don't like to hear "no"), but doing so is a wasted opportunity. If the answer is "no" you need to know what the problem was. If it was a lower price, what was it? If it was a different solution, what was the competition proposing to do? Getting answers to these questions is central to your ability to craft future quotes to the prospect's price range and project needs. It's also just possible that you can get the order after all with a tweak in your approach.

Gifts From Suppliers

The sales rep from a supplier drops by with some bagels for your foreman, production manager, CSR, etc. It seems quite harmless and is a simple "thank you" but when it escalates into tickets for sports events or trips to Vegas, it has moved into dangerous territory. The person making the buying decision may be doing the best possible job for their employer, but the receipt of significant gifts looks bad, at the very least. It doesn't take much for internal rumors to spread about the buyer on the take. Occasionally, the buyer may become addicted to these gifts and will no longer be capable of doing the proper job for their employer without them. In the long run, it's a good idea to forbid the acceptance of gifts from suppliers (other than trivial) to protect people from being tempted and to provide the basis for corrective action if necessary. The same principle applies to gifts for your clients. The sporting event or trip for the buyer may come to poison the reputation of the firm, particularly with larger firms who are likely to have policies on the matter.

Resale Certificates

If printing is produced and sold to a client who will resell it at retail, the printer need not charge sales tax provided that they receive a resale certificate from the client with the client's Board of Equalization registration number. Examples of printing of this kind include packaging and instruction books which are packed with the product. While the printer can rely on the certificate, they will encounter a problem at a BOE audit if the printed product in question would likely not be resold—for example, the client's own business stationery.



The 31st Annual Surplus Drive is coming! Donate your surplus paper and office supplies on January 18-19, 2018 to support our future workforce! See page 3 for details!

"They're Not Getting Along..."

You've hired a new person who will be working alongside a long-time person. The new person seems to be doing a good job, but they seem to be a source of irritation to their long-term workmate. The underlying reality is that everyone is different and thus they don't see reality in the same way. It's usually an unrealistic goal to change someone's thinking, but it might be possible in this situation, to rearrange the work to minimize the interface between the two.

Forklift Training

What training is required for employees who operate powered industrial trucks? Employees who are hired to operate powered industrial trucks must be trained on the hazards of operating the vehicle in the workplace, safe and proper vehicle operation, and the requirements of OSHA's standard for powered industrial trucks. The training needs to include a classroom portion and a practical evaluation step where the operator demonstrates competency in the operation of the truck for the specific environment and tasks they will be undertaking. Training should be conducted before an employee is allowed to operate a truck, and then provided again every three years afterward. Training must be re-conducted for any employees involved in accidents or near misses. Contact Cheryl at Ext. 218 (email: cheryl@piasc.org) for a copy of the PIASC Forklift Manual.

Thought for the Week

We are like tea bags—we don't know our own strength until we're in hot water.

Upcoming National Events Calendar 2017	11/30	Webinar: 2 Second Lean – A Practical Way to Improve Your Company and Life	Sam Shea	412-259-1747	sshea@printing.org	
	12/07	Webinar: The USPS: Things You Didn't Know You Need to Know	Sam Shea	412-259-1747	sshea@printing.org	
	12/14	Webinar: Patent Trolls and the Printing Industries, Why You Should Care	Sam Shea	412-259-1747	sshea@printing.org	
	12/19	Webinar: Financial Performance Assessment	Sam Shea	412-259-1747	sshea@printing.org	
	2018					
	1/13-1/16	Color Conference	San Diego, CA	Jenn Strang	412-259-1810	jstrang@printing.org

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

PIASC November-January Activities

<p>Nov. 30</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p>Event Number CC17</p> <hr/> <p>5:30 p.m. Cost: FREE for members with RAISE donation \$40/ non-member RAISE donation</p> <hr/> <p>Location: JT Schmid's Restaurant & Brewery 2610 E. Katella Ave., Anaheim, CA 92806</p>	<p>COCKTAILS & CONVERSATIONS <i>Making Spirits Bright</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>Join us from 5:30 to 8:00 pm on Thursday the 30th of November for great drinks, small bites, live drawings and much more as you connect with other industry members, meet some new friends and network, network, network. RSVP is required for this event as space is limited.</p> <p>RAISE Foundation is a non-profit California corporation, established in 1974 by the Printing Industries Association, Inc. of Southern California (PIASC). Its goal is to foster graphic communications careers in primary, secondary and post-secondary educational institutions. RAISE is, and has been over the years, sustained by individual companies, industry employees, and other foundations. RAISE underwrites numerous annual educational events that benefit not only students but also their programs.</p>
<p>Dec. 8</p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p>Event Number EH101</p> <hr/> <p>10:30 a.m. Cost: FREE / member \$90/ non-member</p> <hr/> <p>Location: on your computer</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. For more information and to sign up online visit: www.piasc.org/Employee-Handbook-101</p>
<p>Dec. 9</p> <p>Purchase tickets at: bit.ly/2017DickensHoliday</p>	<p>Event Number IPMDHC</p> <hr/> <p>10 a.m.-4 p.m. Cost: \$25 group of 4: \$80</p> <hr/> <p>Location: Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p>	<p>THE DICKENS HOLIDAY CELEBRATION <i>Presented by the International Printing Museum</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org</p> <p>Your transportation back in time will cause the Museum's galleries to be transformed into Fezziwig's Warehouse with special presentations, tours, carolers, music, and the chance to print your own Victorian cards on antique presses from the 1850's. You will have the chance to meet characters from various Dickens novels including the nefarious Fagin, the mad Miss Havisham and the dreamer Mr. Micawber, as well as enjoy the vintage holiday music from "Captain Jack" and his 1895 Concert Roller Organ.</p> <p>The highlight of your visit will be with Mr. Charles Dickens himself entertaining guests in the Museum's Heritage Theater; he will retell his most famous story, A Christmas Carol, becoming Scrooge and randomly using his audience as cast members.</p> <p>It is important that you make your reservations early as this event sells out quickly each year. You may purchase your tickets by calling the Printing Museum at (310) 515-7166, or tickets can be purchased online by visiting: bit.ly/2017DickensHoliday.</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	12/8/17	FILM: Harry Seidler: Modernist	Orange County Museum of Art, Newport Beach	Orangecounty.aiga.org	212-807-1990
	12/9/17	Strategy Workshop: Pulling it All Together	SapientRazorfish - LA	Losangeles.aiga.org	212-807-1990
	12/9-12/10	Dicken Holiday Celebration	International Printing Museum, Carson	mail@printmuseum.org	310-515-7166
	12/16	Art School Collective's Drink & Draw	UNSUNG BREWING, Anaheim, CA 92805	daniela@artschoolcollective.com	
	2018				
	1/26	Grc Career Day	San Luis Obispo	lising@calpoly.edu	805-756-2645
3/22/18	AAF-OC Addy Awards	Balboa Bay Resort, Newport Beach	Aafoc.org/events		

Dec.
15

Check here to REGISTER

Event Number
P101

8:30 a.m.

Cost: \$75 / member

\$100/ non-member

Location:
Fullerton College
Printing Department
321 E. Chapman Ave.
Fullerton, CA 92832

PRINT 101 - AN INTRODUCTION TO GRAPHIC COMMUNICATIONS

Presenter: Glenn Huerth, Professor, Fullerton College

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

If you are new to the printing industry, then this program is for you! This class, full of factual information, will take participants through the basics of printing.

What you will learn:

- History of the industry and its impact on society
- Terminology
- Color Theory
- Common machinery used in print production
- Basic processes
- Post-press finishing operations
- Production flow of a job from order entry to delivery
- And more!

Who should attend:

- Those new to the field of graphic communications whether it be creatives, sales, administration, customer service or production.
- Those wanting a refresher course.
- Those who want to make sure they are not missing anything.

Visit www.piasc.org/Print101 for more information!

Jan.
18 thru 19

Check here to REGISTER for this event

Event Number
SD31

9:00-2:00 p.m.

Cost: **FREE**

Location:
Advantage, Inc.
1600 N. Kraemer Blvd.
Anaheim, CA 92804

31ST ANNUAL SURPLUS DRIVE

at Advantage, Inc.

Contact: **Kristy Villanueva, Ext. 215, kristy@piasc.org**

PIASC/RAISE Foundation will hold its thirty-first 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, Advantage, Inc.

Distribution of surplus to instructors will take place at Advantage, Inc. on Saturday, January 20, 2018, 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.

Selling Better

Sales and marketing guru, Leslie Groene says:

It's not what you say; It's what your customer believes.

You can have the best sales presentation in the world, but if the customer doesn't believe your proposition, then you don't have a chance. Perception is everything because that's what the customer believes. Take the time to engage with the customer. Ask them questions and let them tell you their wants and needs. And listen when they do share their objectives and goals. Yes, many times they don't know what their needs are and you'll have to guide them, but in the end, if they don't believe that you and your company can help them execute their plan, you don't have a chance.

Never go into a sales call not knowing how you're going to close the sale. If you don't know where you're going, then how will you get there? The most common part left out of any presentation is the close. Plan for the close (or some sort of step to discover where you stand) upfront by developing the strategy and your course of action. This does not mean you're only going to use one type of closing technique. On the contrary, it means you're going to be ready to close using several different techniques based on what the customer tells you.

Have a dedicated time set aside either daily or weekly to do your prospecting. Too many salespeople find themselves spending far too much time doing everything else but prospecting. If you don't schedule prospecting time and hold yourself accountable, you won't do it. And prospecting,

whether getting referrals or making warm or cold calls is the only way to find and close new customers!

Believe in yourself and what you're doing to help your customers. Why should anyone buy anything from you if you don't even believe in it? There's a reason why confident salespeople are more successful.

Show up and show up on time. More sales are lost because the salesperson either failed to show or failed to follow-through. It's a sad comment that something that basic and easy could deter more sales, but it's a fact. This is the main reason why I tell companies that are looking for salespeople to make sure that the candidates have a proven track record of self-discipline.

Matte Finish Problem

We have printed an insert on matte paper and with a matte varnish. The customer is complaining that they do not work on the insert machine. There is no problem when printed on gloss paper and varnished with gloss varnish. What is the difference? There may be a very significant difference in surface roughness between the matte and gloss inserts. The matte insert has a high coefficient of static friction (the ratio of force between two surfaces in contact—the higher the value the greater the frictional force acting between the surfaces) and is getting hung up in the insert machine. 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.



ACCELERATE
COMPUTER TRAINING

NOVEMBER
Member Discount
of the Month

LEARN MORE IN LESS TIME
AND FOR LESS MONEY!

Members in good standing receive a 20% discount on hands-on small group computer training, and more!

For more information contact
Tim Jones at 562.495.3109.

Printing Industries Association of Southern California

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

Telephone Number:
(323) 728-9500

Web Site:
www.piasc.org

Print Access:
www.printaccess.com

Key Contacts
Lou Caron, President
Ext. 274, lou@piasc.org
Bob Lindgren, Management & Business
Ext. 214, bob@piasc.org
Joanne Cadenas, Insurance Benefits
Ext. 256, joanne@piasc.org
Kristy Villanueva, Member Services
Ext. 215, kristy@piasc.org
Cheryl Chong, Human Resources
Ext. 218, cheryl@piasc.org

Affiliated with
Printing Industries
of America, Inc.



Advancing Graphic Communications
PRINTING INDUSTRIES OF AMERICA

