



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 28, 2016

We're Buying Another Firm

Almost always, that's good news, but bad decisions going forward can destroy a marriage made in heaven. Fundamentally, what's being bought is the ability to earn future profits by bringing additional sales into the acquiring firm. Since most of the time these new sales do not increase the overhead (we don't have to expand the plant or buy a new press), their incremental impact on our bottom line is disproportionate. This can be very good news but it can easily be messed up. It may sound sensible to use the estimating standards or pricing policies of the acquiring firm—don't do this as you incentivize the acquired clients to shop and they are bound to find a cheaper source. It also may sound sensible to harmonize your sales compensation practice—don't do this as any change will unsettle the new sales reps and if it leads to a reduction in compensation they will look for a new home. It may sound sensible to immediately move to the new firm name—don't do this as the object of the game is to keep the acquired clients on board, any visible change gives them a reason to consider other options.

New I-9

On November 16, 2016, the United States Customs and Immigration Service (USCIS) released a new updated Form I-9 which is used for employment eligibility verification. All new hires must fill out this form when hired or within three days of a new hire to confirm their identity and employment authorization. This version replaces the old form Rev. 03/08/13 N* which is still valid to use till January 22, 2017. The new I-9 Form Rev. 11/14/2016 N* is valid from November 14, 2016 to August 31, 2019. The link for the new form can be found at www.pic-gov.org in the New Employee section of the Human Resources area. Be sure to update your new hire forms with this document.

We've Just Bought The New...

We've bought a new press that makes ready in a fraction of the time or a digital printer with in-line finishing capability. If you don't resist the temptation to share these wonders with your estimating system, you will give your entire advantage to your clients. An illustration—the new press makes ready in $\frac{3}{4}$ of an hour less than the old one and we're using an hour rate of \$400. If we change our standards, we have just reduced the price of

2017 Surplus Drive is coming!

Don't forget to save your surplus paper and office supplies! For the last 29 years, industry members have contributed to the welfare of the scarce graphic arts programs to train our future workforce... won't you help this year too?

See page 3 for details!



every make-ready by \$300. Of course, the reality is that all that's happened is that we've saved $\frac{3}{4}$ hours of press crew time, perhaps \$80, so we've reduced our bottom line by \$220. This is even worse with the digital press with in-line finishing as we've eliminated multiple expensive cutting, folding and stitching steps. The new equipment may enable to open new accounts but it shouldn't be a give away to existing business. Your pricing system must always distinguish between actual sales relationships—it cannot be a one size fits all mechanism.

Working Off the Clock

In the case where you find an employee performing off-the-clock work, even if you didn't authorize or permit it, you are required to compensate them for the time that the employee is "suffered or permitted" to work. To prevent this kind of behavior from occurring in the future, it is perfectly permissible to create and enforce a policy stating that employees are not permitted to perform work off-the-clock (including checking e-mails and voicemails), while on vacation, or taking any other kind of paid or unpaid leave. While you can't withhold pay for time worked, you can hold employees accountable to the off-the-clock work prohibition policy by disciplining for any violation. Employers can take steps to prevent off the clock work by having a clear understanding of which employees are covered by the FLSA, establishing clear, written "work time" policies, closely monitoring work time, and training all employees about off-the-clock work.

Thought for the Week

The right word may be effective, but no word was ever as effective as a rightly timed pause.

... 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-March Activities

<p>Jan. 10</p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> BWB</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: <small>see locations at right</small></p>	<p>BREAKFAST WITH BOB AND LESLIE TOO! Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>"ALL WE NEED IS MORE SALES"</p> <p>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?</p> <p>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!</p> <p>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Jan. 10th – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Jan. 11th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Jan. 12th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91324</i> <input type="checkbox"/> Jan. 17th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Jan. 18th – <i>Norm's • 11001 West Pico Boulevard • Los Angeles 90064</i> <input type="checkbox"/> Jan. 19th – <i>West Bistro (Formerly Breakfast Club of LB) • 3900 Atlantic Ave. • Long Beach 90807</i>
<p>Nov. 30</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> HOLIDAY</p> <hr/> <p>5:30 – 9:00 pm</p> <p>Cost: <i>Before 11/23</i> \$35/members <i>(after \$45)</i></p> <hr/> <p>Location: <i>Hotel Fullerton</i> <i>1500 S. Raymond Ave.</i> <i>Fullerton, CA 92831</i></p>	<p>PIASC HOLIDAY PARTY <i>Double the Cause, Double the Feel Good</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</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>Dec. 10 <i>thru</i> 11</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> DHC</p> <hr/> <p>10am-4:00 p.m.</p> <p>Cost: \$25 \$80/pack of 4</p> <hr/> <p>Location: <i>Int'l Printing Museum</i> <i>315 W Torrance Blvd</i> <i>Carson, CA 90745</i></p>	<p>DICKENS HOLIDAY CELEBRATION <i>at The International Printing</i> Contact: Mark Barbour, (310) 515-7166, mail@printmuseum.org</p> <p>Celebrate the holiday season in style as the Museum is transformed into Fezziwig's warehouse, replete with Victorian decorations and Dickensian characters. Get the chance to tour the fascinating collection of working antique printing presses, and print your own holiday gift cards & gift tags with real Victorian printing presses. A unique Christmas keepsake for a special loved one! Guests will also be serenaded by the 1895 hand-cranked player organ, and Queen Victoria's court musicians The Victorian Roses, all while munching on a holiday lunch of English bangers, gingerbread, and, punch. The highlight of the celebration is an interactive theater presentation by Charles Dickens himself who retells his famous Christmas Carol using audience members as part of the cast. Admission includes tours, printing activities, play, and holiday lunch. Reservations required for play attendance (play not advised for children under 10), though all of the activities in the Museum's galleries are suitable for all ages. For reservations or more information: printmuseum.org/dickens</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	12/10-12/11 Dickens Holiday Celebration	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	12/13 AMALA: Content Creation & Distribution	Edmunds, Santa Monica		amalosangeles.org
	1/14 Ben Franklin's Electric Birthday	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org
	4/8 Kids Crazy Krafts Day	International Printing Museum, Carson	Mark Barbour	mail@printmuseum.org

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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.

Feb.
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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 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.**

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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 CONFERENCE
Contact: www.presidentconference.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.

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.

Get Them On Board

Some managers give orders to their employees and expect instant obedience, but smarter managers know workers will be more effective if they actually want to do what they're asked. Here are some pointers for persuading workers to follow your lead:

- **Analytical workers.** Employees who care about the facts, just the facts, won't be swayed by emotion. They want hard data. Prepare to win them over by doing your homework and being ready to answer their questions.
- **Fearful workers.** Some people are fearful of any kind of change. They'll be the hardest to bring on board during periods of upheaval. Plan ahead for their resistance by emphasizing what won't change—job titles, assignments, salaries, reporting relationships, product lines, or anything else that will remain blissfully familiar.
- **Go-get-'em workers.** Although some people want things to remain just as they are, others are driven to look for challenges. Sell them on your news, whatever it may be, by emphasizing the proverbial mountains to climb and oceans to cross and challenging these willing workers to rise to the occasion.
- **Skeptical workers.** Your staff skeptics won't believe anything unless they see it for themselves—or someone

they trust endorses it. To convince these individuals of the beauty of your plans, enlist the help of other key players in your department or organization. Who are their mentors? What senior executives or industry analysts carry the most clout? Which employees are viewed as departmental leaders? Get these individuals on board, and they'll help you win the rest.

- **WIIFM workers.** Finally, you have those workers who see every issue in terms of "What's in it for me?" The quickest way to their hearts is by highlighting the benefits and rewards of your proposal.

How Will They Deal With Trouble


To learn how applicants cope with pressure from irritating co-workers or customers, try this interview question: "Who was the most difficult person you've worked with, and how did you manage it?" Listen for the type of person who causes problems for the applicant. How much does the applicant seem to cause his or her own problems? Then examine applicants' solutions. Were they successful? Innovative? Applicable to your organization?

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.



**PRINTING
INDUSTRIES
OF AMERICA**

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or 808.9990 for area codes: 213, 310,
619, 714, 818, & 951

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

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Fax numbers:

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



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RECYCLABLE. RENEWABLE. SUSTAINABLE.

