



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 18, 2017

Happy Holidays

The Officers, Directors and staff of the PIASC family (Association, Benefit Trust, Insurance Agency and Credit Union) wish you, your family, and your people a safe and joyous holiday. We also look forward, with you, to the new year of 2018 which should bring renewed growth to the economy and our industry. As is its custom, *Update* will take a one week vacation after this issue.

Holiday Hours

The offices of the Association, Benefit Trust, Insurance Agency and Credit Union will be closed for the holidays on Monday, December 25th; Tuesday, December 26th and Monday, January 1st (however the Credit Union will be open to serve you on Tuesday, December 26th).

Thank Them

At this holiday season, we should take the time to recognize and thank all of those who have made our business possible. First, to the efforts of everyone in the plant and office who were willing to work as long and as hard as it took to get out the work on time and right the first time. Second, to the customers who supported us with their orders and their checks. Finally, to our families who accept that running a small business is more than a full-time job.

Thoughts About The Future

As you close out 2017, it's logical to consider the future of your firm. It may continue on as it has been in the recent past with constant striving for new clients, consideration of the impact of digital everything, and modest growth. On the other hand, it may be worthwhile to consider a major change. This may involve the acquisition of another similar, but smaller firm, opening the door to additional sales that will improve the utilization of your existing plant along with growing profits. Or, you might conclude that your firm is that ideal acquisition target. A properly structured acquisition can and should be a win for both buyer and seller. The first step along this path is to identify the firm(s) that seem like a possible fit. Generally, these are firms that are in the same business, dealing with the same sort of clients, as their combination will make possible the overhead elimination that will drive profits. Given this, it's likely that whether you're the buyer or the seller, you already know the most likely



prospects. One of the steps in thinking about the purchase or sale of a business is that it's fundamentally different than buying or selling a house. A house is a hard asset, with a reasonably ascertainable value, that enables the purchase to be financed by a third party, thus the deal is usually cash on close to the seller. A printing business is a soft asset as its value generally lies in its book of business. Neither buyer nor seller can guarantee that the clients will continue to buy printing from the new firm. As a result, deals are usually partially seller financed and include a component based on retention of future sales. If you'd like to talk about this process, call Bob at Ext. 214 (email: bob@piasc.org).

Catching The Dropped Ball

Printing is a complex, custom manufacturing process with a myriad of opportunities to go wrong. From the client giving us a file with a glaring error that nobody spots until the job is delivered, to a mailing sent to the wrong list and everything in between. After the mess happens, a lot of money can be wasted and client ill-will created. The best protection against bad outcomes is to avoid them from happening at all. The core of this process is that everyone who touches the job should look at it—does the copy look right? Does it make sense? Will the job layout correctly? Have we double checked the mailing instructions? Making this happen in your firm requires a real culture shift and serious thought from management. Some firms have successfully implemented a "save of the month" program, that gives a reward to the person who sees and reports a problem before it becomes a disaster.

Thought for the Week

The only impossible journey is the one you never begin. ~ Anthony Robbins

Upcoming National Events Calendar 2017	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
	1/25	Webinar: Making the Needle Move: Selecting Metrics that Drive Results		Sam Shea	412-259-1747	sshea@printing.org
	2/22-2/24	Graphics of the Americas	Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009	gabe@flprint.org
	3/4-3/6	Presidents Conference	Hyatt Regency San Antonio, San Antonio, TX	Adriane Harrison	412-259-1707	aharrison@printing.org
3/18-3/21	TAGA Annual Technical Conference	Sheraton Inner Harbor Hotel, Baltimore, MD	John Bodnar	412-259-1706	jbodnar@printing.org	

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

PIASC January-February Activities

<p>Jan. 13 <i>thru</i> 16</p> <p><small>To register visit cmc.printing.org</small></p>	<p><small>Event Number</small> CC2018</p> <hr/> <p><small>Cost: \$995/ members \$1,195 non-members</small></p> <hr/> <p><small>Location:</small> Hyatt Regency Mission Bay San Diego, CA</p>	<p>2018 COLOR CONFERENCE Contact: www.presidentsconference.com</p> <p>Color 2018 is where you'll find the best, most practical and in-depth information from the best minds in color—and gain knowledge that will strengthen your competitive edge. This year we have more than 40 in-depth sessions lined up across five distinct tracks—Brand & Design, Print & Production, Emerging Technology, Standards & Research, and Sponsor Technology. Whether you're a creative, brand professional, production specialist, or a color management expert, there will be sessions that are well-matched for you at this year's conference.</p> <p>Visit cmc.printing.org for more!</p>
<p>Jan. 18 <i>thru</i> 19</p> <p><small>Check here to REGISTER for this event</small></p>	<p><small>Event Number</small> SD31</p> <hr/> <p>9:00-2:00 p.m. <small>Cost: FREE</small></p> <hr/> <p><small>Location:</small> Advantage, Inc. 1600 N. Kraemer Blvd. Anaheim, CA 92804</p>	<p>31ST ANNUAL SURPLUS DRIVE <i>at Advantage, Inc.</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>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.</p> <p>Distribution of surplus to instructors will take place at Advantage, Inc. on Saturday, January 20, 2018, at 9:00 A.M.</p>
<p>Jan. 20</p> <p><small>Purchase tickets at: www.printmuseum.org/birthdaytickets/</small></p>	<p><small>Event Number</small> IPMBFBC</p> <hr/> <p>11a.m. & 1p.m. <small>Cost: \$12 \$10 Students & Seniors</small></p> <hr/> <p><small>Location:</small> Int'l Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</p>	<p>BEN FRANKLINS ELECTRIC BIRTHDAY CELEBRATION <i>Presented by the International Printing Museum</i> Contact: Mark Barbour, (310) 515-7166, mail@printingmuseum.org</p> <p>The first show is a special family-friendly show at 11 am. Great for kids of all ages and families! Join Ben Franklin as he details his life in colonial America, his inventions and experiments. He will also have a surprise birthday visit by some of his American Revolutionary War friends like Adams, Jefferson, Washington and others for a fun interactive question and answer period with the audience!</p> <p>Another show is at 1 pm geared more towards adults with Franklin reviewing his life, inventions and politics. This show will also be visited by some of his American Revolutionary War friends. After a 15 minute intermission following the 1 pm show, attendees of both shows are invited at 2:15 pm to a special Q & A session with all the Revolutionary personalities about their lives and times.</p> <p>The Museum will be open from 10:00 AM until 4pm; special tours and hands-on demonstrations in the Museum's galleries can be enjoyed before and after the Dr. Franklin Show in the Museum's theater. Come join the fun and thank the dear Doctor yourself for all that he has and continues to do for America!</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 2018	1/26	Grc Career Day	San Luis Obispo	Ising@calpoly.edu	805-756-2645
	3/22/18	AAF-OC Addy Awards	Balboa Bay Resort, Newport Beach	Aafoc.org/events	
	4/19/18	Grc Career Day	San Luis Obispo	Ising@calpoly.edu	805-756-2645

<p>Jan. 26</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> LL</p> <hr/> <p>10:30 a.m.</p> <p><i>Cost: FREE / member \$299/ non-member</i></p> <hr/> <p>Location: <i>on your computer</i></p>	<p>FYI WEBINAR: LABOR LAW UPDATES FOR 2018 <i>Presenter: Kristine Kwong, PARTNER, Musick, Peeler & Garrett LLC</i> Contact: Emily Holguin, Ext. 262, emily@piasc.org</p> <p>The webinar will cover new laws regarding harassment, discrimination and retaliation claims and:</p> <ul style="list-style-type: none"> • Ban on applicant salary history inquiries • NEW parental leave law • Immigrant worker protections & CFRA rights expansion • NEW Mandatory sexual harassment training topics • CA joint liability for subcontractor's unpaid wages & fringe benefits • Mandatory e-filing with EDD • Workers' Compensation Medical treatment due to terrorist attacks • Transgender rights posting • CA minimum wage increases
<p>Feb. 7</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> SSSWC</p> <hr/> <p>10:00 a.m. & 1:00 p.m.</p> <p><i>Cost: Members: FREE with RSVP</i></p> <hr/> <p>Location: PIASC 5800 S. Eastern Ave., 4th Floor Los Angeles, CA 90040</p>	<p>STRATEGIES FOR SAFETY & SAVINGS: WORKERS' COMP <i>Speaker: Jan A. Beaver, VP Risk Advisors</i> Contact: Vanessa Davila, Ext. 284, vanessa@piasc.org</p> <p>HIGH EX-MOD? Do you feel at the mercy of the workers' compensation system? How about feeling like you have no control over the premiums you pay or how the insurance company is managing an employee's injury? PIASC Insurance Services is holding an informational session on Safety & Risk control.</p> <p>These sessions will include:</p> <ul style="list-style-type: none"> • Information for those who have the responsibility of risk control, safety compliance or employee injury management. • Define the "mysterious" line of insurance and provide you with insights and best practices that help you contain costs and ensure injured employees return to work as soon as medically possible. • Modification factors, pre & post employee injury management best practices • How to gain support from employees to promote workplace safety
<p>Feb. 16</p> <p><small>Download entry form at www.piasc.org</small></p>	<p><small>Event Number</small> C4ED</p> <hr/> <p><i>Cost: PIASC members first entry is FREE! (when more than one entry is submitted)</i></p> <hr/> <p>Location: PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040</p>	<p>14TH ANNUAL PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>Printing Industries Association, Inc. of Southern California proudly presents "Call for Entries" for the 14th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it's Best of Category, People's Choice 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.</p> <p>Start gathering your best pieces from 2017 today! Save the date for the Call for Entries deadline on Friday, February 16, 2018.</p>

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The Dropped Ball Opportunity

In the past, printing lived in a world where clients produced copy and supplied illustrations which the printer had to set in type, proofread and then put into a form with engravings of the illustrations making provision for multiple colors where wanted. We now live in a world where clients give us files with all of this already done (hopefully). We do have to preflight the files just to see that they will work, but the process is detached from the actual content. When the client has done something wrong, it is easy to miss it. Then, when the job is delivered with the glorious error, we do not have a happy client even though it's their fault. This reality suggests a way to distinguish our service from that of our competitors. If we become focused on the content, we can credibly boast that buying printing from us protects them from messes. When you think about it, it really saves you money, because if there's an error and we miss it, they'll want us to reprint the job for free or at a heavy discount. Taking this a step further, begin seeing accident-prone clients as a profit opportunity. There's the client who knows more about printing than we do, delivers every file in perfect condition and has two weeks to get a two-day job, and doesn't even have to pay for the paper if they shop a bit. On the other hand, if we can take the mess that the other kind of client has created, turn it into a great piece and deliver it in a timely manner, price is no longer important or even discussed—just get it done!

Print MIS

There are a large number of MIS systems on the market that propose to address the management needs of a printing business. Most of them are expensive and frequently, in the name of accuracy, come with even more expensive shop floor data collection systems. Once installed, a substantial amount of time and effort is required to analyze and (perhaps) act upon the information collected. Before you leap off this bridge and buy the latest and greatest MIS system, it's useful to identify what it's intended to achieve. The list of possibles usually includes making estimating more accurate, i.e. estimates will better reflect what actually happens in the plant. That might be useful were it not for the reality that the estimates usually drive the pricing process and include all of the overhead of plant and equipment. If the input from the MIS system showed that the estimates were 5% low and they were adjusted upward, the most likely result would be a noticeable drop in sales. Conversely, if the estimates were 5% high, we should be enjoying a larger margin on existing sales and can consider being more competitive with our future pricing. Another possible use of the MIS data would be the identification of plant inefficiencies. The challenge here is that many inefficiencies are due to kinks in the workflow—we're waiting for plates, paper, OKs, etc. which are due to the right things not being in the right place at the right time.

See our e-Classifieds section on the web at www.piasc.org.



DECEMBER
Member Discount
of the Month

Make their holiday wishes come true this year with the perfect gifts from Apple.



Members in good standing receive exclusive savings on select Apple and third-party products.

Visit www.piasc.org/registration/apple.aspx, enter your PIASC account number, and start shopping. Questions? Contact Kristy Villnueva at 323.728.9500 Ext. 215, or email Kristy@piasc.org.

Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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Advancing Graphic Communications

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