

## PIA 22nd Paper and Substrate Show, “Luck of the Paper”

Step into a realm in which every page holds the promise of good fortune and creative magic! Take advantage of the “Luck of the Paper” to join us for an enchanting celebration where each sheet unfolds a story waiting to be written. Embark on a journey through the pages of luck and imagination, letting the emerald hues of Irish inspiration guide you as we toast to the endless possibilities that lie within each paper and substrate.

Don't miss this opportunity to immerse yourself in the latest trends, cutting-edge technologies, and sustainable practices shaping the future of the paper industry. Enjoy the elegance of paper-themed décor. Connect with industry leaders, paper enthusiasts and fellow creatives. Forge new collaborations and partnerships in an atmosphere buzzing with the luck of shared ideas. And be sure to indulge in a delightful culinary experience, letting the music and entertainment add an extra touch of magic to your evening.

Pre-registration is required, as space is limited.

**When:** Thursday March 28, 5:30 pm – 9:00 pm

**Where:** Andrei's Conscious Cuisine Event Center, 2607 Main Street, Irvine, CA 92614

**Register at:** [www.piasc.org/papershow](http://www.piasc.org/papershow)

**Fee:** Free for Members, \$35 Non-Members, \$10 Students/Designers. Includes valet & food.

Questions? Contact Karissa Melara at (323)728-9500 Ext. 210 or [karissa@piasc.org](mailto:karissa@piasc.org).



### 2024 Exhibitors:



## BUSINESS MANAGEMENT

## Bill's Short Attention Span Sales Tips: A Different Sales Approach

I don't think this is an original thought, but my friend Kelly Mallozzi often says, “If you keep doing what you're doing, you will keep getting what you're getting.”

Entering a new year, we make pledges and promises. We set goals. The common denominator comes down to one word: Different. That is, what will you do this year that is different from what you did last year?

In answering this question, your mind might go to sales activities: more calls, more new business, etc. Or, you might think of your target market differently and go after a different kind of account or a different sized company. What I am suggesting is you get more basic than that.

I want you to re-frame WHAT you do and think of it in a completely different manner.

Start here...

Someone asks what you do for work. What is your answer? Is it, “I sell print/signage/labels/promo...?” Are you a bit more grandiose and say, “I am in the graphic arts”?

While that is your job, it's not what you actually do. What you do is to help your clients grow. You help customers find their customers. You help them differentiate. You solve problems. You find solutions. It just so happens the tools used to solve these problems are print/signage/labels/promo.

Why is this even a thing? Why is it important?

Because people who sell print/signage/labels/promo quote numbers, sell on price and have temporary client relationships. Those who see what they do in a different light sit at the “Cool

Table,” consult with clients and win their orders based on ideas. Their opinions are sought after. They form life-long bonds with customers.

You are one simple mind-shift away from joining them.

So, I will ask you again, What do you do?

Source: Bill Farquharson, *The Sales Vault*, <https://SalesVault.Pro>.



## MEMBER NEWS

## Employee Spotlight: Jamie Bengard, Controller

You might say that printing is in Jamie Bengard's blood. Jamie grew up in the printing industry, often spending time at her family's printing business. She officially joined the company in 2002, working in multiple facets of operations. In 2009, after graduating from Chapman University with an MBA, Jamie was promoted to Controller, a position she held for over a decade.

In 2020 Jamie happened to call Lou Caron, PIA's President/CEO, for guidance and advice on ceasing manufacturing operations. “Lou gave me his advice,” Jamie recalls, “and then, in typical Lou fashion, he started asking me some questions. As it turns out, one of his employees was retiring, and he asked me if I would be interested in the Controller position at PIA when I was done with my current job. I was ready for a new challenge, and I realized that this was a perfect fit. It was also a fun way to come first circle. According to family lore, my grandfather was introduced to the printing industry by PIA's original president!”

One thing that Jamie brings to the PIA team is an appreciation of the value that PIA provides to its members, from the point of view of having been the Controller of a long-time PIA member. “I think we used all the services that PIA

offers,” Jamie declares. “From commercial insurance and HR services to health insurance and employee benefits, discounts at UPS and other vendors, and more, we made full use of our PIA membership.”

### As Controller, Jamie has wide-ranging responsibilities

Jamie is not “just” Controller for the Association itself, as there are four organizations under the PIA umbrella. As Controller, Jamie manages all aspects of finances for the Association as well as PIA-SC Insurance Services, the Printing Industries Benefit Trust (PIBT) and the International Printing Museum. In addition, Jamie works with our third party administrator to run the Graphics Communication 401(k) Plan, which is PIA's multiple employer plan that serves the needs of many of our members, and she supervises a team of three.

### Jamie is also available to help your business succeed

One of the many benefits of your PIA membership is that access to a wide variety of business experts is included as part of your membership dues. While Jamie is our Controller, she is also available to act as a consultant for you.

What types of questions and issues can Jamie help you address?

- **401(k) administration questions** – “Members who are part of our multiple employer plan call to ask about how to deal with specific situations,” Jamie shares. “Is this particular employee eligible for the Plan? How do we deal with loan processing? How do we handle certain types of payroll deductions for 401(k)s? And so forth.”
- **Sales tax questions** – In California, for example, there is a tax exemption for “printed sales messages.” Jamie can help you clarify how this tax code might apply to a particular job. Nationwide, Jamie explains, “the 2018 South Dakota v. Wayfair Supreme Court decision created a lot of regulations regarding sales taxes on goods shipped out of state. It used to be that no one charged sales tax on these jobs. Now there's a group of states that want to collect their state's sales tax on goods coming in from elsewhere. However, there are transaction and volume thresholds that apply, and things can get confusing.”
- **Payroll questions** – If you use a third-party payroll processor, your best bet is to call them. But if you

process payroll internally, Jamie has hands-on experience with this and is available to answer your questions. “I'm pretty familiar with all the rules and regulations regarding what California requires,” Jamie says, “such as how last payrolls are paid out, as well as payroll taxes and the state and federal filings.”

- **Sales commission questions** – Most printing companies have commission agreements with their sales people. When questions arise regarding these commissions, Jamie can help.

“One of the great things about Jamie,” observes Kristy Villanueva, Director of Member Services, “is that she understands the printing industry. As a PIA member you can call her, knowing that she understands your business and speaks ‘printing lingo.’ Whether you don't have someone of Jamie's caliber on your payroll or you have a question that's outside the expertise of your internal staff, you can think of Jamie as being part of your team.”

Jamie can be reached at [Jamie@piasc.org](mailto:Jamie@piasc.org) or 323.728.9500 ext. 253.

# An Offer Letter They Can't Refuse

It's hiring time! You've reviewed the applications, interviewed lots of fascinating people and are ready to extend an offer. You've worked hard to get to this point, not only to find the right person, but also to sell them on the job. You're probably both excited and nervous. You call the candidate, extend the offer and give them a set time in which to make their decision.

After the call, you follow up with the formal offer letter. This part is no less important than everything that's come before. According to a Glassdoor survey (see [bit.ly/CandidatesReject](https://bit.ly/CandidatesReject)), 1 in 6 job offers are declined. An offer letter can reaffirm to the candidate that accepting the offer is the right decision, but it can also give them pause and cause them to question the wisdom of accepting. A letter with poor grammar or typos, confusing sentences, details not previously discussed or a tone at odds with the culture you've conveyed so far may speak to a lack of professionalism and scare them away. But a clear, polished, accessible letter that shines can help make their decision to accept an easy one.



## Good practices when drafting the letter

As you start writing, keep the following in mind:

- Provide a warm welcome. The letter should communicate your excitement about the individual joining your organization.
- Consider starting with a template—but make it your own.
- Make sure the letter's voice, tone and style match your culture and brand, as well as the experience the candidate has had during the recruitment process. Playful or formal, the letter should be an extension of your company's culture.
- Avoid jargon, legalese and other terminology the candidate may not understand. The letter should be clear, concise and easily digestible, communicating all the relevant information the candidate needs to make a good decision, but without overwhelming them.
- Remember, you're still selling the role and you haven't yet closed the sale. Use this opportunity to highlight the importance of this role to the organization and the advantages it will bring to the candidate if they accept. You want them visualizing themselves in the role and feeling excited about it.

## Details to include in the letter

We recommend including the following key elements:

- Job title and general description. The full official job description may be best sent as an attachment, however.
- Logistics such as start date, work schedule, work location, whether the role is full or part time and whether it's exempt or nonexempt.
- Reporting structure as applicable, including their manager's name, title and contact information.
- Any contingencies such as passing a drug screening and background check prior to the start date.
- Compensation, including base pay rate, pay periods and any bonuses or commissions they may be eligible for.
- A brief overview of benefits and a timeline of when they become effective. You can include an attachment with additional details, including coverage and costs.
- A statement that the employment relationship is at-will (if applicable).
- Instructions on how and by when to accept the offer.

Close your letter by sharing your excitement for them to join!

## Steps to take before you send the letter

When you've finished drafting the letter, don't send it just yet! Ask a few others in your organization to review it for grammar, spelling, readability and brand consistency. Don't let your good news be overshadowed by avoidable mistakes.

We also recommend having an attorney or internal HR professional sign off on the letter. Offer letters are not meant to be legal documents, but that doesn't mean there aren't legal implications. It's best to avoid accidentally creating an employment contract, making promises you can't keep or inserting discriminatory language.

Consider making the final version into a template for others in your organization to use. They'll likely appreciate the time you've saved them.

Once the letter is ready, send it out and then take a moment to smile. Whether the candidate accepts or rejects the offer, you've done what you can to define and sell the role. Be proud of the work you've done. Even if the candidate rejects the offer, you've got an easily revisable letter draft ready to go.

Source: [HR|BIZZ](#)

## CONTACT US

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## CLASSIFIED

### FOR RENT:

Office space available at commercial printer in Huntington Beach, CA. Perfect for print broker or designer. 3 offices + bathroom (approx. 400 sq ft). Separate entrance and parking. Please contact Eugene Schilhab at (714) 824-2254 or [print@qualityprintingservices.com](mailto:print@qualityprintingservices.com).

### FOR LEASE:

17,480 SF, at 7738 Scout Avenue, Bell Gardens, CA. Has heavy power (great for a printing company!) and a large, secured yard. Please contact Lui Salazar (626) 818-0444 or [lsalazar@daumcommercial.com](mailto:lsalazar@daumcommercial.com).

GRAPHICS  
2024 NIGHT

GOLDEN IMPRESSIONS

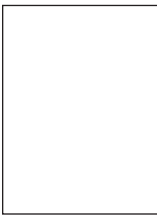
Richard Nixon Presidential Library and Museum

PIASC.ORG/GRAPHICSNIGHT

May 2<sup>ND</sup>

Yorba Linda, CA

Services for Graphic Communications



5800 S. Eastern Ave., #400  
Los Angeles, CA 90040



Services for Graphic Communications

Events  
CALENDAR

● Capitalize on Wide-Format Printing: Master Class  
MARCH 5, 12, 16 AND 28, 2024  
11:00 AM - 12:00 PM PT  
Online  
[www.piasc.org/events](http://www.piasc.org/events)

● Gaining & Maintaining Brand Loyalty: A 4-Part Webinar Series  
MARCH 5, MARCH 19, APRIL 2 AND APRIL 16  
10:00 - 11:00 AM PT  
[www.piasc.org/events](http://www.piasc.org/events)

● Provide Customer Service with Care: Master Class  
APRIL 30, MAY 7, MAY 14 AND MAY 21, 2024  
11:00 AM - 12:00 PM PT  
Online  
[www.piasc.org/events](http://www.piasc.org/events)

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		
FOR FULL LIST OF EVENTS, PLEASE VISIT <a href="http://WWW.PIASC.ORG/EVENTS">WWW.PIASC.ORG/EVENTS</a>						

- Paper and Substrate Show  
THURSDAY, MARCH 28  
5:30 - 9:00 PM PT  
Irvine, CA  
[www.piasc.org/papershow/](http://www.piasc.org/papershow/)
- Graphics Night  
THURSDAY, MAY 2  
Yorba Linda, CA  
5:30 - 9:00 PM PT  
[www.piasc.org/graphicsnight](http://www.piasc.org/graphicsnight)

Native News

Services for Graphic Communications

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Feature

Business Management

Member News

Human Resources

PIA 22ND PAPER AND SUBSTRATE SHOW, "LUCK OF THE PAPER"

BILL'S SHORT ATTENTION SPAN  
SALES TIPS: A DIFFERENT SALES APPROACH

EMPLOYEE SPOTLIGHT:  
JAMIE BENGARD, CONTROLLER

CAN I OFFER LETTER THEY CAN'T REFUSE