

Jan Gottesman Selected as the 2024 Executive of the Year

PIA has announced the selection of Jan Gottesman, President of Kelly Spicers, as the PIA 2024 Executive of the Year.

“Jan was chosen for this honor,” says Lou Caron, PIA President/CEO, “because of the significant impact that her work has had on the graphics communications industry. From serving on industry organization boards and mentoring women executives coming up in printing to supporting PIA’s programs and so much more, Jan always says ‘yes, count me in.’ She is a well-respected voice across the industry, known for her integrity, innovation, hard work and dedication.”

Although Jan has spent her entire professional career in the paper industry, she never intended to follow in her father’s, grandfather’s and great-grandfather’s footsteps in this way. But

then, after earning her bachelor’s degree from Humboldt State University, Jan received a great opportunity to start her career in sales and marketing for Atlanta-based Neenah Paper. The rest is history. After leading one of the industry’s most iconic fine paper product marketing efforts at Neenah, Jan moved to Kimberly-Clark Professional, where she was Director of Tissue and then Director of Global Strategy.

Jan became president of Kelly Paper in 2007. After being named president of Spicers Paper in 2011, she led the two companies through their 2012 acquisition by Central National Gottesman Inc. Under Jan’s leadership Kelly Spicers has become a market leader in paper distribution, and she has grown the company’s other offerings as well.

Jan was a member of the PIA Board from 2015 to 2020, was the first female chair of the Sappi Merchant Advisory, and has served on the boards of the National Paper Trade Association

(NPTA), Paper & Packaging Board and Domtar Merchant Advisory as well. In 2022 Jan was awarded the paper industry’s highest honor, the Stanley O. Styles Industry Excellence Award.



BUSINESS MANAGEMENT

Bill’s Short Attention Span Sales Tips

Best Sales Advice for a Newbie

My wife and I recently had dinner with some good friends and accompanying us was their son, a recent college graduate, and two of his former roommates.

One of those friends was in sales and we got talking. He asked me, “If you could give me one piece of advice, if you could think of one thing I should focus on or learn that would make me successful, what would it be?”

I had a number of responses ready by the time he finished his question:

- “Stay curious. Keep asking that question and others like it.”
- “Network. Build relationships.”
- “Become a student of sales. Continually study your craft. Continually improve.”

Someone else at the table gave their \$0.02 worth and it gave me a chance to rethink my initial answer (for the record, I was going to say, “Network. Build relationships.”) Here is what I told him:

“Learn how to read people.”

Malcolm Gladwell wrote a book called Blink. In it, he talks about “thin slicing,” the act of making quick decisions based on little information. Good salespeople quickly ascertain the personality type of the person they are speaking with — whether they do it consciously or not — in order to determine whether or not they are a good prospect.

It’s a huge time saver.

We all have a target market. Most of the time when you hear that phrase, you think of the size of the company or the type of industry. But it is important to understand we have a personal target market as well.

Time Management is a Bag of Flour

You are sitting at your desk performing a task of some kind and an idea comes to you. You write it down. Getting back to that task, you are reminded of a thought that came to you while you were driving earlier in the day. You write it down. The day’s production meeting starts and new procedures are introduced. That means you’ll have to put some time into learning a new workflow system. You write yourself a reminder.



This kind of innocent activity is common for most of us. Seemingly by itself, a task list grows until there’s no more room to write on the piece of paper. Suddenly, you are buried in to-do’s, each an additional mental burden.

While you are able to whittle away at some of these add-on tasks, you feel frustrated at the end of the day because you did not get to any of the original priorities you had established while planning your day.

Think of this scenario as a bag of flour dropped on the floor. At the center of this kitchen disaster there is a pile, while all around in every direction is a cloud of white. In the end, only the mess in the middle is in any way salvageable. But you can’t get to it until you clean up around it.

Look, there is nothing wrong with capturing these fleeting thoughts before they wisp away, but we cannot let them derail our day as they do. Go ahead and write them down but keep them separate from the day’s agenda. With very few exceptions, nothing is as urgent as it seems. Most of these wayward thoughts can wait.

Let them.

Work your task A-List as you would normally. That will give you an important sense of completion before you move on to List B.

And hand me the broom, will you? There is some clean-up to do.

Avoiding the Price Objection

Not all price objections occur in the bidding process.

A long-time customer calls you. As you look at the Caller ID, you smile. But that smile quickly fades as you pick up the phone and hear, “We need to talk about the prices you are giving us.”

Rut-roh!

While you might expect to hear a client say, “Your price is too high” when you are going up against other vendors and you might even have a defense for that (especially if you have heard me address this issue in previous sales tips), it is unusual for an existing account to

suddenly and out of nowhere bring this subject up. When this happens, there is only one conclusion...

You’ve screwed up.

The best way to beat the price objection is to avoid it altogether. That is your takeaway today:

Avoiding the price objection is a matter of reminding a happy client why they should be happy.

For example, if a difficult delivery deadline was met successfully, remind them. If a mailing had a particularly high response rate, point it out. It is your job and your responsibility to let your customer know how well you are doing, how your solutions are impacting their business, and ultimately, why they are buying from you and not someone else.

Achieving this might simply be an e-mail to the client summarizing the details of the job and highlighting key success points. Or maybe it’s a follow up phone call—a sales rarity—where you check in to make certain everything went well at the trade show the customer just returned from.

Picture someone from accounting walking down the hallway with a piece of paper in their hand. Walking into the CEO/President’s office, they say, “I think we could save a lot of money on our print/signage/promo/label/packaging spend.”

If you have not taken the time to head off this objection, get ready to explain why you are suddenly able to cut prices. That’s an ugly and difficult conversation to have.

Avoid it by taking action now.

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

GOVERNMENT AND LEGISLATIVE

On Our Radar

Proposed regulations and other issues that we’re following:

- **Benefits for striking workers** – SB 1116 is a reintroduction of last year’s failed SB 799, which was vetoed by Governor Newsom. If passed, this bill would provide unemployment insurance benefits for workers who voluntarily choose not to work by striking.
- **Use of AI by employers** – AB 2930 seeks to regulate the use of artificial intelligence (AI) in automated decision tools that make consequential decisions, in order to combat “algorithmic discrimination.” If passed, among other things this would impact the use of AI to make employment decisions regarding pay, promotion, hiring or termination.

Approved regulations and other issues that we’ve been following:

- **Cal/OSHA civil penalties have increased** – For Cal/OSHA citations issued on or after January 1, 2024, the maximum penalties are now \$15,873 for Regulatory and General violations, and \$158,727 for Willful and Repeat violations.



Exciting Changes for our Lobbyist

Since 2018, RJ Cervantes has been representing the graphic arts industry in Sacramento, lobbying to ensure our voices and needs are heard by lawmakers in both houses of the California legislature. In order to provide an even higher level of service to his clients, RJ recently branched out on his own and formed Resilient Advocacy, LLC.

We are very happy to be continuing our relationship with RJ. We are also excited that as part of this new venture, RJ has added an additional person to the team that is now working on our behalf: Mel Gutierrez.

Meet Mel Gutierrez

For the past decade Mel has worked in California government. After starting in an entry-level position with the Assembly Democratic Caucus, she was then hired as a Scheduler and Office Manager for the Assembly Majority Leader. In this capacity, she handled the planning and coordination of events and press conferences alongside overseeing the day-to-day operations of the Leader's office. Mel's people, organization and communication skills were instrumental in ensuring the smooth functioning of the office. Most recently Mel's job further expanded to

also include helping with legislative work. As a Legislative Aide she personally experienced the ins and outs of the bill process.

Mel already has strong relationships within the legislature

Through all of these positions, Mel established relationships with a number of senate and assembly members as well as members of their staffs. This is already proving useful for Resilient Advocacy's work.

"In this industry," Mel explains, "relationships are really the key. People are very busy, and they have extremely compacted calendars. If you already have a relationship with a team or committee member, the chances of getting a phone call or face time to discuss things is much higher. So we are simply adding my relationships to those that RJ has developed in order to create the potential for an even greater level of influence."

Mel and RJ make a great team

Mel's current focus is on doing the background work that frees RJ up to be able to spend more time lobbying on our behalf. Between her previous experience and her skill set, the job is a

natural fit for her.

"Right now," Mel says, "my main duties include keeping close tabs on all the bills we are following – what the bill entails, who the drivers are, when the meetings are to be held, etc. I also coordinate RJ's work and keep PIA and other clients informed about what's happening with the bills and regulations that can impact their industries."

In addition, Mel is our go-to person when any kind of scheduling needs to get done. Whether you are heading to the Sacramento area and want to meet with legislators and agencies while you're there, or need help setting up a plant tour while your legislator is in your area, Mel can help make this happen.

Conclusion

RJ named his new firm "Resilient" because resilience is a quality that he strongly values. He also values a strong work ethic, and this is something that he and Mel share. "We are both ready to do whatever it takes to get what needs to be done, done!" Mel declares. "We are looking forward to ensuring that the graphic arts industry's voice continues to be heard in Sacramento."



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FUTURE WORKFORCE

Recruitment Opportunity: Cal Poly GrC Career Opportunity Day

On April 18 PIA is joining forces with Visual Media Alliance (VMA) to host a members-only Career Opportunity Day for Cal Poly San Luis Obispo's Graphic Communications students. Here's what you need to know...

Why participate?

A common concern we often hear is that printers are struggling to recruit qualified employees. Knowing that our industry's future depends on today's students, this event is designed to help you:

- Showcase your organization to fresh talent.
- Meet and interview potential full-time employees or summer interns who are studying print management, design reproduction, packaging design or UI/UX design.

What's the plan?

Wednesday, April 17

1:00 – 2:00 pm Hotel Check-in

A group discount is available at *The Wayfarer San Luis Obispo, Tapestry Collection by Hilton*. Use code 905.

3:00 – 5:00 pm GrC Department Tour

5:30 – 8:30 pm PIA/VMA Hosted Dinner

Thursday, April 18

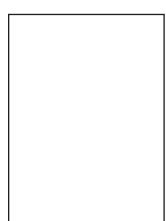
7:00 – 9:00 am Member Set-up

9:00 am – 1:00 pm Career Opportunity Day

How do you register?

The suggested donation for participating companies is \$250, all of which will go directly to support the school's Graphic Communications department. Participating companies get one six-foot table and can have two representatives at the event.

To register, contact kristy@piasc.org.



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



● **Graphics Night**
THURSDAY, MAY 2
Yorba Linda, CA
5:30 - 9:00 PM PT
www.piasc.org/graphicnight

● **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

● **Cal Poly Career Opportunity Day**
WEDNESDAY-THURSDAY,
APRIL 17-18
San Luis Obispo, CA
To register contact Kristy@piasc.org

● **Krazy Kratts Day**
SATURDAY, APRIL 13
Carson, CA
10:00 AM – 4:00 PM PT
https://bit.ly/KrattsDay24



Events CALENDAR

4	April						
SU	MO	TU	WE	TH	FR	SA	
	1	2	3	4	5	6	
	7	8	9	10	11	12	
	14	15	16	17	18	19	
	21	22	23	24	25	26	
	28	29	30				

FOR FULL LIST OF EVENTS,
PLEASE VISIT
WWW.PIASC.ORG/EVENTS

● **Americas Print Show 2024**
WEDNESDAY - THURSDAY,
MAY 8-9
Cleveland, Ohio
americasprintshow.com

● **Printing United Expo**
TUESDAY-THURSDAY,
SEPT 10-12
Las Vegas, NV
bit.ly/PrintinUnited24

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OPPORTUNITY DAY
POLY GR C CAREER
RECRUITMENT OPPORTUNITY:

FOR OUR LOBBYIST
CHANGES
ATTENTION
SHORT SALES SPAN



Native News