



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 17, 2014

Print's Voice 14

Patent trolls, postal finances and service, tax reform which includes limited deductibility for advertising together with exploding federal regulations demonstrate the irony of "I'm here from Washington and I'm here to help you." This is the time that we need to be heard so that we can help get our country back to growth and away from becoming a third world country. Print's Voice 14 has been put together by Printing Industries of America and NPES (the suppliers association) to give us a chance to do just that. But if only a handful go, it will show the folks in Washington that they can do anything to us and get away with it. Don't let it happen. Go to Washington on May 6th and 7th and tell your story. Registration and info is at www.npes.org/printsvoice14 or call Mark Nuzzaco at (703) 264-7200 (email: mnuzzaco@npes.org).

Volume Is King

At all times there are a small number of printing firms enjoying substantial profits. What makes them stand out is seldom their technology. It almost always is a commitment to fully utilize their plant (24/5 or 24/6). They have done this by having supervisors who can and will see that the jobs are on time and right and a pricing process that focuses on getting as much as possible for the work driven not by their estimating system but by their knowledge of the market. They recognize that while jobs may be mechanically similar, they are being bought by different customers for different purposes. Above all, their managements realize that it's not the percentage margin that counts, it's the total dollars of overhead contribution (sales minus materials, production wages and sales commission) that pays the bills and produces profitability for the firm.

Stand Out

Sales and marketing guru Leslie Groene says:

1. Show you give a care about presentation.

Make sure that every aspect of how you present yourself, from your business cards, to your website, to your social media profile, shows care and effort. Show that you care about your brand, your service and the people you deal with. This manifests itself in the smallest details, more than anything else.

2. Go Where the Prospects Are. How about a trade show where



your prospects might be? You may be the only one from your particular industry in attendance so you can gain access to these prospects. . . or at least pick up lots of leads! One of my clients attended a huge trade show where there were 1,500 exhibitors!

3. Make a Special Delivery. Many clients don't have time for lunch these days...so how about bringing in lunch that will result in a low key way to have an effective meeting? You will discover that folks will come out of their offices to enjoy the food you bring. One of my clients has a favorite gourmet sandwich shop that he told a client all about in advance of his scheduled group presentation. He ordered their sandwiches and then picked them up prior to the meeting. It was a big hit for them and the sales rep!

4. Dress like a pro. This can be elaborated on in two ways. First, dressing like someone who is a professional in your industry in a way that you are comfortable, will make you begin to actually feel the part, and improve and strengthen your own brand in the process. Second, perhaps you want to present your brand in the way you dress and present yourself. Got a favorite color that you might want to wear consistently?

5. Call early or late in the day. One of the ways I follow up with senior-level decision makers is to call either quite early in the morning (say around 7:30am) or late in the day (after 5pm), without leaving a message if I don't get a person. I've found that, by calling at these times, the decision makers are often alone in the office without a gatekeeper, and therefore more likely to pick up calls themselves.

Thought for the Week

Grief can take of itself; but to get the full value of joy you must have somebody to share it with.
.. Mark Twain

Upcoming National Events Calendar 2014

3/23-3/26	2014 TAGA Conference	Sheraton Fort Worth Hotel & Spa, Fort Worth, TX	Mark Bohan	412-259-1782	mbohan@printing.org
3/30-4/1	PIFE Conference	Fairmont Hotel, Dallas, TX	Nick Stratigos	412-259-1750	nstratigos@printing.org
3/30-4/2	Continuous Improvement Conference	Fairmont Hotel, Dallas, TX	Jim Workman	412-259-1710	jworkman@printing.org
3/31-4/2	BIA Annual Conference	Fairmont Hotel, Dallas, TX	Mike Packard	412-259-1704	mpackard@printing.org
5/6-5/7	Print's Voice '14	Washington, D.C.	Lisbeth Lyons	202-730-7975	llyons@printing.org
5/31-6/1	2014 Spring Administrative Meetings	Fairmont Hotel, Dallas, TX	June Crespo	412-259-1778	jrcrespo@printing.org

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

PIASC March—April Activities

<p>Apr. 22</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 Contact: Maribel Campos, Ext. 210, maribel@piasc.org</p> <p>GETTING AND KEEPING THE MONEY For many firms, business seems to be picking up—that's good news. The bad news is that as it does, the cash in the bank dwindles because employees and suppliers want to be paid before you can collect the money from your customers. Because the cash in the bank is the lifeblood of the business (if you don't believe it, see how fast the patient dies if there's no money). The better news is there's lots of little things you can do to keep and build cash which can add up to a big win for you. Join with your friends this month to share how this can be done.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Apr. 22nd – <i>Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</i> <input type="checkbox"/> Apr. 23rd – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Apr. 24th – <i>Brent's Deli • 19565 Parthenia Street • Northridge 91342</i> <input type="checkbox"/> May 13th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> May 14th – <i>Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</i> <input type="checkbox"/> May 15th – <i>Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813</i>
<p>Mar. 19</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> NHFW</p> <hr/> <p>10:00 a.m.</p> <p>Cost: FREE!</p> <hr/> <p>Location: <small>on your computer</small></p>	<p>NEW HORIZONS FREE WEBINARS <i>Getting the Most out of Microsoft PowerPoint 2013</i> Contact: Kristy Villanueva, Ext. 215, kristy@piasc.org</p> <p>Discover the advantages of working with Microsoft PowerPoint to present and deliver information to your audience. You will learn about new features and timesavers to help in your day-to-day work. Discover methods for creating consistent slide decks, sharing presentations and communicating your content with attention grabbing pizzazz. This session is good for beginner, intermediate, or advanced users - everyone will learn something!</p>
<p>Mar. 22</p> <p><small>Register ONLINE at printmuseum.org</small></p>	<p><small>Event Number</small> SOA</p> <hr/> <p>Shows at 2:00p.m. and 7:00p.m.</p> <p>Cost: \$15/ museum members \$12</p> <hr/> <p>Location: <small>International Printing Museum 315 W. Torrance Blvd. Carson, CA 90745</small></p>	<p>THOMAS EDISON & MARK TWAIN'S SPIRIT OF AMERICA <i>Presented by: The International Printing Museum's Luddite Players</i> Contact: Mark Barbour, (310) 515-7166, mail@printmuseum.org</p> <p>Come join us for a Wild West visit with Thomas Edison & Mark Twain in a special two act play in the Museum's Heritage Theatre!</p> <p>Marvel at Edison's myriad of inventions (light bulb, phonograph, mimeograph, etc..) and join Twain and his Frontier Friends like Calamity Jane, Louie Lamont (French Fur Trader/Trapper, Indian Scout and Teller of Tall Tales), along with Allen Pinkerton of the famous police organization plus Laura Ingalls and special surprises! In addition to the show, guests will be able to enjoy before the show and during intermission, special tours and demonstrations of the Ernest Lindner Collection of Antique Printing Presses in the galleries, including Mark Twain's nemesis, The Linotype Typesetting Machine of 1886.</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.

Upcoming National Events Calendar 2014 (cont.)	6/2-6/3	Print Leadership Summit	Fairmont Hotel, Dallas, TX	Lisa Rawa	412-259-1810	lrawa@printing.org
	7/13-7/16	Affiliate Managers Summer Conf.	Breckenridge, CO	David Radziej	651-789-5500	davidr@pimw.org
	9/17	PIA Franklin Luminaire Event	Pier 60/Chelsea Pier, New York City	Vicki Keenan	908-276-4482	vkeenan@pialliance.org
	9/28-10/1	Graph Expo 14	McCormick Place, Chicago, IL	Lisa Rawa	412-259-1810	lrawa@printing.org
	10/9-10/10	Annual Planning/P.A./Exec Comm	The Doubletree Hotel, Pittsburgh, PA	June Crespo	412-259-1778	jcrespo@printing.org
	11/14-11/16	2014 Fall Administrative Meetings	The Doubletree Hotel, Pittsburgh, PA	June Crespo	412-259-1778	jcrespo@printing.org

<p>Mar.</p> <p style="font-size: 2em;">26</p> <p style="font-size: 1.2em;">thru</p> <p style="font-size: 2em;">28</p>	<p><i>Event Number</i> CPVNMW</p> <hr/> <p>8:00 a.m. - 5:00 p.m.</p> <p><i>Cost: \$1490 includes: breakfast, lunch, breaks and parking</i></p> <hr/> <p>Location: <i>Graphic Communication Institute Cal Poly State University San Luis Obispo, California</i></p>	<p>CAL POLY VERTICAL NICHE MARKETING WORKSHOP <i>Speakers: Steven Schnoll, Managing Director, Schnoll Media Consulting and a team of Cal Poly Faculty</i> Contact: Harvey Levenson, (805) 756-6151, hlevenso@calpoly.edu</p> <p>This 3-day program being presented March 26-28, 2014 on the Cal Poly campus in scenic San Luis Obispo, is geared for the progressive graphic media organization seeking to identify unique market opportunities in three growth oriented markets: Non-Profits, Travel & Leisure, and Retail.</p> <p>As graphic media specialists we often hear the claims that new social digital technologies will be the death of traditional forms of marketing. This program realizes that to be successful you need to be where your audience resides and that generally means multiple channels.</p> <p>Noted industry expert Steven Schnoll and a team of Cal Poly faculty will lead you through the niche marketing maze in a smart understandable fashion. The end product will be a concrete understanding and practical executable plan for each segment.</p> <p>Visit the GrCI website for more details and program agenda at http://grci.calpoly.edu.</p>
<p>Mar.</p> <p style="font-size: 2em;">27</p> <p style="font-size: 0.8em;">Check here to REGISTER</p>	<p><i>Event Number</i> GN</p> <hr/> <p>5:00 p.m.</p> <p><i>Cost: \$100 single table of 8: \$800 table of 10: \$1,000</i></p> <hr/> <p>Location: <i>The California Club 538 South Flower St. Los Angeles, CA 90071</i></p>	<p>GRAPHICS NIGHT 2014 Entertainment: "Experience the Extraordinary" with Craig Karges Contact: Ara Izquierdo, Ext. 216, ara@piasc.org</p> <p>Graphics Night is a Celebration of Print! It is a PIASC tradition attended by your industry peers, suppliers, clients, and friends!</p> <p><i>About the Speaker:</i> Our featured speaker is Mr. Craig Karges, an award winning entertainer, a nationally recognized speaker, and author. Craig Karges has made over four thousand appearances in seventeen countries on four continents and in all fifty states. He has also made over forty national television appearances; from the Tonight Show to Larry King Live. Please join us and experience an extraordinary event!</p>
<p>Apr.</p> <p style="font-size: 2em;">9</p> <p style="font-size: 0.8em;">Check here to REGISTER</p>	<p><i>Event Number</i> FACPR</p> <hr/> <p>8:00 a.m.</p> <p><i>Cost: \$60/member \$90/non-member</i></p> <hr/> <p>Location: <i>PIASC Training Room 5800 S. Eastern Ave #400 Los Angeles, CA 90040</i></p>	<p>CERTIFIED FIRST AID & CPR TRAINING <i>Includes Bloodborne Pathogen Training</i> Contact: Rose Dorado, Ext. 231, rosed@piasc.org</p> <p>Cal/OSHA Safety Order Section 3400 states: "In the absence of an infirmary, clinic, or hospital, in near proximity to the workplace, which is used for the treatment of all injured employees, a person or persons shall be adequately trained to render first aid."</p> <p>Printing Industries, through Occupational Safety Training Systems, is offering a four hour seminar in First Aid and CPR and one hour seminar in bloodborne pathogens. Individuals completing the training will receive national two year certification in CPR/First Aid and one year certification in bloodborne pathogens. In addition to compliance with Cal/OSHA safety requirements, this program is an opportunity to have trained persons in the workplace who can deal with basic medical situations or emergencies where well trained response may save a life.</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.

Customer, We Have A Problem

The opportunities for mess ups in printing are immense, ranging from “we’ll deliver a day late” to “we mailed the job with the wrong codes.” When we discover it’s happened, job one is to tell the customer the facts immediately—in person or on the telephone not in an email. Before you pick up the phone, think about the client and the relationship so that you’ll be better prepared to respond to their questions. When the conversation begins, remember that it’s an apology not an excuse or an opportunity to blame someone else. A sincere apology up front defuses most angry responses. You should also have a plan of correction to present: credit, rerun, etc. You may also have to deal with the possibility that the error has damaged the client’s business. If that’s the case, be glad that you have Printer’s E&O Coverage. If you don’t, call Joanne Cadenas at Ext. 256 (email: joanne@piasc.org).

Get Paid

You did the work, now you must collect the money. Smart printers have learned that you bill as soon as you ship (waiting until you get around to billing makes interest free loans to your clients). Then on jobs that are unusually large or had possible problems, you call the client as soon as they get your invoice to confirm whether they received it and ask if there are any questions. If there are questions or problems, resolve them immediately because you won’t get a check until you do. When the invoice is due for payment, call the client and ask for a

check. If they promise to pay, then get a date and note it down. If the promise is broken or you can’t reach them, the time has come to stop wasting your time and move to an escalated solution using outside resources. The sooner the account is placed with a professional, the better chance you have of getting most of your money. Check out the resources under the Collection Services tab of www.piasc.org for help with this.

Paying for Physicals


A member recently called requesting information on who pays for a physical examination for DMV licensing if the employee is required to operate a motor vehicle as a condition of employment (Class B or C licenses). The California Labor Code states any employer who requires, as a condition of employment, that an employee have a driver's license shall pay the cost of any physical examination of the employee which may be required for issuance of such license, except where the physical examination was taken prior to the time the employee applied for such employment with the employer.

For Lease

Need Storage Space, or Offices? Office Space for Lease. Furnished rooms if needed. Common conference room, furnished. Building would be shared with a printing brokerage company in Chatsworth, CA + Warehouse approx 2,500 + Tall Ceiling also available for storage or use. Call Richard if interested at (818) 885-7900.

51,889 SF Corporate Manufacturing Bldg, offices are ready for move in, 24 foot clear warehouse, large manufacturing area, 4,000 amps at 480 volts, employee tax incentives: Anaheim Enterprise Zone, and Freeway close. Call Ted at (949) 697-4533.


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



MARCH

Employers Choice Online, Inc. is a nationwide provider of employment background checks and drug testing services. Screening services have never been more affordable; with a "pay as you go" service. There are no contracts, no sign up fees or no monthly minimums!

PIASC members will receive a 20% discount on both standard and managerial option packages when you sign up.



EmployersChoiceOnline.com
Your Trusted Source For Employment Background Checks

To get started go to bit.ly/ECOPIASC. For more info call Cody Farzad at (800) 424-7011.

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

Telephone Number: (323) 728-9500
or 808-9990 for area codes: 213, 310, 619, 714, 818, & 951

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

Print Access:
<http://www.printaccess.com/piasc>

Choose Print:
<http://www.chooseprint.org>

Fax numbers:

Association	(323) 724-2327
Insurance Agency	(323) 728-0483
Credit Union	(323) 722-8927
Benefit Trust	(323) 722-7386
Collection Service	(323) 724-2368

Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



PRINTING INDUSTRIES OF AMERICA
Advancing Graphic Communications

