



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 15, 2017

SB 562

This bill which has passed out of the California Senate Health Committee proposes a state-run single payer health plan which will eliminate private health insurance, cover all Californians with no premiums to them, no co-pays, no deductibles and no out-of-pocket. The Bill does not suggest how the conservative estimate of an annual cost of \$250 billion will be covered. It is widely expected that, were it to pass the Legislature, that Governor Brown would veto it as the financial impact would be impossible. Observers note that its sponsor, Sen. Lara is expected to run for Insurance Commissioner and that the Bill is an attempt to gather support.

Working Through Lunch

It's obvious that shutting down a running press creates more work for the crew and more spoilage to get back to color. For several years, we had to deal with the California Labor Code requirement for a duty-free meal break which caused endless problems. The California Supreme Court rescued us from this by deciding that employees simply must have the opportunity to have a duty-free meal break which they could waive if they wished. Since people would prefer to get paid while they eat, getting the waiver is no problem (which should be documented). Of course, in pre-press, office and most finishing jobs, mandating a duty-free meal break is perfectly sensible since there is no production penalty for stopping work. If you need help with this, call Cheryl Chong at Ext. 218 (email: cheryl@piasc.org).

Two Simple Steps

Printer's estimating systems are built around the idea of "cost." It seems reasonable to believe that we ought to charge what it "costs" us to do something to which we add a modest profit. It certainly seems like this should yield a reasonably profitable business. Unfortunately, it doesn't. A change in approach can make it better. The first step is to look at the hourly rates in the estimating system and use your best judgement as to what those rates are in your market—this is not an exercise in cost accounting, it's an exercise in marketing. Then, think about your clients. Some of them think of you as a sole source because of the service and support that you give them—your system should charge them somewhat more as they recognize your value, say 5%. Another group gets multiple bids on every project and buys only on price—



Technical Webinar Series:

THURSDAY
MAY 25TH

Create Customer Generating Websites!

A majority of sales today take place online. Even well-established brick-and-mortar stores have a significant online presence. The question is, "How do you get those potential customers to your website and encourage them to do something once they are there?" Join presenters Eric Klaus and Brian Linuma to learn the answer! See page 2 for details!

they clearly don't recognize your value, but they do have work, so you should charge them somewhat less, say 5%. These are simple, easy to implement steps, but their power is that you have turned your thinking from inward to outward—your pricing system is beginning to be focused on the people who write the check—the clients.

Metallized Paper

How do we print on metallized paper? Printing on metallized paper is similar to printing on any non-porous substrate (e.g., plastic). The fountain solution is not absorbed by the metallized paper and tends to build up on the plate and emulsify the ink. Even if the ink does not emulsify, it typically picks up more fountain solution, which results in slow drying. The press should be well maintained, and rollers and dampeners should be in top condition and set correctly. Running the minimum fountain solution is critical. UV inks cure instantly and solve the problem of slow drying and offsetting in the delivery. Printers who run plastics say finding the best ink and fountain solution is difficult, but it is possible to have conventional inks dry in 8 hours or less. It is not uncommon to have inks on these substrates take days to dry. The ink vehicle is not absorbed into the stock, and there is a thick, wet ink film remaining on the surface. Unless you are using UV inks and coatings, running small loads in the delivery, or racking, is important to prevent offsetting. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

Thought for the Week

You always miss 100% of the shots you don't take.

Upcoming National Events Calendar 2017

6/9	Webinar: Lockout/Tagout Part 1	11:00AM, Members \$50 for both sessions	Gary Jones	412-259-1794	gjones@printing.org
6/20-6/21	Print & Packaging Legislative Summit	Washington, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
6/23	Webinar: Lockout/Tagout Part 2	11:00AM, Members \$50 for both sessions	Gary Jones	412-259-1794	gjones@printing.org
7/14	Webinar: Personal Protective Equipment	11:00AM, Members \$25	Matthew Crownover	412-259-1792	mcrownover@printing.org
7/16-7/19	Affiliate Managers Summer Conf.	Vintners Inn, Santa Rosa, CA	Tad Parker	508-804-4114	tparker04@pine.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 May - July Activities

May
16

Check here to REGISTER

Event Number

APSS

5:30 p.m.

Cost:
\$30 members
\$40/non-members
\$20/student/
designers
(before May 9th)

Location:
Andre's Conscious
Cuisine, Event Center
2407 Main Street, Irvine

19TH ANNUAL PAPER & SUBSTRATE SHOW

Calling all paper nerds!

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

When you are at a restaurant, do you feel your menu and guess what point of card stock it is? Do you open your mail and get excited when you immediately recognize a soft touch coating? Do you find yourself thinking, "They should have printed that on a semi-gloss since there is so much writing on it."? Your friends think you're nuts, but we can't get enough of it! Come geek out on paper with us at the 19th Annual Paper and Substrate Show. Be inspired with the latest substrates for all types of printing processes along with printed samples. See a demonstration of paper made right in front of your eyes!

Learn more at www.piasc.org/papershow.

May
18

Register at right

Event Number

LBC

11:00 a.m.

Cost: **FREE**
non-members: \$45

Location:
on your computer

FREE LIVE BUSINESS COACHING WEBINARS ON MONEY, CLIENTS AND LEADERSHIP

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

You are invited to attend and participate in a unique series of live webinars where the real issues you face in your business are addressed through a real-time coaching conversation with one of the creative industry's most powerful and sought after business coaches.

Bring your most burning questions to the broadcast and get ready to receive not only creative answers and insights but challenging questions that will take your business to a new level. Visit www.piasc.org/Live-Business-Coaching-Webinars for more info!

Check the box(es) below to register for these events:

- May 18th** - Clients Matter
- June 1st** - Leadership Matters

May.
25

Check here to REGISTER

Event Number

HBCGW

10:00 a.m.

Cost: **FREE** /
member
\$25/ non-member

Location:
on your computer

HOW TO BUILD A CUSTOMER GENERATING WEBSITE AND BACK IT UP WITH RELATED DIGITAL MARKETING TOOLS

Presenters: *Brian Iinuma, Strategic System Group, Inc. & Eddie Bader, Companybuilt*

Contact: **Emily Holguin, Ext. 262, emily@piasc.org**

Are you feeling that you aren't getting the full benefit from your company's website? Do you hear of ways to enhance it, but aren't sure which are appropriate for your situation. Not sure if your website has good content and visual appeal?

A majority of sales today take place online. Even well-established brick-and-mortar stores have a significant online presence. The question is, "How do you get those potential customers to your website and encourage them to do something once they are there?" In this workshop, we will focus on top tips for a customer-generating website as well as using other digital marketing (social media) and Customer Relationship Management tools to drive more business!

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	6/24	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/1	Independence Day Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/15	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	8/12	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	11/5	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

June 14

Check here to REGISTER

Event Number

CPR

8 a.m.-1 p.m.

**Cost: \$60/
member
\$90/non-member**

Location:
PIASC Training Room
5800 S. Eastern Ave. #400
Los Angeles, CA 90040
Inside B of A Building

CERTIFIED FIRST AID AND CPR TRAINING
Includes Bloodborne Pathogen Training!

Contact: **Emily Holguin, Ext. 262, emilyholguin@piasc.org**

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."

The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.

Visit www.piasc.org/CPR for full details!

June 20 thru 21

Details and registration at:
www.printpackagingsummit.com

Event Number

PPLS

2:00-5:00 p.m.

**Cost: \$395/
member
\$575/non-member**

PRINT & PACKAGING LEGISLATIVE SUMMIT (CAPITOL HILL FLY-IN)
Formerly Print's Voice

Contact: **Lisbeth A. Lyons, (202) 627-6925, llyons@printing.org**

Print & Packaging Legislative Conference is Printing Industries of America's signature government affairs event that brings printers, suppliers and allied interests together for a powerful program of public policy and political education, issue advocacy, interaction with Members of Congress and networking events on Capitol Hill. Recommended attendees are Presidents/CEOs and other C-Suite executives of printing and graphic communications companies. Executives with responsibility for environmental/health and safety, human resources, legal, postal, tax, technology and/or sales are especially encouraged to attend.

Print & Packaging Legislative Conference is co-hosted by PIA, Association of International Corrugated Converters (AICC) and Fibre Box Association (FBA) and is held in conjunction with National Association of Manufacturers' (NAM) annual Manufacturing Summit. Attendees will attend both industry sessions hosted along with events attended a cross section of manufacturers. Capitol Hill Lobbying Visits: Request meetings at membercentral@printing.org by May 13th.

July 1

Check here to REGISTER

Event Number

IPMIDC

10 a.m.-4 p.m.

Cost:
*\$15 / person
group rate of \$50
(up to 4 people)*

*Museum Members
\$12 per person
group rate of \$40
(up to 4 people)*

Location:
Int'l Printing Museum
315 W. Torrance Blvd.
Carson, CA 90745

INTERNATIONAL PRINTING MUSEUM INDEPENDENCE DAY CELEBRATION

Contact: **Mark Barbour, 310-515-7166 mail@printingmuseum.org**

Celebrate our Country's Birthday at the Printing Museum's annual Independence Day Celebration event with our Founding Fathers aka *The Confounding Brothers*. Ben Franklin, John Adams, and Thomas Jefferson will give a humorous and thought provoking account of the creation of *The Declaration of Independence* and how our nation came to be.

The day's festivities include special working tours of the Printing Museum collections, including the opportunity to print your own *Declaration* on Franklin's Colonial press. Take home lots of patriotic souvenirs printed on our authentic tabletop presses. Your admission includes a lunch of Freedom Dogs, American Apple Pie, and Colonial Punch in Madame Brillion's French Garden de Liberte, all while being serenaded by our 18th Century musicians The Colonial Roses. Activities for the whole family are throughout the day in the Museum galleries.

Plan to show up at least an hour before showtime and to stay for 2-3 hours watching the show and doing activities. The show is suitable for all ages 10 and up.

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.

Lessons From Leslie - II

Sales and marketing guru, Leslie Groene says that we all need to regularly spring clean our sales approach in order to function at our best. This means completing an inventory of how we interact with prospects and customers and getting rid of the strategies and selling tools that just aren't working.

4. **Not creating a buying vision.** Effective sales conversations need to emphasize the results your buyer is looking for. Make sure these discussions utilize real-life success stories, case studies and business-use situations that create a vision for your customer of how your solution will be implemented successfully in their company. And, as mentioned in Number 2 (in the May 8th issue of *Update*), spring clean the older materials and replace them with current examples.
5. **Choosing only one marketing channel to reach customers.** To get attention and be memorable in the eyes of prospects and clients, you need to implement an omni-media approach. From websites to social media, from paper-based marketing to face-to-face meetings, invest time in ensuring your message is loud and clear across a number of platforms. Each marketing channel is capable of contributing something unique to the buying experience of your customers.
6. **Caving when your client wants a lower price.** Trash this approach! Instead, emphasize the value of what you offer to your customer and provide options rather than discounts. Also, position yourself uniquely in the market so you have less direct competition.

Find Out Where They're Coming From

Smart negotiators don't just state their positions and wait for responses. They ask questions designed to find out what the other party wants, and what they will settle for. Whether you're negotiating salary with a job candidate or a major business deal with another organization, remember these guidelines for asking questions that get results:

- **Don't assume—ask.** Do your research, but don't depend on it blindly. Never assume that you know exactly how your negotiating counterparts will answer a question. Ask anyway. Even if your supposition is correct, you'll then know you're on the right track.
- **Ask the same question in different ways.** You may get a different answer depending on how your counterparts interpret the various versions you try out. You may also pick up additional information as your counterparts consider their position from a different perspective.
- **Always ask "Why?"** The reasons behind an answer may help you understand how your counterparts think, what resources they've used, or what's important to them.
- **When you don't understand, say so.** In fact, even when you think you understand a particular point, ask for some clarification or more information. Giving your counterparts a chance to feel smart can build trust and lead to a successful conclusion.

For Sale

Commercial printing business with \$7 million sales. Contact Gerry Michael at gerrym@falcosult.com.

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



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Call Ashley Carroll at (619) 787-1875 or email AshleyC@pos-clean.com to get started now!

Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.



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Los Angeles, CA 90091-0936

Telephone Number: (323) 728-9500

Web Site: www.piasc.org

Print Access:
www.printaccess.com

Choose Print:
www.chooseprint.org

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