



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 12, 2018

The Economy is Taking Off —Are You?

Exploding investment, increasing employment and general business optimism demonstrate that 2018 will be a year of real growth. Your firm can (and surely must) participate in this growth. The first step is not to buy a big new press or a state-of-art software package. Your growth must start with a commitment to fully utilize the capacity you already have. It's the rare printer who couldn't increase their sales by at least 50% without adding any more equipment or plant than they already have. In 2018's world of increasing demand, achieving this sort of growth will turbocharge your bottom line, building a foundation of financial strength. How can you get to a 50% increase? First, check out your hit ratio (quotes divided by orders). If it isn't at least 50%, your pricing (estimating) system is out of touch with your reality. If you've identified prospects who have work that you could handle, but you're not getting the order, you must concentrate on getting the order from them by getting into their price ball park. You can't demonstrate the value of your service if you're not doing business. Second, really get to know your customer's and prospect's businesses. Knocking on the door and saying "do you have anything we can quote on" is not the way forward. Successful, solid relationships are built upon the printer being a trusted, go to resource for the customer. A resource that's totally focused on helping them achieve their goals of increased sales and profitability. Third, work on expanding your sales team. This can take the form of hiring new reps or building relationships with print brokers (or both). Building your plan around hiring the experienced rep with a big book of business is tempting but most likely to bring you headaches. Look for someone who is hungry and motivated, then really help them get started while accepting the reality that outside sales are tough and the possibility of failure is great. Don't ignore print brokers as a resource, as the best of them are project managers who are helping their customers with a total range of needs. If your manufacturing capabilities work for them, they can bring you the volume of work that can fill your capacity—at usually lower prices but without sales costs.

Paper Isn't The Problem

Two Sides North America confirmed that over 100 leading North American companies have removed or changed inaccurate anti-paper claims as a result of



the group's efforts. The list includes many of the Fortune 500 companies in the financial, telecom, utilities and insurance sectors who have engaged with Two Sides and modified their marketing messages to consider the social and environmental benefits of print and paper, as well as the life cycle of sustainable forests and paper products. "The 'go green and save trees' claims used to promote digital services over paper-based communications are misleading for many reasons, and they are a form of greenwashing that needs to be corrected," said Phil Riebel, president of Two Sides North America. "The claims don't consider the renewability of paper, or the numerous social, environmental, and economic benefits of well-managed North American forests, which in the U.S. have grown by over 1.3 million acres per year between 2005 and 2015, or approximately 22,000 tennis courts per day (United Nations Food and Agriculture Organization, Global Forest Resources Assessment 2005-2015). As part of its campaign, Two Sides also notes that it is false to associate paper with deforestation in North America. Deforestation is defined by the United Nations Food and Agriculture Organization as the conversion of forests to another land use or a permanent loss of forest cover. The UN definition specifically excludes sustainably managed forests where the forest is expected to regenerate naturally or via tree planting, as in North American managed forestlands. Two Sides is an independent, nonprofit organization created to promote the sustainability of print and paper. Two Sides is active globally in North America, Europe, Australia, South Africa, Brazil and Colombia.

Thought for the Week

In prosperity our friends know us; in adversity we know who our friends are.

Upcoming National Events Calendar 2018

3/18-3/21	TAGA Annual Technical Conference	Sheraton Inner Harbor Hotel, Baltimore, MD	John Bodnar	412-259-1706	jbodnar@printing.org
4/8-4/11	Continuous Improvement Conference	Loews Chicago O'Hare Hotel, Rosemont, IL	Jim Workman	412-259-1710	jworkman@printing.org
4/25-4/26	OSHA Compliance for Printing Workshop	Warrendale, PA	Gary Jones	412-259-1794	gjones@printing.org
6/19-6/20	Print & Packaging Summit	Washington Marriott Marquis Hotel, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
10/17	Franklin Event	New York City, NY	Kim Tuzzo	716-691-3211	ktuzzo@pialliance.org

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

PIASC March-June Activities

<p>Mar. 14</p> <p><input type="checkbox"/></p> <p>Check here to REGISTER</p>	<p>Event Number MYPs</p> <hr/> <p>11:00 a.m.</p> <p>Cost: Free to members</p> <hr/> <p>Location: on your computer</p>	<p>MAKING YOUR PLANT SAFER COMPLIMENTARY MEMBER WEBINAR and Preparing for a Cal-OSHA Audit</p> <p>Contact: Emily Holguin, Ext. 262, emilyholguin@piasc.org</p> <p>Attendees will learn:</p> <ol style="list-style-type: none"> 1. Why CAL-OSHA is targeting California Printers for enforcement audits. 2. Potential owner/supervisor liabilities. 3. What key things the enforcement officers will be auditing. 4. How to prepare your plant for a successful audit result. 5. The safety training and documentation that's required for a good enforcement visit result. <p>Owners, general managers, plant managers, and safety managers should attend.</p>
<p>Apr. 13</p> <p><input type="checkbox"/></p> <p>Check here to REGISTER</p>	<p>Event Number GN</p> <hr/> <p>5:30 p.m.</p> <p>Cost: \$100 ticket \$1000/table of 10 \$800/table of 8</p> <hr/> <p>Location: Pacific Palms Resort One Industry Hills Parkway Industry Hills, CA 91744</p>	<p>2018 GRAPHICS NIGHT <i>Ideas. Solutions. Achievers.</i></p> <p>Contact: Maribel Campos, Ext. 210, maribel@piasc.org</p> <p>PIASC invites printing industry members and partners to join us at the upcoming Graphics Night event, where we will celebrate the ideas, solutions and achievers of 2018. We will honor the PIASC's Executive of the Year and announce the winners of the Print Excellence Awards, regional printing competition.</p> <p>Overnight Accommodations: 1.800.524.4557 (Room Reservation Code: PIASC) Spa: 626.854.2502 • Golf: 626.854.2531</p> <p>For all details visit www.piasc.org/GraphicsNight. Sponsorships are available!</p>
<p>Apr. 25</p> <p><input type="checkbox"/></p> <p>Check here to REGISTER</p>	<p>Event Number CPR</p> <hr/> <p>8 a.m.-1 p.m.</p> <p>Cost: \$60/member \$90/non-member</p> <hr/> <p>Location: PIASC Training Room 5800 S. Eastern Ave, #400 Los Angeles, CA 90040 Inside B of A Building</p>	<p>CERTIFIED FIRST AID AND CPR TRAINING <i>Includes Bloodborne Pathogen Training!</i></p> <p>Contact: Emily Holguin, Ext. 262, emilyholguin@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>The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.</p> <p>Visit www.piasc.org/CPR for full details!</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	3/22/18	AAF-OC Addy Awards	Balboa Bay Resort, Newport Beach	Aafoc.org/events
	4/03/18	SGIA Free Webinar: Launching a Strong Sales Effort		http://info.sgia.org/sgia-webinar-strong-sales-effort
	4/18-4/20	Operation Sublimination	Roland DGA Corp, Irvine, CA	sgia@sgia.org 888-385-3588
	4/19/18	Grc Career Day	San Luis Obispo	lsing@calpoly.edu 805-756-2645
	5/8-8/14	AIGA OC's Mentorship Program	Orange County, CA	mentorship@orangecounty.aiga.org

<p>Apr. 25 <i>thru</i> 26</p> <p><input type="checkbox"/> Check here to REGISTER for this event</p>	<p>Event Number OCFP</p> <hr/> <p>Cost: \$397/ <i>members</i> \$550 /non-members</p> <hr/> <p>Location: <i>Printing Industries of America Headquarters (Warrendale, PA)</i></p>	<p>2018 OSHA COMPLIANCE FOR PRINTING WORKSHOP Contact: Kaitlin Rundle, 412-259-1779, krundle@printing.org</p> <p>Over the past year, OSHA's penalties have spiked and its officials have labeled the print industry as a high-risk occupation. In order to avoid fines and keep employees safe, staying OSHA compliant should be a top priority. However, legal jargon and comprehensive reporting requirements often make it difficult for printers to understand what is required to be compliant.</p> <p>During this two-day hands-on workshop participants will:</p> <ul style="list-style-type: none"> • Gain an understanding of key OSHA regulations • Dig deep into compliance strategies • Learn the required elements of written programs • Get insight on how to respond to an OSHA inspection • And much more
<p>Jun. 19 <i>thru</i> 20</p> <p><input type="checkbox"/> Check here to REGISTER for this event</p>	<p>Event Number PPLS</p> <hr/> <p>Cost: TBA</p> <hr/> <p>Location: <i>Washington Court Hotel 525 New Jersey Ave NW Washington, DC 20001</i></p>	<p>PRINT & PACKAGING LEGISLATIVE SUMMIT Contact: Kaitlin Rundle, 412-259-1779, krundle@printing.org</p> <p>Join your peers in print and packaging as we address our legislators as one industry with one voice. The Print & Packaging Legislative Summit, co-hosted by Associated Industry of Corrugated Converters (AICC); Fibre Box Association (FBA); Idealliance; NPES-The Association for Suppliers of Printing, Publishing and Converting Technologies; Printing Industries of America (PIA); and Specialty Graphic Imaging Association (SGIA) will take place Tuesday, June 19 and Wednesday, June 20, 2018 in Washington, DC. This year we will again partner with the National Association of Manufacturers (NAM) for its 2018 Manufacturing Summit. A list of additional supporting organization is in formation. Past supporting organizations have included the International Association of Die-Cutting and Die-Making (IADD) and National Association of Print Ink Manufacturers (NAPIM).</p> <p>This signature government affairs event will bring printers, corrugated converters packagers, 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 with responsibility for environmental/health and safety, human resources, legal, postal, tax, technology and/or sales. The highlight of the legislative summit are in-person industry lobbying meetings on Capitol Hill that allow you to take your company's story directly to decision-makers in Congress.</p>

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Thoughts on Tax Reform

The major change in the 2018 tax reform bill is the reduction of the corporate rate from 35% to 21% together with 100% expensing of capital acquisitions. Since almost all printers are corporations who choose to be taxed under Sub-Chapter S, meaning they attribute all of their income directly to their shareholders, these changes may justify changing the filing status of the corporation to one in which the corporation pays tax itself. This takes advantage of the new, lower rates, but still leaves the problem of double taxation of dividends (non-deductible to the corporation but taxable to the shareholder). Generally, the solution for this is to increase the salary and bonus compensation of the shareholders. Consideration should also be given to improving their fringe benefits. This might include differentially higher health benefits using PIBT's Executive Option plan. It might also include increased 401(k) contributions. These, of course, are limited by the contribution levels chosen by the non-executive employees. This difficulty can be eliminated by the adoption of a "safe harbor" 401(k) plan design. This is a good time to consult your tax advisor to be sure that you're taking maximum advantage of the new law.

Do You Always Win Gold?

Sales and marketing guru, Leslie Groene says: "As I watch the Olympic Games, I am struck by the combination of the exhilaration of winning and the

devastation of losing. Some of the athletes have their perfect event, heat, game on their specific time and date of the competition and some do not have such a 'perfect' outcome. There are over 2900 athletes competing from 92 countries! Unlike the athletes of the Olympics, who have to be in perfect form at a specific time on one particular day, we as business development 'competitors' have many opportunities to demonstrate to our clients our acumen, business strategies, and understanding of our own industries as well as our clients' business dynamics. How do you stack up as a competitor? How do you handle wins and losses? It is an unwritten rule (well, written in stone to those of us who have been at this a while) that you can NEVER, never, ever whine to a client or prospect when you lose a contract or project. It is tempting to complain when you think you have given it your all and provided the client with a good solution and competitive pricing. It is OK, however, and necessary to inquire to the decision maker, what you could have done better; what other options you need to consider next time; how you and your company can perform better moving forward! It is equally crucial to analyze your wins so you can replicate those strategies and 'performances'. We can learn valuable lessons from our losses and wins. So as our careers evolve each and every year (not just every 4 years), we can continue to sharpen our skills and become more effective with each and every opportunity."

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

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Affiliated with Printing Industries of America, Inc.



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