

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 1, 2004

## Get The Facts

More than 1,100 PIASC member firms participate in the employee benefit programs provided by Printing Industries Benefit Trust. This is a great story about working to minimize employer cost while maximizing employee satisfaction by empowering employees to choose the coverages that work best for them. That's the good news—the bad news is that the choices are many and they change every year. That's why we sponsor a series of free PIBT Benefits Fairs beginning on November 16th (see page 3 inside for details). If you use the PIBT program, it's a necessary investment of your time to attend one (and not a bad idea even if you don't use PIBT). They're free but we need to be sure that we have space and food for you, so pick your date and call Joanne Cadenas at Ext. 256 ([joanne@piasc.org](mailto:joanne@piasc.org)).

## Talk To Them

It shouldn't come as surprise to top management that a high percentage of their employees are appallingly ignorant about the business with its problems and opportunities. They also regard management with some suspicion as they have seen the boss's Benz while hearing that due to tough times there are no raises and a cut back in benefits. We can't expect people to deliver their best if they're in the dark with their only source of information being politicians blaming the "greed" of business for their problems. The solution is communication. Take the time to tell you people about the business—the good and the bad. Let them share in the joy of a new account or the unease over the loss of one. Tell them how much the latest and greatest will cost you to keep the company in the game. Tell them about the difficulties of adapting to changing markets and technology. You'll be really surprised about how well people respond when they're in on the story.

## Does It Match?

The dream of color management is to be able to produce color that the client has seen and accepted through the process consistently with a minimum of human intervention. Existing technology is getting much better at this, but we understand that the missing link is a way to quantify the measurement of color so that it would agree with the comparative skills of the human eye and brain—the software has to think of color like a human.



At a recent meeting, members listen attentively to a panel of printers who discuss their use of alternative

cleanup solvents to comply with SCAQMD rules that are proposed to go into effect in July 2005. For more information, contact Gerry Bonetto at Ext. 248.

## Good Coaching

A graphic arts teacher from a local graphic arts high school contacted PIASC to seek help in placing one of his students. The young man appeared at our office within a few hours and he was introduced to Mary Aguilar in the Employment Referral Department. After a thorough interview, Mary concluded the student was ready for a job in the printing industry. She called a member company and the young man was hired the next day as a floor boy. Within 4 weeks he was promoted to feeder and, his boss is placing an order for four more students like "little George." What is the recipe to turn out good employees? According to the teacher, it's good coaching. "Coach them to be responsible, honest, and have a caring attitude."

## Mailing Consolidation

A number of logistics firms are offering mail consolidation programs that produce work sharing discounts on postal rates. That's important, but the real value is that they bypass the postal transportation system and ship directly to the delivering post office greatly speeding up and (better still) making more predictable the delivery of standard class mail to the consumer.

## Read Proof!

The State of Mississippi posted road signs reading "Miss Vietnam Memorial" and found itself answering questions about the identity of the famous Miss Vietnam. They then added a period after "Miss."

## Thought for the Week

*A person's character and their garden both reflect the amount of weeding that was done during the growing season.*

**Dear Brad...**

We are experiencing ink stripping from our steel ink rollers. Why? Brad Evans of the GATF+PIA Technical Hotline (412) 741-6860 Ext. 604 said: Steel rollers will accept ink only if the ink was applied before any desensitizing material. Steel rollers can be more water-receptive than ink-receptive. Under certain conditions gum arabic in dampening solution can be absorbed by the steel resulting in ink stripping.

**Cause And Effect**

The biggest challenge when you're looking at research data is identifying causes from their effects. We've all heard of the surge in adult obesity in the U.S., but what are its causes. It turns out that the primary factors are the increasing taxation of cigarettes combined with anti-smoking programs (cigarettes are an appetite suppressant) and increasing female participation in the workforce leading to less at home cooking and more fast food.

**Commission After Termination**

Commission payments can be delayed after an outside salesperson has left employment in certain cases. Many employers, as a matter of practice or contract, do not pay the salesperson until the company receives payment for the job. The justification (which must rest on a factual basis) for paying the commission after the employee terminates is evidenced by proving

the payment is an important element in the completion of the sales function. When the employer pays upon receipt of payment, that payment is due to the terminated employee when the employer receives the payment. If the commission is not paid in a timely manner upon receipt of the customer's payment, the employer may be liable for up to 30 extra days of pay to the employee plus additional penalties to the state.

**For Sale**

Warehouse/office for rent in the Southbay, perfect for a small litho or flexo printer, 3,200 sq.ft. total, plus, loading dock and additional truck storage space. Call Doug at (310) 325-3099.

Golden opportunity, profitable commercial offset printing company, gross 280k in Santa Ana. Call Ben or Ruth at (818) 999-9031.

Komori Sprint II (2 color), Komorimatic Dampening system, Komori quick action plate clamps w/registration system, Perfector, Royse refrigerated recirculation system, Air Compressor, Elevation package, Automatic sheet de curler, Oxydry powder spray system, Perry infra-red drying system, Tools, drip pans, blanket bars, roller cores, 20 million impressions, photos available and can be seen running in Costa Mesa. Call Nanci at (714) 641-7343.

Nu Arc Platemaker, Itek Plate master, A.B. Dick 360 w/chain delivery, spray unit (2 offered), Challenge paper cutter - 1934, Spinnit paper drill - floor model, light table - Nu Arc model, Salco stapler, OTM folder, \$5,000 OBO. Call George at (323) 913-0122.

Agfa Avantra processor GL44 offline for spare parts. Call Luiz at (818) 295-6190, leave message.

Ryobi 3304HA or H of recent manufacture. Also interested in an MBO B18 folder. Call Alan at (310) 473-5620.

**Wanted**

*PIASC's Pick of the Week*



**Color Reproduction Primer**

by Gary Field

This introduction to color and color reproduction pares down color basics for the layman, including areas such as the history of color reproduction, color theory, color systems, and fundamentals of color perception.

**PIASC Members \$20.00 ea\*.**

**Non-Members \$25.00 ea\*.**

\*Prices do not include tax and shipping.

**To purchase your copy, call Tom Stodola, at Ext. 221.**

*Address:*

**5800 South Eastern Avenue, #400  
P.O. Box 910936  
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