

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

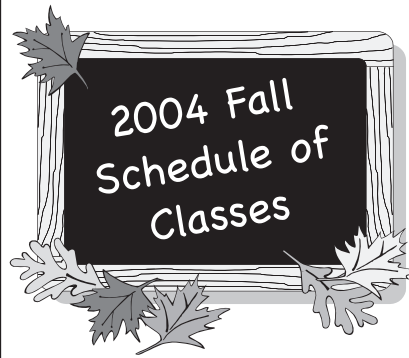
September 6, 2004

## Exit Strategy

There comes a time in everyone's business career when an exit strategy is appropriate. Leaving the business to your children is a possibility but may not be good for them or you. That leaves selling it. When you do so, you need to realize that you can only sell future results and so you will want a buyer who can maximize your business's future. This is unlikely with an outsider with nothing but a desire to own a business since they bring less to the story than you do. Employees are problematic buyers because they lack significant capital and, perhaps, broad management skills. The ideal buyer is usually a competitor of about two or three times your size with their own track record of success who can accommodate your sales volume in their plant without adding equipment or space. This combination will greatly increase the profitability of your sales base since it will eliminate much of your overhead. It will also direct the dollars from the disposal of your fixed assets into your pocket. Because buying a business is not like buying a house but is based on future values not yet realized, deals cannot be all cash and usually involve a modest payment on closing, seller financing of part of the balance (with interest) and a contingent payment based on gross sales from an agreed list of accounts. Where do you find this buyer? It's just selling printing—you have to identify a short list of good fits and cold call them. Call Socorro Garcia at Ext. 229 ([socorro@piasc.org](mailto:socorro@piasc.org)) for a copy of our monograph on buying and selling a business.

## Surfing Abuse

A survey by Cerberian, Inc. and SoniWALL, Inc. in April, 2004 found that 50% of 2,400 respondents admitted to spending four hours per week surfing the web on company time. That's a serious productivity leak. Simply denying people internet access may not be a practical solution because downloads and information available there are frequently work required. A reasonable approach is supervisory observation with a quiet word to obvious offenders in much the same way we control personal telephone calls. There is also little harm (assuming that proper firewalls are installed in your system) in allowing employees to surf on the company's equipment, but on their own time thus removing much of the incentive to surf on the paid time.



It's that time again! Check the calendar inside for start dates of your favorite fall classes or call Monica Vargas for a

full class schedule with descriptions and prices at Ext. 299 ([monica@piasc.org](mailto:monica@piasc.org)).

## Get Value!

You're a member of PIASC, the largest affiliate of PIA/GATF which is the world's largest graphic arts trade association serving almost 12,000 firms across the country. You pay dues (which are about 1/10 of 1% of sales or less) and you should get real value—make sure by doing these three steps:

1. Make sure that your employees know that they have access to our broad range of classes and seminars, the Sales Club, the Graphic Arts Management Association, the Credit Union and the GATF hot line for technical help.
2. Use PrintAccess to let potential clients know your capabilities by keeping your free listing up to date.
3. Check out the resources available from the "members only" areas of GAIN [www.gain.net](http://www.gain.net) and the publications downloadable from our website [www.piasc.org](http://www.piasc.org).

If you have a question about the resources that are available to you, please call Member Service: Lina T. Lindgren at Ext. 213 ([lina@piasc.org](mailto:lina@piasc.org)) or Socorro Garcia at Ext. 229 ([socorro@piasc.org](mailto:socorro@piasc.org)).

## DEFKOM

You have doubtless heard of NIMBY (Not in My Back Yard), DINK (Double Income, No Kids), YUPPIE (Young Urban Professional). Now add to your list YUFFIE (Young Upward Failure) and DEFKOM (Dual Earnings, Four Children, Outrageous Mortgage).

## Thought for the Week

*We are what we repeatedly do. Excellence then, is not an act, but a habit...Aristotle*

**Dear Brad...**

While running our press we are seeing misting at the nip of the inking rollers. What is the cause and what could be done to reduce this problem? Brad Evans of the GATF+PIA Technical Hotline (412) 741-6860 Ext. 604 said: Misting can be caused by too much ink on the roller, too low viscosity of the ink, and excessive press speeds. Misting can be lessened by reducing ink feed, increasing the body of the ink with a binding varnish or clay product, or reducing press speed.

**Bar Codes**

We understand that the twelve digit bar code will be eventually replaced by thirteen digit ones (which is the international standard). By January 1, 2005 store checkout scanners will have to be able to read thirteen digit bar codes. The result is that clients may want to update and reprint their material using this coding.

**Quick Fixes**

Dave Watterson, GATF's art director, says that often a designer has to find a way to fix furnished artwork or give a shot of color to a black and white image. This is only one way of many of adding some color to an old faded photograph or an image in grayscale mode. The more time and care you put into your image, the better your results can be. Open up your image and check Image-> Mode to see that RGB is selected in the menu. Now, go to QuickMask Mode by pressing Q — Make sure that "QuickMask Options" (see button on main

toolbar) are set to Selected Areas. Use the Paintbrush to fill in the first area you wish to colorize (should appear in red)... i.e. paint in the face, neck, arms, hands, etc. in preparation for coloring it with a flesh tone. Go back to Standard Mode by pressing Q and a selection should now be around the area you filled in with the Paintbrush. You will probably want to save these selections for future editing (Select-> Save Selection). Next, click on the **black** arrow at the top of the layer palette and choose "new adjustment layer". In the resulting box, choose Color Balance and set the opacity to somewhere between 50-70% (depending on how much of the original background detail you wish to have show through). Adjust the slider to get the color tone you want. When you have the color you want for that area, repeat the whole process over again for the other spots that need colorizing. Make sure that you record your steps in case you have several images that will need to have the same look.

**Workers' Comp Poster**

The State of California, Division of Workers' Compensation, has published a new poster requirement that affects all employers. The poster is entitled "Notice to Employees—Injuries Caused By Work". There is an English and Spanish language version of the poster. The poster can be downloaded from the [www.piasc.org](http://www.piasc.org) website by going to Human Resources and then to the drop down entitled Employee Relations Posters and then to California.

*PIASC's Pick of the Week*



**Sales Compensation and Incentive Plans**

Samples from the Industry  
Compiled by PIA

This report on current industry compensation practices provides actual sales/CSR compensation plans used within the industry, organized by type and range of compensation received. Review the variety of model plans, apply them to your staffing needs.

**PIASC Members \$99.00 ea\*.**  
**Non-Members \$199.00 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  
Los Angeles, CA 90091-0936**

*Telephone Number:*

**(323) 728-9500**

**or 808-9990 for area codes: 213, 310,  
562, 619, 714, 818, & 909**

*Web Site:*

**<http://www.piasc.org>**

*Print Access Site:*

**<http://www.printaccess.com/piasc>**

*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.

