

...using your association every day prevents profit decay

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 3, 2005

## I Promise...

As another new year begins we all like to think about what we can do better next time. In that spirit, Update suggests for 2005:

- I promise to stop complaining about the price-cutter down the street and begin learning about my clients' business plans so I can add profit to them and share in it myself.
- I promise to really take to heart the power of additional volume either through the right acquisition or through carefully nurtured sales growth.
- I promise to recognize the power of fully utilizing my plant and equipment knowing that there are 168 hours in every week before committing to that expenditure which will raise my overhead.
- I promise to use every opportunity to develop the skills of my people through classes, seminars and on-line training so that they can grow along with the business.
- I promise to respect the humanity of my people by fair treatment, equitable compensation and absence of favoritism or harassment.
- I promise to watch my cash like the gold that it is by controlling inventories, riding herd on billing and receivables and promptly turning to outside resources when I'm not getting paid.
- I promise to do my part toward maintaining a favorable business climate in California and the nation, not by griping about the government, but by active support of candidates and programs.

## IBT+GCIU

It appears that a narrow majority (52%) of the members of the Graphic Communications International Union (GCIU) have approved the merger into the International Brotherhood of Teamsters (IBT). It is possible that legal challenges to the election will be brought by the opponents and a number of the Canadian locals will certainly refuse to join the IBT. However, a merger of some kind had to occur because the GCIU has lost half of its membership and is no longer financially viable. It's unlikely that the merger will change the bargaining power of the union in our industry since it represents less than 5% of the workforce and tails have a difficult time wagging dogs. It also seems a bit of a reach to assume that the IBT can reverse the decades long slide of private sector unionization in America.



Your contributions to last year's Surplus Drive made graphic arts teachers very happy. We HOPE that your generosity in 2005 will continue supporting the trainers of our future workforce. We'll be collecting donations at Heidelberg U.S.A. on January 13<sup>th</sup> and 14<sup>th</sup> starting at 9:00 a.m. until 2:00 p.m. Distribution of donations will take place on Saturday, Jan. 15<sup>th</sup>. Join Heidelberg and PIASC staff for a cup of coffee before 9:00 a.m. Call Ara Izquierdo at Ext. 216 for more information.

## Gold And Silver

PIASC will be honoring long time members at a special awards breakfast on January 7<sup>th</sup>, at Tamayo Restaurant with an authentic Mexican breakfast and classical guitar music. Over many years these companies have contributed to the strength and viability of your Association. These members are:

### Gold Awards - Fifty Years:

Accountant Stationers & Printers  
Baughman Printing Company  
Bert-Co Industries

Colby Poster Printing & Screen Process  
Geddes Press

### Silver Awards - Twenty-Five Years:

Appleton Papers  
Business Extension Bureau  
Clear Print  
Container-Kraft Corporation  
Crawford Printing  
Golden State Printing  
Lester Lithograph, Inc.  
Maldonado Associates, Inc.  
Mayer Litho, Inc.  
Murphy Printing Co.

National Printing Enterprises Inc.  
Noelle Corporate Communications  
Renegar Enterprises  
Service Mailers, Inc.  
U.S. Graphic Arts, Inc.  
Ultra-Graphics, Inc.  
Vertis, Inc.,  
Vincent A. Ferruccio & Assoc., Inc.  
West Coast Graphics, Inc.

## Thought for the Week

*Be the change you wish to see in the world*  
...Ghandi

**Dear Brad...**

We are getting a very noticeable mottle in our printing. What is causing this mottle? Brad Evans of the PIA/GATF Technical Hotline (412) 741-6860 Ext. 604 said: Mottle can have several causes, One cause is paper formation or non-uniform absorptivity of the paper. This can be determined with K&N Ink Stain or Flint Red Stain. Other causes include back-trap mottle, which can be a tack issue, and water interference mottle, which is caused by non-uniform absorption of fountain solution.

**Ebay In Print**

We understand that eBay has mailed several million of its first catalog and opened a telemarketing center to support it to support the sale of unique and hard-to-find stuff. This is a terrific example of the power of print.

**Probationary Periods**

A lot of personnel manuals contain language describing “probationary periods” where the employer is trying out a new employee and presumably will dismiss them within the period if they don’t work out. These are frequently tied to fringe benefit eligibility as well. This sounds like a reasonable idea, but in these lawyer-infested times, it isn’t. The basic principle is that employment is an “at will” relationship. Both the employee and the employer can terminate it at any time

(assuming that the employer’s motivation is not impermissibly tied to race, religion, sex, age, etc.). If you dismiss an employee after the probationary period set out in your manual, you run the risk that their lawyer may argue that by setting forth a right of dismissal applying to probationary employees, you have given a more protected status to ones more senior than that. After all, he would argue, if you could fire anyone at any time, why would you write the language about probation? The only solution is to get rid of the probationary language. You should, however, remember that you and your supervisors should be able to tell within the very beginning of the employee’s relationship whether it will work and if the verdict is negative, the new person should be promptly dismissed. Someone who has worked for you only a short time is hard pressed to argue that they were let go because of sex, race, etc. After you’ve lived with them for five years, dismissing the unsatisfactory but protected person becomes a much tougher story.

**For Sale**

All versions of small printing/bindery equipment, drill, stitcher, shrink wrapper, round corner, computers and preparatory equipment, office furnishings, copiers, fax, etc., Business forms presses and collators, pack to pack and specialty check presses. Equipment list available by fax. Call Lou at (800) 442-2828, Ext. 236 or (323) 567-2448.  
  
Time to retire after 30 years. Expand your business with a 300 + database of clients. \$395k gross last fiscal year. Well known and respected in the San Fernando Valley. Call Tom at (323) 728-9500 Ext. 221.

*PIASC’s Pick of the Week*



**FOLD: The Professional's Guide to Folding**

by Trish Witkowski, Finishing Experts Group, Inc.

Written with designers and printers in mind, this first-ever complete collection of folds—from the simple to the exotic—is a vital reference for industry professionals. In Two volumes, FOLD provides 850 pages of fully illustrated folding information, step-by-step instructions, guidelines for digital document setup, sample math, useful hints and considerations, production limitations, paper guidelines and much more.

**PIASC Members \$135.00 ea\*.**  
**Non-Members \$145.00 ea\*.**

\*Prices do not include tax and shipping.

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

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

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