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PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 24, 2005

2005 Marketing Competition Winners

Congratulations to the winners of the Eleventh Annual PIASC/GAMA Self-Promotion & Marketing Competition! The following are the finalists in the FIRST CONTACT and the PRINT & WEB categories and we recognize them for their achievement:

Winning Entries PIASC/GAMA 2005 Self-Promotion & Marketing Competition

PLATINUM AWARD/BEST OF SHOW	Stuart F. Cooper Co.	David Overgaard
PEOPLE'S CHOICE AWARD	Woodridge Press	Melissa Spielman
BEST DISPLAY PRESENTATION AWARD	Woodridge Press	Melissa Spielman
First Contact - Receptionist	<i>Gold Award</i> Grace Cibrian <i>Silver Award</i> Rosa Espinoza <i>Bronze Award</i> Susan Vasquez <i>Honorable Mention</i> Starla Barnard <i>Honorable Mention</i> Linda Taylor	Best Label Co., Inc. So. California Bindery & Mailing Atlas Broadband Lester Lithograph, Inc. Westamerica Graphics
First Contact - CSR	<i>Gold Award</i> Joe Valdez <i>Silver Award</i> Ron Bright <i>Bronze Award</i> Elvia Gomez <i>Honorable Mention</i> Sharon Hutchins <i>Honorable Mention</i> Traci Cobb <i>Honorable Mention</i> Katherine Pruitt <i>Honorable Mention</i> Vicki Toman <i>Honorable Mention</i> Terry Munoz	C & L Graphics, Inc. Continental Colorcraft The Label Company Best Label Co., Inc. Best Label Co., Inc. Noelle Corp. Communications Automation Printing Co. The Label Company
General Adv. - process color	<i>Gold Award</i> Coloritone/The Gaming Press <i>Silver Award</i> Colomnet Press <i>Bronze Award</i> Mojave Copy & Printing, Inc. <i>Honorable Mention</i> Best Label Co., Inc. <i>Honorable Mention</i> Best Label Co., Inc.	Kim Williams Rich Yassamy Chris Ackerman Klaus O. Lapschies Klaus O. Lapschies
Direct Mail - process color	<i>Gold Award</i> Weiser Litho, Inc. <i>Silver Award</i> Weiser Litho, Inc. <i>Bronze Award</i> Weiser Litho, Inc.	Paula Weiser Paula Weiser Paula Weiser
Company Business Card -	<i>Gold Award</i> Stuart F. Cooper Co. <i>Silver Award</i> Weiser Litho, Inc. <i>Bronze Award</i> Burdge, Inc. <i>Honorable Mention</i> Design Printing <i>Honorable Mention</i> South County Printing <i>Honorable Mention</i> Woodridge Press	Mark Cohen Paula Weiser Dionne Brocco Phillip G. Flores David Russell Ohrn Melissa Spielman
General Adv. - 3D	<i>Gold Award</i> Thoro Packaging <i>Silver Award</i> Woodridge Press <i>Bronze Award</i> Thoro Packaging	Janet Steiner Melissa Spielman Janet Steiner
Company Notepad	<i>Gold Award</i> Zap Printing & Graphics <i>Silver Award</i> Design Printing	Eugene Montanez Phillip G. Flores
Promotional Calendar	<i>Gold Award</i> Coloritone/The Gaming Press <i>Silver Award</i> Chromatic, Inc. Lithographers <i>Bronze Award</i> Ventura Printing <i>Honorable Mention</i> Woodridge Press	Kim Williams Richard Sevigny David Wilson Melissa Spielman
Company Stationery	<i>Gold Award</i> Weiser Litho, Inc. <i>Silver Award</i> Burdge, Inc.	Paula Weiser Dionne Brocco
Company Newsletter	<i>Gold Award</i> Burdge, Inc. <i>Silver Award</i> Design Printing <i>Bronze Award</i> Unique Image, Inc.	Dionne Brocco Phillip G. Flores Wafa Kanan

Get A Guarantee

Most businessmen are familiar with a personal guaranty, but apparently are reluctant to use it. They are invaluable, particularly when involved with a high volume, low asset corporate customer. Case in point: a company ceased operating with no prior warning, balance due \$125,000. The printer had secured a personal guaranty, signed by both principals. Debtor's counsel called, irate at our contacting the principals, but quickly

Congratulations to David Overgaard of the Stuart F. Cooper Company. He received the Platinum Award/Best of Show trophy for their "Marketing Materials" publication at the 2005 Self-Promotion & Marketing Competition Award Luncheon, October 4th at the Cerritos Sheraton.



changed his tune when we faxed a copy of the guaranty. It is questionable how much will be distributed to other creditors, but we have already been paid over 80%, with the balance expected in 30 days. The time to get this protection is before the work is started and delivered; you will never get it after. Need a sample personal guaranty form? Contact Dolphe Marcus at Ext. 261 or David Ladensack at Ext. 262, or take it off our web site: www.piasc.org/collections.

Continuing Communication

Only a few firms in our industry publish a regular client newsletter and/or hold regular client seminars, but the return on these efforts is inevitably great. One of the key ideas here is regular—that means at least monthly. The power of a monthly newsletter is way more than twice as much as that of one done occasionally because they reinforce each other in the audience's mind. Is it too much trouble? It's less than you think once you get used to it and develop a routine. Take this from someone who has written a weekly newsletter for more than 25 years.

They Left Because...

Almost always, employees leave managers, they don't leave companies. Only rarely is it for greener pastures (more money) but usually because they felt alienated from their work since they didn't seem to care what they did or appreciate their ideas. If you see high turnover in a department—think about the probable cause.

Thought for the Week

The only difference between stumbling blocks and stepping stones is the way in which we use them.

Dear Brad...

What is the maximum delivery pile temperature to assure that aqueous coatings will not block? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: The general rule is no higher than 90°F. Some printers will run 90°F on the first side, then run the second pass at 85°F.

It's The Lighting

Joe Marin, a prepress technologist and instructor for PIA/GATF, suggests that if you are thinking about soft proofing, make sure that you consider the viewing area for looking at soft proofs. As the ambient lighting changes in the room, so will the color being viewed on the display. This is why the viewing area should be in a room where lighting is controlled and consistent. If a window is in the room, install black-out blinds. Do not place desk lamps adjacent to the display. Ideally, the room should be painted a neutral color (preferably gray), if possible. Finally, keep in mind that viewing displays at an angle can distort color. Make sure that you view color on the display straight ahead, perpendicular to the screen.

Blanket Piling

John Horam a PIA/GATF consultant offers this tip and says that quality and color variations are often coupled with excess paper/ink piling on the blanket surface. The source of the problem is sometimes very difficult or next-to-impossible to determine. It could be from:

- Paper quality

- Too much ink and water
- Sensitive plate
- Not enough plate-to-blanket pressure
- Fountain solution dissolving paper coating
- Blanket surface incorrect or sticky
- Roller settings

The list goes on and on. However I have found that there has been a misunderstanding by some press people about measuring only conductivity as a means for controlling a fountain solution. This is a quick and easy way of determining the consistency and upper/lower control limits for a given situation. It's quick and easy, but look out. If one of the press operators has been hollered at or disciplined because of the conductivity getting too high causing a major print problem, they could have:

1. Stopped the production run and re-mixed fountain solution—right thing to do
2. Added water to the tank until it came back into tolerance—quick but wrong

For Sale

2 electric paper jiggers, one large custom gluing/padding steel table on casters, several assorted (some up to 3' X 8') production and retail large formica counters and spinning paper racks (2 available, can load about 80+ reams of paper each) coming from a closed Kinkos for sale. Call Jan at (323) 936-7777.

2002 Komori Sprint 228P 2-color Perfecting Press, 2.5 mil imp., like new, \$99,500 or trade for 4C GTO, Screen 6500-D Companica verticle camera, \$100 OBO, OVAC OV 45 HD 2 drawer plateburner, \$1,500 OBO, Fuji PS 850 NB plateprocessor, \$750 OBO, Burgess KPSII-2630-3 platepunch, \$450 OBO. Will deliver in So. Cal. Call Dale at (805) 964-8875

PIASC's Pick of the Week



**Print Estimating Workbook,
4th Edition**

by Philip K. Ruggles

A companion piece to Printing Estimating, this practical workbook seeks to sharpen estimating skill through the roughly 200 problems and answers.

PIASC Members \$20.00 ea*.

Non-Members \$26.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, visit www.gain.net/store.

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