

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 28, 2005

The Email Curse

Email is a wonderful thing, enabling us to send each other (with copies to numerous others) written messages which our systems never forget or throw away. The problem is that more and more time of managers is spent reading and replying to emails, leaving less time for actually thinking about anything—the triumph of the urgent over the important. We do need to think about where we are going, to consider the alternatives, to review our progress. It might be useful to remember that when we do wish to communicate with someone, there is no better way for us to understand what the other person is saying and thinking and to make our own position clear than in a face-to-face conversation with a telephone call in second place and email or letter far behind. Both of the latter also create paper trails which may be good or bad, which we can't know until after the fact.

Danger!

We talked to a firm who had been approached by the employee of a client who wanted a “commission” on work placed by that person with the printer on behalf of his employer. In less polite circles, this is a kick-back and is a criminal offense under state and federal law. No amount of work is worth the risk of this kind of relationship. We have written about a group of printers and ad agencies who are facing jail time in New York over this kind of thing and the same result could occur in Los Angeles.

Kodak On The Move

Eastman Kodak Co. has turn its attentions on the graphic arts industry with a vengeance as witnessed by the recent acquisitions of Heidelberg's 50% interest in NextPress bringing its ownership to 100% and then doing the same thing with Kodak Polychrome. Just announced is the purchase of Creo, which virtually owns the market for CTP systems. Taken together this has a great potential for technological advance in our industry if Kodak really develops these opportunities.

Bad Endorsement

While it's nearly always a good idea to quote a satisfied customer, we doubt that this applies to the Toyota promotion in 2001 which said: “Our products are popular in Afghanistan. It shows that the Taliban



There's still time!
Join us for the Graphics Night and bring your spouse or significant other FREE!

This is an event you don't want to miss because of the program and The California Club.

For more information, please refer to the flyer enclosed or contact Ara Izquierdo at (323) 728-9500, Ext. 216 or at ara@piasc.org.

March 10, 2005
5:30 P.M. Reception
6:30 P.M. Dinner
7:30 P.M. Program

are looking for the same qualities as any truck buyer: durability and reliability.”

The Sales Quota

It's tempting for firms to set sales quotas for the reps, but when doing so you should remember that the rep who has just killed themselves producing a banner year and who gets a still bigger quota for their trouble may not be very happy knowing that if they were less successful they would be expected to do less. This is even worse if the compensation formula is salary plus bonus since the bonus point has now been increased. It is also noticed that more management help is lavished on the marginal producers in the hope of making something out of them rather than on the stars.

Solve It Fast

When a dispute arises with a client, your objective should be early identification of the problem and fast resolution. For the client worth keeping, this approach builds trust into the relationship. If you're dealing with the occasional rip-off artist, moving the problem to outside resources promptly saves your valuable time and enhances your chances of recovery. In either case, you should never focus on “proving yourself right” since that leads to winning the battle but losing the war and usually enriching your lawyer.

Thought for the Week

Nearly all men can stand adversity, but if you want to test a man's character, give him power... Abraham Lincoln

Dear Brad...

At what temperatures are inks considered laser-safe? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We, at PIA/GATF do blocking tests up to 400°F, if they withstand that temperature, they're OK.

PIFE In Napa

The Printing Industry Financial Executives group (PIFE) will be holding its Spring conference in the Napa Valley at the Silverado Resort on April 26th to 29th. This is a great group of industry accounting and finance folks who share knowledge and get the latest information focused on their interest. The program includes *Controlling Costs*, *Corralling Profits*; *Secrets of Successful Negotiating*; *The Hard Truths About Software*; *JDF: What Is It? Is It for Us?* Full info and registration for this top quality conference is available from Shelly Goulding at (206) 778-6962 (sgoulding@piagatf.org).

Plate Bend Accuracy

Frank Gualtieri, a senior technical consultant at PIA/GATF says that with computer-to-plate becoming commonplace in today's web and sheetfed marketplace, multiple punching is not unusual. The plating system, CPT or conventional system, will use a pin-registering device to image the form into an exact position onto the plate. This register device may or may not have a punching unit and the press plate bender may utilize

the punch holes or the press operators will have to re-punch the plates. In order to help assist the press operators in confirming the plates are bent to the exact precise location, plate bend marks will confirm this. (1) The pre-press department should get the exact location of where the lead and trailing bends will be. (2) Placement of the bend marks will be outside the print area in the exact location of where the bends will occur. On a conventional plate they may be burned along with the master marks or the color bars. (3) After the plates are punched and the plate is bent, the press operator will confirm that the plate bends are accurately bent on the bend marks on both the operator and gear sides of the plates. If the bends are not on the marks, the plates should not be mounted on the press and further investigation should take place.

Sample Employee Handbook

The 2005 edition of the PIC Sample Employee Handbook is published in the Human Resources section of www.piasc.org website. This MSWord version contains a complete employee handbook with options for the employer to choose from in creating their own manual. For members using the 2004 version there is also a document indicating where changes were made in the 2005 edition from the prior year, although there were only minimum changes. If you have questions related to company policies, or need help in designing a policy, please call Doug Moore at Ext. 218 (doug@piasc.org).

PIASC's Pick of the Week



PGSF Endowed Scholarships and Donors 2003-2004

Endowed Scholarships are the bedrock of the Print and Graphics Scholarship Fund. This booklet recognizes the many individuals, companies and associations that have provided scholarship assistance through this fund over the years and who serve as role models for future contributions and also alerts students seeking scholarship opportunities of the guidelines and criteria for those available.

**PIASC Members \$10.00 ea*.
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*Prices do not include tax and shipping.

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

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