

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 7, 2005

Print Is Promotion

Information printing is a market that is moving every day to the internet but, at the same time, print has become the primary vehicle of promotion. While we worry (with some justice) about postal rates, other challenges face this lifeblood of print. They come from the attitude of the public about advertising clutter in their mailbox and real or imagined assaults upon their privacy. People are suspicious about advertising (quite appropriately in too many cases), unaware of the need for information about their choices and easily led on by politicians taking cheap shots with privacy fears. Of course, we just print the stuff—not create it, but if we don't want to watch the golden goose kill itself, we should be encouraging our clients to realize that con jobs don't work in the long run.

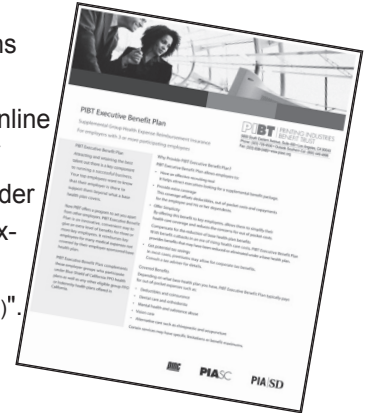
Wage Survey

PIASC has received 75 completed Wages, Hours and Working Conditions survey questionnaires from members as of February 14th. These members will receive a complimentary copy of the results of the survey in early summer. Member firms have until April 1st to get their questionnaires completed and returned to PIASC to receive their complimentary copy. The survey covers Printing Industries Association of Southern California and Printing Industries Association of San Diego membership and looks forward to receiving 160+ completed questionnaires. Your completion and return of the survey questionnaire, and the subsequent results that you will receive, are important to the competitiveness of your business in the job market. The greater the participation the more relevant the data in reflecting industry compensation in Southern California. If you need another survey questionnaire, call Teresa Sak at Ext. 217 (teresa@piasc.org).

Executive Benefits

Every CEO needs to make sure that their top management team is adequately compensated for the key contribution that they make to the firm. Unfortunately, virtually anything that can be given them (other than a thank you) has to be shared with the government, often at forty cents on the dollar. There is an exception to this in our Executive Option Plan which legitimately allows a firm to provide an extra layer of

Read all about the options available through the Executive Benefit Plan online at www.piasc.org/pages/AvailableForms.html. Under "Other Plans" choose "Executive Option Employer Brochure (Form # ER-EX-01)". Call Joanne at Ext. 256 for more info.



benefits (reimbursement of medical and dental co-pays and deductibles, vision benefits, etc.) to these folks on a tax privileged basis, i.e. deductible for the employer but not taxable income to the employee. When combined with a high deductible basic medical plan, this can be an affordable solution and a great benefit for those people you don't want to lose. For full information, call Joanne Cadenas at Ext. 256 (joanne@piasc.org).

Morale

Dwight Eisenhower said: "The best morale exists when you never hear the word mentioned. When you hear a lot of talk about it, it's usually lousy."

RHEM

What's that? It's a piece of paper with a solid printed on it which enables you to see whether the light that a printed piece is being viewed under is the standard 5000K. The RHEM appears a solid under light with a color temperature of 5000K but has bars when view under different conditions. When you're viewing a sample with a client, it's critically important that color is being judged under consistent conditions. The RHEM can easily verify this (and it might amaze the client). It and many other invaluable quality control tools are available from PIA/GATF. Just go to www.gain.net, click on Process Controls and see how you can avoid problems with color that doesn't match or is inconsistent.

Thought for the Week

The great thing in the world is not so much where we stand as in what direction we are moving... Oliver Wendell Holmes

Classic Mail Hazard

A small firm in Massachusetts is going out of business after mailing its fall catalog to the wrong file—it went to the list of infrequent buyers instead of the frequent ones and produced virtually no orders. At least this one wasn't the printer's fault, but it does illustrate the kind of disaster that lurks inside every direct mail project. Several years ago we were involved in a project where a file error that no one caught caused the state to be omitted from every address in a mailing which was 100% returned by the USPS destroying almost \$100,000 of postage in the process. There's no question that direct mail is a major growth area but it has a habit of imposing heavy penalties for inattention to detail.

If You're Ok

These are tough times and it's certainly not unusual for print buyers to worry about the financial stability of their suppliers as an untimely failure would be a painful event for them. If you know that a significant client has concerns about you (maybe we ought to place the work elsewhere before we are stuck?), you should have a frank discussion with them to give them the facts. On the other hand, it might be that your firm has an unusually strong balance sheet. This is an opportunity—use it as a sales advantage, not by knocking the competition but by calling attention to your staying power.

We Love It!

Resource Information Systems, Inc. (Bedford, MA) reports that catalog publishers used 3.8 million tons of paper in 2004 to produce 19 billion catalogs—an increase of 7.2% over 2003. For the benefit of tree-huggers we wish to point out that the pulp to make this paper did not come from old growth forests but from farms where trees are grown like a crop—a renewable resource using only the energy from the sun.

Vacation Caps

In California, vacation pay that has been earned by an employee but not used is vested and must be paid to the employee on termination. An employer can control this process by having a written policy providing that an employee cannot earn any more vacation after they have accumulated a specific amount of unused vacation time (usually set at 1.5 to 1.75 times the annual vacation entitlement) until the vacation is used. If you do not have such a policy, and are going to implement one, you must remember that the change can only be prospective not retroactive. So that if an employee had accumulated twenty weeks of vacation before the adoption of a six week limit, they would still have the twenty weeks vested but would earn no more until they had used (or been paid for) vacation to below the new limit. Call Doug Moore at Ext. 218 for sample vacation language.

PIASC's Pick of the Week



Sheetfed Offset Press Operating, Third Edition
by Lloyd DeJidas, Thomas Destree

Combining both theoretical and practical how-to information in a single volume, this fully revised and updated book provides novice and experienced press operators with valuable information to improve productivity and print quality. Now including a chapter on maintenance, the book has been reorganized to more closely follow the GATF Sheetfed Training Curriculum.

PIASC Members \$75.00 ea*.
Non-Members \$95.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, go to www.gain.net

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