

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 25, 2005

## See You At Gutenberg!

The West Coast's Premier Printing Event—Gutenberg & Digital Outlook will open at its new home in the Los Angeles Convention Center (next to the Staples Center in downtown L.A.) at 10:00 AM on Thursday, April 28th and close at 4:00 PM on Saturday, April 30th. The newest equipment, products and services will be on display along with a world class range of technical and management seminars. Don't forget to stop by and see the PIASC staff at Booth #141.

## The Experienced Rep

It's everyone's dream to hire the experienced rep with a big following in their hip pocket (or purse). However, when you're interviewing one, be very careful. First of all, most con artists who are collecting a draw from several printers at the same time sound great. Even if the prospect is legitimate, they are by nature optimistic about their relationships and the amount of business they can actually move. If they have been doing well for some time, they may have forgotten how to prospect as they have been just servicing their accounts. Of course, that can be addressed without difficulty if they are to be paid for what they actually produce and not with a monster draw.

## Get a CU Loan 24/7

When are you or your people out shopping for a car or that big ticket purchase for which you need a low-cost loan? In the evenings and weekends when you have the time, of course. Forget "business hours." Call PICU anytime and talk to a loan officer who can accept and process your loan application for a car, credit card, personal or home equity loan. Now, Printing Industries Credit Union has a 24/7 lending center that's there when you need it. The PICU lending center will take your application information and give you an answer on the spot! That's money when you need it! Just call (323) 728-1866 anytime. If you or your employees have not taken advantage of *The New PICU—Simplifying your Life*, call Richard Untal today at Ext. 212 ([richard@piasc.org](mailto:richard@piasc.org)) to get started.

## Productivity

The traditional measure of "productivity" in a printing plant is chargeable hours divided by total hours. With the vast changes in technology which have enabled us to do more with fewer people, this is a use-



The West Coast's Premier Printing Event

April 28 – 30, 2005

Los Angeles Convention Center • Los Angeles, CA

Come see PIASC at booth #141!

less measure. A more useful approach would be to measure value added (sales minus materials and outside purchases) divided by production (chargeable) hours. This is an easy calculation and should be increasing over time if you are achieving the benefits of new technology.

## Read, Read, Read

If you are one of the thousands visiting the Gutenberg & Digital Outlook trade show April 28<sup>th</sup> to 30<sup>th</sup> at the Los Angeles Convention Center, don't forget to stop at the PIASC exhibit (Booth #141) to say hello and take a copy of the PIASC Literacy Campaign "Read, Read, Read" poster and bookmark. The artist will be present to autograph the posters from Thursday afternoon through Saturday.

## Ban Powerpoint

Now that everyone has access to PowerPoint, they're tempted to use it. The problem is that using it for a presentation tempts the presenter to be a reader of the slides and, worse still, someone who is their prisoner, speaking from a script rather than interacting with the audience. We read that former IBM Chairman Lou Gerstner and Scott McNealy of Sun Microsystems both banned the use of PowerPoint. It's particularly fatal if a sales rep who supposed to be listening to the client and learning their needs is chained to their PowerPoint instead.

## Thought for the Week

*Some of the world's greatest feats were accomplished by people not smart enough to know they were impossible.*

**Dear Brad...**

What is refractive index? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: The refractive index is the ability of a pigment to bend light.

**Casual Days?**

There's a lot of evidence that the pendulum is swinging away from the "casual look" dress codes with sales of men's tailored clothing up 19% in 2004. Your sales reps need to be sensitive to this as well as your inside folks when clients come to call. It's been our experience, that people who dress in a business-like fashion tend to think like business people.

**Employees In Military Service**

The Federal Government has set forth new rules and a new poster for all employers regarding the reemployment rights of employees called to active duty in the military services. Members can go to [www.piasc.org](http://www.piasc.org), then to *Human Resources*, then *Download Publications* to obtain the poster and the information. The poster is found under the dropdown *Employee Relations Posters* and the rules under *Mandated Leaves of Absence*.

**You Can't Work—Now What?**

One of the really tough questions is what happens when you or an employee becomes disabled because of illness or accident. Work is not an available option but neither is starvation and the business cannot afford to pay either you or your people for not working. The answer is disability insurance coverage. Long

term disability protection costs surprisingly little but is invaluable when you need it. The Printers' Disability Trust's annual open enrollment is beginning making this the right time to consider the program. Call Joanne Cadenas at Ext. 256 ([joanne@piasc.org](mailto:joanne@piasc.org)) for full info.

**Only The Big Survive**

It's always tempting to think that the big firms in our industry have a real advantage. After all, they have the money to put in the big new press, have all those sales reps, etc. However the reality is that runs are getting shorter and turn arounds faster every day—something the big press doesn't help with. Clients are also more and more interested in turn-key solutions from suppliers who take total responsibility as project managers. Those value added areas together with in-depth understanding of the client's business are not conferred by the big press not the large sales force either (sometimes, they can get in the way). Smaller firms with focus can do quite well in this environment.

**For Sale**

Work benches, tables, desks—make offer. Equip includes Ryobi, ABDick & Harris presses, CTP & Film, Matchprint, Challenge Cutters(2), Letterpresses(2) with foil & more. Call Tom (626) 584-0977 for list.

Poolside Litho Overstock list: HN Imagesetter Film SP829 26 X246' 3 Rolls \$275.00 ea., HN/RLD Matte Film SP829 18 X235' 1 Roll @ \$189.00 ea., Ultrafine Matte Film Cassette SP867 13.3" X 100' 1 Roll \$79.00 ea., Genie Laser Plate 5000/05 (4 sizes), \*Subtractive Plates 1-Side (6 sizes), \*All in date Will cut to fit. Call (562) 921-5545 for prices and sizes.

Roll label equipment: ONDA screen printer, ONDA die cutter, U.V. curing rewind unit, Nilpeter Corona treater, independent slitter/rewinder unit, Voorwood slitter/rewinder unit. Call Jeff at (661) 294-6545.

Warehouse/office for lease in the Southbay, perfect for a small litho or flexo printer. 1,400 sq.ft. warehouse and office. Plus, loading dock, two truck area and lots of storage space. Call Doug at (310) 325-3099.

*PIASC's Pick of the Week*



**Customer Service in the Printing Industry**

by Richard E. Colbary

In the highly competitive, service-driven printing industry, day-to-day interaction with the client is not only necessary but in fact is key to favorably differentiating the printer from its competitors. Good customer service is accomplished only when people from all departments in a company—from sales to estimating to manufacturing—have been trained to understand each other's problems better.

**PIASC Members \$75.00 ea\*.**  
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\*Prices do not include tax and shipping.

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