

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 30, 2005

## The Print Staff Solution

For many years, PIASC has offered a free placement service based on persons who came into our office (and who were currently unemployed). They filled out an employment application and our placement staff then matched them with job orders placed by member firms. We have now partnered with PrintStaff to offer this same free placement service, but now using the internet to do so, and to offer their much broader range of services including a nationwide database, pre-qualification testing, background checks and qualified temporary employees with industry skills (Mac Operators, Press Operators, etc) not free, but at discounted PIASC member pricing. Access to the free, member only resume database is available through our website [www.piasc.org](http://www.piasc.org). For other services, you may still call our office where PrintStaff's Mary Silva will be working with Mary Aguilar (who needs no introduction) to help you. PrintStaff is a nationwide firm specializing in our industry with offices in a number of cities and headquarters in Boston.

## Your New PIASC Directory

You should have already received your copy of the 2005-06 PIASC Membership Directory. If you haven't or if you would like additional copies (we have a limited supply available), call Socorro Garcia at Ext. 229 ([socorro@piasc.org](mailto:socorro@piasc.org)).

## The Pace of Change

Daniel Carp, CEO of Kodak, announced his early retirement effective June 1st to be succeeded by Antonio Perez who came to Kodak from HP in 2003. Carp, a 37 year veteran of Kodak predicted a 6% drop in film sales in three years when he got the top spot. The actual number was 30%. That's no surprise to us for whom film is becoming a memory like hot metal, but it's a measure of the catch-up Kodak has to do to regain its status as an icon of American business. In many ways, years of being a market leader are a real handicap when the world changes because it's too easy to think about how great you are and really hard to change course. The same thing happens to a printer who lives well on a set of wonderful client relationships but doesn't realize that their business models are changing until the party is over.



Today, May 30th, is Memorial Day dedicated to the memory of those who gave their lives to defend our freedoms and those of others over the 229 years of our existence as an independent republic. While not perfect, the government of United States and its Constitution are truly unique in terms of their profound design, longevity and respect for individual citizens. Those who we remember today made their sacrifice to protect this heritage and to help extend it to others throughout the world.

## It Happens

A print broker in St. Louis has pleaded guilty to paying an association's purchasing agent \$30,000 to receive \$300,000 in orders. In the same case, he also admitted paying a purchasing agent for a casino \$251,000 to allow inflated prices. Yes, there are buyers out there with their hands out, but buying the work in this way is very bad stuff—when the cat is out of the bag, it's game over. With this set of facts, jail time is in the wings, combined with suits from the employers of the conspirators and finishing with the worst possible reputation.

## E-CSR

PIA/GATF is sponsoring a brand new, hands-on workshop for CSRs in the world of digital files on June 8th and 9th in Pittsburgh, PA. This intensive program will focus on what's right, what's wrong, what's possible and what's impossible when digital files and print meet; preflighting essentials; the features and applications of the newest desktop software. For full info and registration, call Karen Keller at (800) 910-4283 Ext. 711 ([kkeller@piagatf.org](mailto:kkeller@piagatf.org)).

## Thought for the Week

*If we had asked the public what they wanted, they would have said: faster horses...Henry Ford*

<b>PBT</b>
<i>Event Number</i>
<b>Cost:</b> <b>\$5</b>

**“Printers’ Breakfast Table”**  
**Contact: Socorro Garcia, Ext. 229**

The Breakfast Meetings are a wonderful opportunity to meet with others and learn from their experiences. The regulars know that it’s the best investment of their time they make!

**Time:**  
7:30 A.M.

**Upcoming Breakfast Meetings:**  
 Jun 7th – Coco’s Bakery Restaurant • 4360 Mills Circle Rd • Ontario 91764  
 Jun 9th – Mimi’s Cafe • 17231 E. 17th Street • Tustin 92780  
 Jul 6th – Hof’s Hut • 4251 Long Beach Blvd • Long Beach 90813  
 Jul 12th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101  
 Jul 13th – Tamayo’s • 5300 E. Olympic Blvd. • Los Angeles 90022  
 Jul 14th – Abe’s Deli • 19626 Nordhoff Street • Northridge 91324

**Dear Brad...**

We are printing on plastic and we are getting patterns or rings on all of the solids that feel rough to the touch.

What is causing this? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Static discharge in the delivery can cause spray powder to form these patterns.

**Graphics Night 2006**

The hundreds of people who attended this year’s Graphics Night know that it was a fabulous event in every sense of the word. Next year it will be even better with Bob Danzig, recently retired CEO of The Hearst Corporation, as the featured speaker. Bob shared his life experiences with those attending the PIA Presidents Conference in Florida this year leaving everyone who heard him saying it was truly extraordinary, combining his lifetime in the publishing/printing industry

with a wonderful empathy for the employees and customers he built lasting relationships with. The dinner will be held again at The California Club on Thursday, March 6th. Because space is limited there, you may want to think about reserving your place (and that of your key people) today by calling Ara Izquierdo at Ext. 216 (*ara@piasc.org.*). At the very least, mark the date in your Palm, PC or pocket calendar.

**Wash-Up Time**

Raymond J. Prince, a senior technical consultant at PIA/GATF, answers the question ...How long is a typical press wash-up? The answer is—it depends. First do you have a press with automatic dispensing of solvent or not? Second, does the press have a wash-up blade that works? Third, does the press have automatic blanket washers or back-cylinder washers? The more automated the press the faster the time. I watched a new seven-color 64-inch press wash-up in 15 minutes and a four-color 20-inch press take 30 minutes. Both were correct for the technology available on the press. Faster wash-ups happen when you only need to do a rinse for going from a lighter color to a darker color. If you are going from a darker color to a light yellow, then time will increase due to having to do a double wash. The end-of-day or Friday wash-up should be the longest due to the extended period the press will be down. Normally we would do a hot water and 15% vinegar wash and then apply a paste cleaner to the rollers for the weekend. Remember automation pays.

*PIASC’s Pick of the Week*



**Job Descriptions:**  
**Deluxe Set**  
*by Debra Thompson*

The deluxe set provides Microsoft Word and PDF templates for all nine descriptions from the basic set plus nine additional positions.

**PIASC Members \$200.00 ea\*.**  
**Non-Members \$300.00 ea\*.**

\*Prices do not include tax and shipping.

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

**Address:**  
5800 South Eastern Avenue, #400  
P.O. Box 910936  
Los Angeles, CA 90091-0936

**Telephone Number:**  
(323) 728-9500

or 808-9990 for area codes: 213, 310, 562, 619, 714, 818, & 909

**Web Site:**  
<http://www.piasc.org>

**Print Access Site:**  
<http://www.printaccess.com/piasc>

**Printing Industries Association of Southern California**

**Fax numbers:**  
**Association** (323) 724-2327  
**Insurance Agency** (323) 728-0483  
**Credit Union** (323) 722-8927  
**Benefit Trust** (323) 722-7386  
**Collection Service** (323) 724-2368

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