

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 9, 2005

The Winners Were... PIASC's Annual Student Assembly brought almost 1,000 students to the L.A. Convention Center to see the final round of the Technical and Academic Competition in which students from five schools showcased their printing knowledge under intense pressure. The winners were:

- 1st Place – Cathy Nguyen – El Camino Real High School/ROP
- 2nd Place – Jose Vasquez – Hart High School
- 3rd Place – Leslie Garcia – Venice High School
- 4th Place – Patrick Bailon – Don Bosco Tech
- 5th Place – Ugo Iheonu – Redondo Union High School

We also recognized the winners of the T-Shirt Competition which is judged separately on design and production. The winners were:

- 1st Place Design and Production – Hart High School
- 2nd Place Design and Production – Franklin High School
- 3rd Place Design – Huntington High School
- 3rd Place Production – El Camino Real High School/ROP

But the real winners were all of us who will benefit from having such great kids who are enthusiastic about our industry!

Mail Change Most direct mail moves at Standard Mail rates rather than First Class rates. With changes in technology and improved databases, direct mail pieces have come to include information specific to the recipient and thus run the risk of being classified as First Class rather than Standard by the USPS with ugly financial consequences. After a long dialog, the USPS adopted a new regulation, effective June 1, 2005, dealing with this issue and which permits such recipient specific information in a Standard Mail piece so long as its exclusive purpose was to promote the sale or lease of a product or service (or to solicit a charitable donation). You may obtain a copy of Postal Bulletin 22142 covering this change by calling Socorro Garcia at Ext. 229 (socorro@piasc.org). Before doing a mailing, it is always well to obtain an USPS eligibility determination from the Post Office where it is to be mailed. If the ruling is unfavorable, it should be immediately appealed to the New York Postal Classification Service Center (see www.usps.com for contact information).



Cathy Nguyen, El Camino Real High School/ROP receiving her medal for First Place from Susan Kinney (Castle Press) at the 18th Annual Student Assembly and 10th Annual Academic Competition.

The Death Tax As all of us know who own rapidly appreciating Southern California real estate and illiquid, difficult to value small businesses, the death tax (aka the inheritance tax) is not just for the rich. Fortunately, the Bush administration passed a phase out of this tax, but to satisfy the quirks of Congressional accounting allowed a bounce back to the old story in 2012. Unless you plan to pass on earlier than that, you have a vital interest in the passage of the bill that would make its repeal permanent. This has passed the House but now is before the Senate where majorities don't always count. Let Senators Feinstein and Boxer know how you feel about this. Let them know that you have paid tax on everything you have already and don't see why the government should get another bite at the apple. You can use the Government Affairs section of www.gain.net to send an email to them today.

Get It Right Would you like to dramatically reduce paper spoilage and plate remakes? Would you like to put the job on the press and have the press sheet look like the proof? Would you like to avoid having to justify color variations to unhappy clients? If your answer is yes, then reserve Tuesday, June 7th at PIASC headquarters for the PIA/GATF full day seminar "Best Practices in Color Reproduction." This is the best time spent for your key plant folks in a long time and it comes to you at PIASC discounted pricing. For registration and information, go to www.gain.net.

Thought for the Week *Be aware that a halo has only to fall a few inches to be a noose.*

Dear Brad...

We printed and perfect-bound a small reference book. The books that were shipped, the content pages have yellowed. Our retained samples did not. What is causing the pages to yellow? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We suspect that the books were exposed to elevated temperatures during shipping. To test for this, place one of the retained samples in an oven at 100°F for 24 hours; this will determine if heat was the cause.

Resolution Facts

Dave Watterson, PIA/GATF's art director, explains Fundamental Guidelines of Resolution. In order to get high-quality commercial printing, the process requires high-resolution imagery. By high resolution, I mean at least two times the lines per inch of your output. For example if you are printing at 150 lines per inch, your images should have a minimum of 300 dpi. Grabbing images off the web may be easy and convenient, but the quality simply won't be sufficient for good print quality. All web-based graphics are 72 dpi and generally RGB or indexed color so these images will be poor when reproduced in print. If you are dropping images into a desktop publishing program such as Adobe InDesign or QuarkXPress make sure that your images are cropped to the correct measurement or box size, as well as being the correct resolution. This will speed up the whole ripping process. Generally use TIF or EPS suffixes where pos-

sible. Never blow up images in your desktop publishing application, because you will reduce the effective resolution and the print quality of the image will suffer.

Would You Believe?

Several months ago, an Agency of the State of California announced that it was going to initiate a study of the toxics emitted by the printing industry, discussing them in tones which suggested that we were a threat to school children and the next Bhopal waiting to happen. Fortunately, Gerry Bonetto, our Director of Government Affairs, was able to get out in front of this, demonstrating in a lengthy letter that the contentions were based on clearly erroneous facts and that the study was a waste of the taxpayer's money. We're happy to report that the State agreed and dropped the idea, admitting that it simply had a budget to do several studies a year and they had picked us based on no evidence whatever.

For Sale

IBM executive chair, \$375, executive management chair, \$585, Judges hiback Sycrotilt chair, \$775, BIF executive chair, \$195, alternator for gm vehicle 85 amps used 3 days, \$35. Call Don at (818) 986-0172.

Complete high tech, Web based, Voice over IP, PBX (phone system) with 18 months of paid service worth \$6000 available all on barter basis to 2 or 4 color shop. Request info by email to Jan@netreward.com.

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, also Color Key Processor. Call Jeff at (661) 294-6545.

Pitney Bowes automatic mail machine #5630, only 4 months of use purchased for \$4,167.00, willing to sacrifice for only \$2,000 OBO. Call Doug at (310) 325-2739.

Commercial print shop, annual sales \$275k to \$300k, good accounts, price \$90k. Call Joe at (818) 365-4977.

PIASC's Pick of the Week



How to Retain Top Performers

by Debra Thompson

This book will identify the strategies that you need to apply for retaining your top performers. It will also give you information on becoming an "employer of choice." This workbook is designed to give you the tools you need to achieve success in employee retention.

PIASC Members \$30.00 ea*.

Non-Members \$35.00 ea*.

*Prices do not include tax and shipping.

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Printing Industries Association of Southern California

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