

...using your association every day prevents profit decay

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 6, 2005

Stealth Text

In the run up to the referendum on the EU Constitution in France (which failed at the polls), an opponent hidden in the system inserted a footnote in the document describing it as an “incoherent text” something that the Government’s proofreaders failed to notice. The result was that 162,000 bound copies had to be destroyed. The good news is that some lucky French printer got to run the job twice. Amusing as this is, there is a real possibility of sabotage when sensitive jobs are being handled—sometimes originating on the client side, but sometimes on the printer side. Several years ago we were familiar with an incident where a disgruntled employee took apart some Playboy Magazines, dropped the signatures into an inserter pocket when an annual report was running and then saw that the copies that went to the client were the ones he had customized. The ensuing conversation dwarfed any conceivable discussion about register being a little off.

They Deserve It

You will be happy to know that the California Citizens Compensation Commission (created by initiative in 1990) and charged with the responsibility of determining the salaries of legislative and executive branch officeholders has determined that the members of the California Legislature should receive a 12% increase next year bringing most of them to \$110,880. Little enough, you would surely think, for their unstinting effort in making California an ungovernable mess. As is only fair, our legislators are paid more than in any other state, with Michigan (in second place) paying \$79,650.

Small Isn't Bad

We’d all like to sell that big account that would generate real volume. The problem is that this kind of account is usually a very large firm for whom the printer is a flyspeck. This disproportionate relationship opens the door to situations where the CEO determines that the bottom line will be improved by hammering the suppliers. To get a real time flavor of this, take a look at the auto industry where suppliers are going Chapter 11 right and left. The smaller client doesn’t have the market power to do this and real value-added relationships are usually easier to obtain because of the absence of client skills.



17th Annual Conference SEA-SURF-SAND-SHOP
SUN-YOUR-BUNS SAN DIEGO
MARRIOTT SAN DIEGO—Mission Valley • June 10-12, 2005

California Association of Business Printers
YOUR-BUNS
Staying Alive in 2005
Redefine Your Business

Last Chance for an Education & Vacation in San Diego!

It's Not Too Late to Register!

One Day (Sat.) Conference available.
Call Diane at ext. 257 for info or registration!

A Winner

Congrats to Kary Radestock (Anderson Printing) who was honored with the Industry Spirit Award at the Annual Production and Traffic Achievement Awards dinner of the Advertising Production Association – Los Angeles (APALA) held in the Ritz-Carlton Hotel in Marina del Rey on June 3rd. Becoming involved in groups that revolve around our clients is always a productive use of our time. We have a better chance to learn about their problems and opportunities and we have superb networking possibilities.

The Education Committee Wants You

You are invited to join the PIASC Education Committee at their next meeting scheduled for Wednesday, June 29th at 7:30 a.m. at Tamayo Restaurant in East Los Angeles. The Education Committee is responsible for overseeing the PIASC’s Educational Program, which includes the annual surplus drive, annual technical and academic competitions, annual student assembly, speakers’ bureau, plant tours, career day speakers, equipment donations, and more. If you would like to be part of the Education Committee, please call Ara Izquierdo at Ext. 216 (ara@piasc.org).

Thought for the Week

Life is what happens when you are busy making other plans...John Lennon

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

“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

Graphics Night Is...

Thursday, March 2nd not the 6th, as Update previously reported. It will be a wonderful occasion at The California Club with Bob Danzig, recently retired CEO of The Hearst Corporation as featured speaker.

How Do They Like It?

For some folks, email is a curse—others an indispensable blessing. The same is true of faxes, telephones and snail mail. Make it a point of finding out what your client’s communications preferences are then make sure that you’re following them. It’s really worth the extra effort to respect individual preferences as the last thing you want to do is to irritate them.

First Class Growing?

It’s a bit of accepted wisdom that the volume of first class mail is falling fast leading to enormous standard class rate increases down stream. Interestingly,

the Federal Reserve has published a study showing that households with internet access receive 30% to 38% more mail than others. They also note that the number of households is growing (20 million more than in 1997) with a proportionate increase in the mailing of bank statements, utility bills, etc. The increasing fear of privacy invasion has led to a slowdown in electronic bill paying. All of this suggests that postal revenues might not be under as much of a threat as feared and the urge to fill all of those nice envelopes with marketing material will continue unabated.

Old Ink

Dillon Mooney, a PIA/GATF technical consultant for over 22 years, says nix to old ink. The cost of the ink is insignificant when compared to the cost of paper and press time to reprint a job. Sheet fed inks have a shelf life of about one year. After a year the driers in the can become less effective, leading to increased drying times, offsetting and more rub and marking problems. Old ink can be especially problematic when printing on stocks such as cast coated papers, matte papers and dull stocks. When ink is received it may have a manufacturing date on the can, if not write the date you received the ink on the can with a Sharpie permanent marker. Write on the can, not on the lid. Rotate your ink stock; that is use the older ink first. Using old ink can be false economy.

For Sale

LogE Robertson Vertical Camera, Silk Screen Drying Rack, and Large Industrial Storage Shelving with Masonite Shelves. Call Julie at (909) 599-7954.

PIASC’s Pick of the Week



Managing Mavericks: The Official Printing Industry Guide to Effective Sales Management
by Leslie J. Ades

Managing the maverick print salesperson is the ultimate challenge for both new and seasoned sales managers. These dynamic but often unconventional individuals can make or break an organization. Firm leadership and a creative imagination are required to transform them into a winning sales team.

PIASC Members \$55.00 ea*.
Non-Members \$75.00 ea*.

*Prices do not include tax and shipping.

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

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