

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 26, 2005

## Service Keeps Them

While the quality of your work or the price on that quote may have been instrumental in bringing in that new client, what keeps them coming back is service. Printing is a complex, custom manufacturing process that is all about the details. Your technically savvy CSRs helping the client pick up the pieces and fixing problems before they become disasters are heroes. As we get to work with a client, we get to know and remember their style and preferences and query them when something seems out of the ordinary. We also get to know them and the language of their business and can speak to them in it rather than in printer-speak. Remember that the client will seldom remember the great price or the great color work but they will remember the CSR who caught the typo before it was too late or who saved their life by making that impossible delivery date in spite of the problems.

## A Triangle

We talked with a firm who had a married couple as two of its employees. Apparently one of them had an affair with a third employee. The only workplace issue that had arisen as a result was that one of the marital partners had cussed out the third person involved while on paid time. When an employer becomes aware of events like these, the only issue should be whether any of this impacts workplace behavior or productivity. In fact, the California Labor Code forbids discharge or discipline flowing from behavior outside of the workplace. In this case, it was appropriate to warn the marital partner that attacks on fellow workers while in the workplace would not be tolerated and to caution all three parties that it was expected that their work could not suffer as result of their personal lives.

## We'd Rather Not Print That

Sometimes we're presented with jobs that offend either our moral or political sensibility. Remember that there is no legal obligation to take on any printed project that we are not comfortable with—regardless of our reasons. As a matter of common sense client relations, we might consider assigning a reason other than the actual one for refusing the work—we can't make the delivery date, we don't have the right equipment, etc.—while recommending some alternative sources to the client. After all, the client may have other projects that we would be happy to handle and telling them that we think their morality or politics are wrong will sever the relationship.

## SALES POWER 2005

It's all about making it in a changing world—one filled with tough price competition, complicated projects with impossible deadlines, clients who want turnkey solutions at Wal-

Mart prices with voicemail walls and spam filters that make reaching out to a new prospect like climbing Yosemite's Half-Dome. A half day of your time spent on Saturday, October 8th, can give you the tools to be a winner at this game. Check page 2 inside for full info.



## Affairs In Order?

Once in a while we are amazed to find someone who owns a printing business, has a house and some personal assets but has done no estate planning whatsoever. The minimum requirement is a will but even that needlessly exposes your heirs to the legal costs attendant with probate. The living trust approach eliminates probate and is no more trouble than a properly drawn will. In either case, estate planning will be required unless the Death Tax repeal is finally made permanent (have you contacted Sen. Feinstein on this?). You should also have a plan for the operation of your business since its value will drop quite rapidly if it drifts after you pass away. If you plan to leave it to your children, be sure they want to and can operate it successfully. You might well consider a plan where you sell them the business while you're still living.

## It's Where You Belong

Most of us have heard the commercials on the radio talking about the advantages of Credit Unions over other financial institutions for consumers. For more than forty years, Printing Industries Credit Union has served people employed by PIASC member firms with a full range of savings and lending services, checking accounts, credit cards, ATM cards now facilitated with 24/7 lending and internet home banking. If you have not yet brought this no cost employee benefit to your people, call Richard Untal today at Ext. 212 ([richard@piasc.org](mailto:richard@piasc.org)) to get started.

## Thought for the Week

*You may delay, but time will not*  
...Benjamin Franklin

**Leave of Absence Abuse**

Companies failing to establish in a written employee handbook or policy what actions employees are required to take when receiving leaves of absence experience more abuse or even longer leaves by employees. The following, although required in mandatory leaves such as pregnancy disability or family medical and care leave circumstances, are specific procedures companies should follow for all leaves. Require a doctor's written note from the employee justifying the need for a medical or pregnancy disability leave at the beginning of the leave, as well as when the current designated disability time runs out (fitness for duty note). The requirement for a fitness for duty disability note should be in the written leave policy and applied to all employees who become eligible under the company's leave policies. When, an employee fails to give the company a fitness for duty note as required by written policy, a letter should be sent to the employee giving them a reasonable time to get such back to the employer. The company should make clear if it does not receive a note justifying the leave or a further extension by this date, the employee's employment is subject to termination. A letter designating the leave time should be sent to the employee at the beginning of any leave. This letter designates the type of company leave granted; the amount of maximum time for such a leave; information about accommodating limitations as required by Federal and State Medical and Mental Disability laws;

that the time from the date of the letter is counted against the maximum time for this leave, return to work information and the employee responsibilities, such as providing fitness for duty notes. A sample leave designation letter, employee leave policies, and specific information about different mandated leaves are provided in the PIASC Human Resources publications.

**Label It Right**

Gary Jones, the industry's leading environmental, health, and safety specialist, says that one of the most overlooked hazardous waste requirements is container labeling. All containers that are used to collect hazardous waste must be properly labeled. In addition, with the increase in the number of presses using a liquid brush or spray automatic blanket wash, the small containers used to collect the waste blanket wash also need to be labeled. EPA has two classifications of containers, satellite and accumulation containers. While there are other requirements, satellite containers such as those used to collect waste blanket wash must be closed, except when adding or removing waste, and be labeled with "words that identify the contents of the container" or the words "hazardous waste". Ideally, both labeling elements should be used.

**For Sale**

Polar MOHR EL 90 36" cutter, \$12K; HysterForklift; Hamada 550, 2-color, runs well, \$4K; (2) Harris Offset Microflo 29A one runs well and one for parts, \$1K; '87 Dodge RAM runs well, \$1500; NuArc FT Plate Burner, 30x40" + 10x15 camera, \$1K; MAN Rolland 202, 29" excellent condition, \$45K, Meihle V-50, \$1K. Call Mike at (818) 761-9295.

*PIASC's Pick of the Week*



**Roll to Web Processing**  
by Web Offset Champion Group

This guide describes in detail the best practice techniques for roll storage, handling, and splice preparation — areas which have a significant impact on web breaks and mis-splices that undermine effective productivity.

**PIASC Members \$20.00 ea\*.**  
**Non-Members \$30.00 ea\*.**

\*Prices do not include tax and shipping.

To purchase your copy, visit [www.gain.net/store](http://www.gain.net/store).

**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:**  
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**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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