

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 2, 2006

## We Promise...

to remember that our firm is a small fish in a very big pond with a lot of feeding opportunities if we only concentrate on them and not the threat to our future from the internet or the Chinese.

- to remember that we're only as good as our employees and that nothing we can do will work if they are not focused on client service as job #1 and don't have the skills to deliver what the clients need.
- to remember that increasing the overhead through signing the lease on the new plant or the 8 color 40 before we have the work to fill them is frequently a one way ticket to the bankruptcy court.
- to remember that no one can produce work cheaply enough to make a low bidder strategy into a profit generator and therefore we must be able to create an understanding of value to get beyond price.
- to remember that creating a value story is usually easier if we're a one-stop shop—in-house where it works and partnered elsewhere.
- to remember that it's easier to recruit and retain good people if we have competitive wages and benefits which are more affordable when peaks are handled by overtime and not by more people.
- to remember that, given the demand for fast turn-arounds and the cost of major equipment, a multi-shift is a must (even though it presents management challenges).
- to remember that, like it or not, we are married to the government and that complaining about it won't help—active involvement combined with support of our industry PAC will let us be heard.

## Drucker Pearls

The late Peter Drucker said: "The aim of marketing is to know and understand the customer so well that the product or service offered to them fits them so well that it sells itself." "Most discussions of decision making assume that only senior executives make decisions or that only senior executives' decisions matter. This is a dangerous mistake." "Strategy is a sense of direction around which to improve."

All of us at  
PIASC wish you  
a happy and  
prosperous  
2006!



## Want To Talk To A Person?

If you're up against one of those automated attendant phone trees and want to talk to a human it's sometimes not as simple as hitting "0". There is a marvelous resource for finding that magic door at large financial institutions, software companies, telcos, etc. It's <http://paulenglish.com/ivr/> where they're listed for your assistance. Incidentally, if your firm has an automated attendant system, ask yourself whether your clients or prospects might be frustrated with you.

## A New GAIN!

Ready, Set, Go! A new, redesigned GAIN launches last week. Visit [www.gain.net](http://www.gain.net) and browse PIA/GATF's new website. The revamped GAIN brings improved navigation, new features, and a more user-friendly design. To access members-only content, PIA/GATF members will be asked to log in and create a password. Simply follow the registration instructions and you'll be off and running. Questions? Call Suzanne Levine in Sewickley, PA at (412) 741-6860 Ext. 757 or email [gain@piagatf.org](mailto:gain@piagatf.org).

## PPML/VDX

What's that, you ask? It's an open standard which was published by The Committee for Graphic Arts Technologies Standards (CGATS) in 2002 which contains graphical page content which is independent from the production workflow and the output device. Its use facilitates variable data printing (VDP) by liberating the design process from proprietary languages. A growing number of equipment suppliers are supporting PPML/VDX. If you are moving into VDP, you should be sure that your hardware is compliant with this standard.

## Thought for the Week

*It is better to be boldly decisive and risk being wrong than to agonize at length and be right too late.*

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

**Date & Time:**  
Jan. 10th, 2006  
7:30 A.M.

**Location:**  
Tamayo's  
5300 E. Olympic Blvd.  
Los Angeles 90022

**“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!

**Upcoming Breakfast Meeting:**

- Feb. 7th** – Coco's Bakery Restaurant • 4360 Mills Circle Rd • Ontario 91764
- Feb. 8th** – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Feb. 9th** – Abe's Deli • 19626 Nordhoff Street • Northridge 91324
- Feb. 16h** – Mimi's Cafe • 17231 E. 17th Street • Tustin 92780
- Feb. 23rd** – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813

<b>IPW</b>
<i>Event Number</i>
<b>Cost:</b> <b>\$15</b>

**Date & Time:**  
January 6, 2006  
Registration: 9:00 A.M.  
Breakfast: 9:30 A.M.  
Awards Ceremony: 10:15 A.M.

**Location:**  
Tamayo Restaurant  
5300 E. Olympic Blvd.  
Los Angeles

**PIASC's Gold and Silver Membership Awards Breakfast**  
**Contact: Ara Izquierdo, Ext. 216, [ara@piasc.org](mailto:ara@piasc.org)**

Join us as we honor those companies who've been PIASC members for 25 and 50 years.

- |                                      |  |                             |
|--------------------------------------|--|-----------------------------|
| <i><b>GOLD AWARDS (50 years)</b></i> | <i><b>SILVER AWARDS (25 years)</b></i> | Alpha Impressions, Inc.     |
| ColorGraphics, Inc.                  | Adams Wilshire Engraving, Inc.         | Dimension Printing          |
| Eureka Lithograph Co.                | Admore Inc.                            | Emil Rozek Typesetting      |
| The Earl Hays Press                  | Allied Litho Products, Inc.            | Hams Bindery Equipment, LLC |
|                                      |  | J.S. Paluch Co., Inc.       |
|                                      |  | Oscar's Printing, Inc.      |

<b>BFC</b>
<i>Event Number</i>
<b>Cost:</b> <b>\$50</b>

**Date & Time:**  
January 10, 2006  
Program: 7:00 A.M.-8:20 A.M.  
Continental breakfast is included

**Location:**  
PIASC Conference Center  
5800 S. Eastern Ave  
Suite 215  
Los Angeles

**The Breakfasts for Champions...The New Era Series**  
***Selling Using a Value Proposition, not Price!***  
**Contact: Socorro Garcia, Ext. 229, [socorro@piasc.org](mailto:socorro@piasc.org)**

- How to differentiate yourself
- Why price does not matter
- Understanding your value
- How to create compelling dialogue to help the customer understand why they should give you a chance

**Other meeting topics in this series are:** Tuesday, February 7, 2006 — Building Long-Term Relationships

<b>G&amp;S</b>
<i>Event Number</i>
<b>Cost:</b> <b>\$35</b> reception and dinner

**Date & Time:**  
January 18, 2006  
6:00 P.M.- 9:00 P.M.

**Location:**  
Tamayo Restaurant  
5300 E. Olympic Blvd.  
Los Angeles

**International Printing Week and Ben Franklin's 300th Birthday Celebration**  
***Speaker: George Bounelis, National Geographic Magazine***  
**Contact: Ara Izquierdo, Ext. 216, [ara@piasc.org](mailto:ara@piasc.org)**

Join us at the International Printing Week and Ben Franklin's 300th Birthday Celebration to hear National Geographic's George N. Bounelis talk about the challenges and rewards of managing the production workflow for the "yellow bordered" magazine. Don't miss this unique opportunity... reserve your place now by contacting Ara Izquierdo at 323-728-9500, Ext. 216.

**PIASC Information/Registration Sheet**

*WUD - 1/2/05*

(Please circle the number of the mentioned event above. Check off whether this is a Registration Request or for Further Information)

<u>Event Number</u>	<u>Registration</u>	<u>Information</u>	<u>Attendee Name(s)</u>
<b>PBT</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>G&amp;S</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>BFC</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>TNP</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Company \_\_\_\_\_ Phone ( ) \_\_\_\_\_

(Please FAX this form to PIASC (323) 724-2327 or send to PIASC address on page 4 of this newsletter)

**ALL NO SHOWS AND CANCELLATIONS LESS THAN 48 HOURS PRIOR TO MEETING WILL BE BILLED.**

**Craftsmen Club Calendar Section**

Club Name	City	Contact	Next Meeting	Topic
High Desert Graphic Arts Club	Lancaster	Viktor Hungerford (661) 942-5102	Wed, Jan.4th	TBA
Graphic Arts Club of L.A.	Los Angeles	Richard Jones (626) 675-0990	Wed, Jan. 18th	IPW dinner w/George Bounelis
GAC of L.A.'s S.A.M. Club	Los Angeles	Artie Lindauer (310) 306-7981 x360	Wed, Jan.4th	Speaker: Chris Wilson/Kelly Paper
Santa Clarita Valley Club	Santa Clarita	Will Sherwood (661) 287-0017	Wed, Jan. 20th	Networking Lunch
Santa Monica Bay Club	Santa Monica	Emil Rozek (310) 823-3811	Wed, Jan. 11th	TBA

**GAMA**

Event Number

**Cost:**

GAMA Members: \$10/ session or \$40 for all four\*

PIASC/Non-GAMA members: \$60/ session (includes GAMA Membership) or \$90 for all four\* sessions

\* (qualifies for PIASC certification)

**Date & Time:**

February 1st  
February 8th  
February 15th  
February 22nd  
Registration: 8:30 A.M.  
Program: 9:00 A.M.-11:30 A.M.

**Location:**

PIASC Conference Center  
5800 S. Eastern Ave  
Suite 215  
Los Angeles

**Graphic Arts Management Association**

**Better Managing Skills - Enrichment Series**

**Contact: Teresa Sak, Ext. 217, [teresa@piasc.org](mailto:teresa@piasc.org)**

This series will help educate new supervising managers, and to update and improve current individual printing industry managers, owners and supervisors. Anyone, current or new to managing people will benefit; anyone whose responsibility is for supervising, coordinating, and/or evaluating any number of the employees of the company.

**The value of this series for you:**

- insightful knowledge on "How to manage and direct people" under your supervision
- knowing What to Do in a situation and How to Do it Legally
- a "beginning middle and end" awareness to labor management in Printing
- a "PIASC Management Training Certification" will be awarded to all who complete the four seminar course
- each attendee enrolled for the four seminars will receive a one year membership in the Graphic Arts Management Association (GAMA) organization of PIASC

**Topics:**

- February 1st - The Technique of Coaching & Influencing Others
- February 8th - Developing and Using Effective Communication Skills
- February 15th - Hiring the Right People/Evaluations/Process for Firing
- February 22nd - Managing Change/Legalities

**TNP**

Event Number

**Cost:**

\$195 each registrant or \$150 each for two or more registrants same company.

**Date & Time:**

February 8 & 9, 2006  
Registration: 8:30 A.M.  
Program: 9:00 A.M.-5:00 P.M.  
includes lunch

**Location:**

PIASC Conference Center  
5800 S. Eastern Ave  
Suite 215  
Los Angeles

**Terry Nagi Presents:**

**How to Provide Exceptional Customer Service & Solutions Selling: Keeping Clients Forever**

**Contact: Monica Vargas, Ext. 299, [monica@piasc.org](mailto:monica@piasc.org)**

**Wednesday, February 8th:**

Exceptional Customer Service is a bottom-line issue. No matter what size your company. No matter what type of printing you do. Your customers and potential customers are choosing to do business with you and telling others about you based on the level of the customer service they receive. Here's a sample of the customer service skills your people will gain during this print specific, pragmatic, and participative one-day workshop.

**Thursday, February 9th:**

Print client loyalty is on the wane. However, there are ways to successfully sell the new breed of print buyer who is price conscious, not seeking a long-term relationship, buys on price, sees print as a commodity, etc.

To sell to these buyers requires a brand new set of sales strategies and techniques. Solutions Selling concentrates on these key techniques, proven by successful sales representatives in the print industries. Systematic methods are presented to become a total "Solutions" sales representative, concentrating on bringing value and increased productivity versus bidding on specs.

**Dear Brad...**

We are getting a deletion problem on our laser printer. The pattern is repeating sheet to sheet on one paper, but when we changed to another paper the deletion problem went away. Why is this happening? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We believe that the repeating deletion sheet to sheet is referred to as "ozone deletion" and usually indicates that the photoreceptor belt/drum may need replacing. The paper that it is not occurring on is probably more porous and absorbent.

**Multiple Shifts Great, But**

Simple math says that a two or three shift operation is more profitable and competitive with more efficient utilization of plant and equipment and shorter delivery times. The bad news is that conflict and finger pointing between shifts along with failure of communication leads to excess spoilage. A smooth running multi-shift operation really has to address these issues with a specific effort to get communication between shifts and provide clear job instructions.

**Make It Pop**

Raymond J. Prince, a senior technical consultant at PIA/GATF, points out that even a small printer can push the envelope. Color sells—I think we can all agree on that. The markets have been changing, thus what can a small printer with one-color presses do to enhance the quality of print

and make color come flying off the page? Well, the answer may be easier than you think. We have seen the adoption of MetalFX print in this country and many others as a way of increasing the visual effect of various colors. By printing a single or double hit of special silver and then overprinting with a solid or tint of a transparent color, the effects can be dramatic to the eye. Several ink supplies now carry the TopStar inks for sheetfed. The basic procedure would be to print a special silver first, preferably on a coated smooth stock, then overprint a transparent ink. This gives a rather dramatic effect. Please contact your ink supplier for samples. This does allow the small printer another product to sell without purchasing more machinery.

**For Sale**

MacBeth ProofLite 516 viewer, professional transmission 21x19" outside dimensions, to view transparencies or film with, goes great next to a computer, \$145, Mamiya RZ67 professional camera with lens and film back, accepts digital backs, \$695. Call Bill at (626) 917-6006.

Two large retail counters, 8 foot wide on casters coming out of a closed kinkos, laminated with grey/blue formica. They have pull out shelves at top for extra deep work space. One padding/gluing table on casters. Several pallet racks for sale also. Phone 323-936-7777 to request photos via email

**Wanted**

Online Processor Bridge for a Scitex Dolev 800 Imagesetter. Contact Larry 310-607-0200 x207.

*PIASC's Pick of the Week*



**Process Controls Primer**

by Joseph Marin

Process control is controlling the variables through measurement and documentation to achieve consistency, repeatability, and best possible product quality. This book provides an introduction to this topic as it applies throughout your production workflow.

**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:*

**<http://www.printaccess.com/piasc>**

*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**

**Printing Industries Association of Southern California**

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