

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 30, 2006

PIASC Executive of the Year

Chris Madison (ColorGraphics) has been selected as PIASC's 2006 Executive of the Year in recognition of his outstanding achievement as President, CEO and Chairman of Madison/Graham ColorGraphics, Inc., a commercial printing company with annual sales in excess of \$140 million, 400 employees and plants in Los Angeles, Costa Mesa, San Francisco and Seattle. With a local presence in four major cities, ColorGraphics has chosen to build long-term relationships in local communities, rather than building a mega-plant in one location. Chris Madison started working at ColorGraphics in 1965, while still in high school and all during his college years. He has held three positions since starting his career at ColorGraphics including driving a delivery truck and selling printing, until 1978 when he was named president of the company. He has served as a board member of many colleges as well as a trustee for Art Center College of Design and the Museum of Contemporary Art (MOCA) in Los Angeles. The award will be presented at Graphics Night 2006 at the elegant California Club in downtown Los Angeles on Thursday evening, March 2nd. For reservations and information call Ara Izquierdo at Ext. 216 (email: ara@piasc.org).

Incumbent As Resource

We all buy a vast range of products and services for our businesses and thus it's not uncommon to receive a sales presentation from a potential supplier proposing something that they say is better or cheaper (or both). Of course, we then have to judge whether they're telling the whole story and whether they will be a reliable resource. Probably the best way to do this is to present their proposal to your present source and ask them to tell you why you shouldn't switch. If their response is: "We could have done it that way or charged that price, too" the temptation is to give the order to the challenger out of a sense of "fairness." That may well be valid, but you should not underestimate the advantage of preserving established supplier relationships where both buyer and seller understand their needs and appreciate their importance.

When You're The Incumbent

The same situation arises with your clients when a competitor gives them a quote or proposes a new way of meeting their graphics needs. You are best positioned to respond if your client has come to see you as a resource to



Chris Madison, Colorgraphics, the 2006 PIASC Executive of the Year.

assist them in their business and not just a source for a low bid. In this context, you can help them realize that rewarding the newcomer is less important than maintaining a resource with an established track record of meeting their needs even if you wind up adopting the newcomer's ideas.

It's More Rush

The SEC has decided that, beginning in 2007, the annual reports of public corporations must be distributed to shareholders within 60 days from the end of the corporation's fiscal year rather than the present 75 days. Optimistically, we would like to think that clients will get their work done sooner rather than to expect the printer to make up the fifteen days.

No Email Fridays

We understand that an enlightened San Francisco management firm has adopted "no email Fridays" arguing that reading and writing emails detracts from personal relationships with co-workers. Further, that personal contact builds tolerance, lessens conflict and makes employees more sensitive to other's nonverbal communications. All of this doesn't sound like a bad idea to us.

They're Loyal, But...

We all value client loyalty, but there are some clients who are immensely loyal but who don't have much business to offer. In fact, some sales reps lives are built around these clients who love them but contribute only modest volume. They need to remember that account retention is important, but not at the expense of growth.

Thought for the Week

Turn your face to the sun and the shadows fall behind you... Maori Proverb

Dear Brad...

I have been experiencing cracking on the spine with a number of perfect bound books. We believe the problem to be with the adhesive. Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We recommend using a polyurethane reactive (PUR) adhesive when problems like this arise. Although the cost of PUR is substantially higher, it has been proven to have better adhesion and flexibility than polyvinyl acetate and ethylene vinyl acetate. The polymers in PUR adhesives cross-link into the stock via a chemical reaction with moisture thus facilitating better adhesion.

Costs Are Going Up

The suppliers of film and plates are all announcing price increases which have the obvious effect of making CTP systems even more attractive. On the paper side, we are seeing a wave of mill closures by all of the majors which will put pressure on paper prices. This would be even worse were it not for the increasing availability of paper from outside North America.

Sales Comp Survey

The sales compensation survey questionnaire was sent to all members the week of January 16th. Companies completing and returning the survey by April 1st will receive by June a complimentary copy of the survey results. Outside Sales Compensation is an important issue today in maintaining old business as well as

prospecting for new business. The results are presented in a manner that a recipient of the data, not knowing whom the data came from, could still discover the multitude of ways outside sales personnel are compensated as well as some industry trends. Call Teresa Sak at Ext. 217 (email: teresa@piasc.org) if you need a copy of the survey questionnaire.

New SDI Info

The California Employment Development Department has published a revised information brochure covering State Disability Insurance for 2006 that all employees should receive. The brochure especially should be given to any employee who will lose time due to a non-industrial accident or illness, including pregnancy. This program is funded entirely through employee payroll deductions (no cost to the employer) and protects employees from total loss of income due to a medical issue. This brochure can be found at www.piasc.org, human resources publications, "Unemployment, State Disability, Paid Time Off" dropdown.

For Sale

Akiyama 6/C 40" Bestech w/console & AQ attachment. 59-1/2 mil. impressions. Prints Great! \$85,000 OBO. Harris 2/C 38" (w/identical parts press) can be used as UV coater. Stevenson shrink wrap machine with one roll of material, \$350. Prints Great! \$5,000/both OBO. Call Bob at (818) 993-5640.

Two complete Didde ML860 (20.5" x 22") Punch Towers (Excellent condition), \$12,000 for both OBO. Call Bob at (818) 219-0740.

PIASC's Pick of the Week



**Real-Time Marketing:
New Rules for the New
Media**

by James Morris-Lee

Despite the proliferation of media channels in business marketing—both electronic and print—many companies still view these media as independent forms of communication. This book suggests how to integrate them for greater synergy and power in one-to-one communication.

**PIASC Members \$25.00 ea*.
Non-Members \$35.00 ea*.**

*Prices do not include tax and shipping.

To purchase your copy, visit www.gain.net/store.

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