

PIASC WEEKLY UPDATE

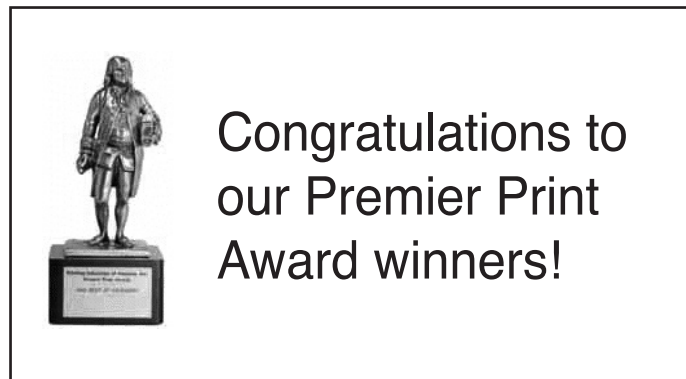
Printing Industries Association, Inc. of *Southern California*

October 16, 2006

The Winners Are...

Congratulations to the 26 PIASC member firms that have been honored with 68 awards in the 2006 PIA Premier Print Awards. ColorGraphics (Costa Mesa) and Graphic Press (Los Angeles) lead with 7 awards each followed by Colornet Press (Los Angeles) and Marina Graphic Center, Inc. (Hawthorne) with 6 each. The awards were presented at the awards dinner during GraphExpo in Chicago. The winning entries from Anderson Printing (Hollywood), Capitol Press (Los Angeles), Insync Media (Inglewood) and Westamerica Graphics (Foothill Ranch) were Best of Category winners at the PIASC Print Excellence Awards and went on to win Bennys at the national awards!

Anderson Printing (<i>Hollywood</i>)	Holden Color, Inc. (<i>Simi Valley</i>)
1 Benny	1 Award of Recognition
2 Certificates of Merit	ImageOne (<i>Riverside</i>)
Bert. Co (<i>Los Angeles</i>)	1 Certificate of Merit
1 Best of Division	Impress Communications, Inc. (<i>Canoga Park</i>)
Best Label Co., Inc. (<i>Cerritos</i>)	1 Certificate of Merit
1 Award of Recognition	Insync Media (<i>Inglewood</i>)
C & L Graphics, Inc. (<i>Van Nuys</i>)	1 Benny
2 Awards of Recognition	2 Certificates of Merit
2 Best of Division	Intaglio Printing (<i>Los Angeles</i>)
1 Certificates of Merit	1 Award of Recognition
Capitol Press (<i>Los Angeles</i>)	Julia Tam Design (<i>Palos Verde Estates</i>)
1 Benny	1 Best of Division
1 Award of Recognition	Marina Graphic Ctr, Inc. (<i>Hawthorne</i>)
Castle Press (<i>Pasadena</i>)	6 Certificates of Merit
1 Benny	Orange County Printing Co. (<i>Irvine</i>)
Chromatic, Inc. (<i>Glendale</i>)	2 Certificates of Merit
1 Award of Recognition	Primary Color (<i>Culver City</i>)
ColorGraphics (<i>Costa Mesa</i>)	2 Certificates of Merit
4 Awards of Recognition	So. California Graphics (<i>Culver City</i>)
3 Certificates of Merit	1 Benny
Colornet Press (<i>Los Angeles</i>)	2 Certificates of Merit
3 Awards of Recognition	The Ligature (<i>Los Angeles</i>)
3 Certificates of Merit	1 Award of Recognition
Design Printing (<i>Los Angeles</i>)	Tobu Print Group, Inc. (<i>Glendale</i>)
1 Award of Recognition	1 Benny
1 Certificate of Merit	Westamerica Graphics (<i>Foothill Ranch</i>)
G2 Graphic Service (<i>N. Hollywood</i>)	1 Benny
1 Award of Recognition	1 Award of Recognition
1 Certificate of Merit	3 Certificates of Merit
Graphic Press (<i>Los Angeles</i>)	Wilson Printing (<i>Goleta</i>)
1 Benny	1 Certificate of Merit
4 Awards of Recognition	
2 Certificates of Merit	



zations and those flowing from Gramm-Leach Bliley Act for financial institutions lead these entities to funnel work to in-plants that they feel they can control. This implies a real sales opportunity for printing firms willing to provide adequate levels of security.

Some Money or No Money?

Many times we see situations where there is a problem with collecting for a job because the client asserts that there was a problem. Maybe there was and maybe there wasn't, but the fact is that they hold the checkbook and unless the dispute is resolved the printer will get nothing. Trying to demonstrate that they're wrong and you're right is almost always suicidal behavior. Expecting the legal system to bring "justice" and get your bill paid in full is delusional and expensive both in terms of fees and in lost earnings on the money. The first line of defense is always a prompt across-the-desk meeting with the principals with the thought that getting something rather than nothing is always preferable. If you realize that you're dealing with a rip-off artist, you've learned a valuable lesson and you don't have to do it again. If you can get the client to agree to the use of our arbitration service, that's great but it won't happen unless they're straight (and you could probably get them to settle anyway). The next line of defense is to refer the problem early to our collections specialists, Dolphe Marcus at Ext. 261 (email: dolphe@piasc.org) or David Ladensack at Ext. 262 (email: david@piasc.org). They are experts at getting the best deal possible or recommending suit if that's the correct approach.

In-Plant—What's the Point?

We're used to sneering at in-plant operations as wastes of their owner's money. However, the privacy concerns contained in HIPPA for health care organi-

Thought for the Week

Small deeds done are better than great deeds planned.

Dear Brad...

How low can the pH of fountain solution be before it interferes with sheetfed ink drying? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Fountain solution pH below 3.5 can affect ink drying, but pH that low is rarely seen with today's fountain solutions.

Form Vs. Substance

We are in the business of producing printing products whose purpose is to persuade and inform. While design is important, particularly with respect to typographic clarity, if the message is missing or muddled, the piece will be ineffective, the client will not prosper and we will not have a continuing relationship. An important value-add is to read the copy from the perspective of the intended audience. Ask yourself whether you are persuaded that buying this product or service will be good for you. If the answer is no, discuss it with the client suggesting what ideas are missing. This sort of attention and assistance builds a better relationship than matching the proof (that the competition can do just as well) any day of the week.

"I Hate Change"

All employees face changes or disagreements in the work environment causing them to resist. Change can cause powerful feelings that differ among employees from excitement to dread. These feelings can differ in each individual as the change itself unfolds to its final outcome. There are techniques that can help overcome

resistance to change. Each of these techniques, when attempted by the supervisor, request the employee's commitment to the change or the individual step he or she is taking in the process of the overall change. Resistance can be overcome by rewording or describing in different words or terms the change. Many people resist because of their perception of meaning of the words used to describe a change and misunderstand what he or she is being asked to accomplish. If the resistance is due to a specific objection, the supervisor may want to suggest accommodations he or she will make for the employee's commitment to work through the obstacle or problem. This can be a powerful tool since the supervisor is offering something of value and importance to the employee to get the employee's commitment to work through the change. This objection may be a physical limitation such as a skill or due to a feeling blocking the employee from going forward. The supervisor in non-critical situations can postpone discussion, allowing the employee to work through the problem, with the understanding that the supervisor will discuss it later. If such a discussion is promised, it should take place even if the employee works through the issue to help establish trust, to understand more fully what the obstacle was, and to congratulate the employee for working through the problem. Sometimes, when all else fails, the supervisor has to state the need to agree to disagree and move on to the completion of the job or task hopefully with the employee's commitment.

PIASC's Pick of the Week



Understanding Digital Color, Second Edition
by Phil Green

This PIA/GATF bestseller is the standard text for digital color theory and practice in the industry, addressing key topics from creating, modifying, and transporting digital color files to PostScript errors, digital proofing, and printing.

PIASC Members \$75.00 ea*.
Non-Members \$99.00 ea*.

*Prices do not include tax and shipping.

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

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