

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 2, 2006

Last Chance

Time is running out to send in your PIASC Member Survey and make your voice be heard! If you haven't, take it out of your pile and do it today! If you can't find it in your pile, call Socorro Garcia at Ext. 229 (email: socorro@piasc.org) for another copy. We can't be the Association you want and need if you don't help by sharing your views.

MQC

It stands for Mailpiece Quality Control. The US Postal Service offers a certification to individuals who pass a test demonstrating their knowledge of postal regulations as it applies to the various mail classes. Of course design is a critical element, especially since the USPS wants to adopt shape based mail classes in addition to weight classifications. Those individuals who pass this rigorous test will receive an MQC certification for 2 years. Considering that 45% to 55% of all items printed will pass through the mail, it makes sense to have a least one person on staff who is the postal guru when it comes to discussing mailing issues with clients or their designers. Saving a client major bucks in postage because you suggested a minor change in the mail piece can go a long way to reinforcing in their mind that you are a valuable resource, not just the printer. PIASC is offering a course in MQC certification on three consecutive Saturdays in November. For more information on the program or to sign up, call Tom Stodola at Ext. 221 (email: tom@piasc.org).

The World Is Flat

The PIA/GATF PIFE (Printing Industry Financial Executives) group will meet in Dallas, TX on November 1st to 3rd. The meeting will centerpiece Thomas L. Freidman's book, *The World is Flat: A Brief History of the Twenty-First Century*, a tour of award-winning Williamson Printing Corporation, and a free-wheeling peer exchange session. These are really valuable meetings and well worth your time. To reserve a room at the Hilton Anatole at the \$193 rate, call (214) 761-7500. For full conference info and registration, call Shelly Goulding at (206) 778-6962.

Postal Finance

One of the issues of Postal Reform is the treatment of pension costs. At the moment, the USPS is required to deposit \$3 billion per year into an escrow fund to cover part of these costs. At the end of nine months of its fiscal year, this payment has turned a \$1.7 billion surplus

Breakfasts for Champions Motivating and Career Changing Seminars

See page 2 for details!

Tuesday, October 10, 2006

What is Really Holding You Back?

Tuesday, November 14, 2006

Time Management and Prioritization

Tuesday, January 9, 2007

Master Your Domain!

into a \$0.6 billion deficit which is growing at the rate of about \$250 million per month. As we get closer and closer to the end of the Congressional session, it becomes more problematic that this question will be addressed in 2006.

Can't Find It?

We understand that NASA, after a search of 700 boxes of transmissions, couldn't find the original recordings of Neil Armstrong's first step on the Moon, leaving us with only low-res TV tapes.

Successful Negotiating

A common reason negotiations fail to meet the negotiator's expectations is that the purpose and desirable outcome are not understood at the beginning of negotiations. It is wise to decide before starting if the reason for negotiations is to get certain specific considerations from other parties of significance to you. In this process, the negotiator must be respectful but direct, especially in areas of significance. The significant items should be written down before starting negotiations and referred to when necessary to remain focused on them during negotiations. If the negotiations do not hold critical issues for you, then the process can be a give and take. In the end, the negotiator should believe nothing significant to our interests was given away and both parties received things of relative importance to them. This works well unless the other party is looking for items significant to them that are antithetical to us. This being the case, the negotiator has the choice of getting more from the other party in exchange or just saying no.

Thought for the Week

Tact is the ability to describe others as they see themselves.

Dear Brad...

Could an aqueous coating re-soften with a water-based adhesive? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: If the water content is high enough to absorb through the paper it can re-soften the aqueous coating, resulting in blocking or sticking together. We have seen this with labels laminated to corrugated board.

Spot Color

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center says that Pantone recently introduced the PANTONE® color bridge™ —a guide to bridge the gap between solid, process and Web color reproduction. It replaces the familiar PANTONE® solid to process guide and may put a few new color wrinkles into print production. Anyone can download and install the new PANTONE® color bridge™ swatch libraries from the Pantone website. All current DTP applications, by default, use the PANTONE® guides last updated in 1999. With the introduction of the PANTONE® color bridge™, 95% of those process equivalents have been changed! Legacy files from older versions of DTP applications (prior to 1999) will use even different equivalents! So the likelihood of inconsistent color build equivalents existing within a single project are higher than they've been since the early 2000s. Download the new PANTONE®

color bridge™ swatch libraries (PANTONE® CMYK PC and PANTONE® CMYK EC) from the Pantone website at www.pantone.com. Libraries are available for these applications/versions:

- Adobe Illustrator® CS2, CS, 10 & 9
- Adobe Photoshop® CS2, CS, 7 & 6
- Adobe InDesign® CS2, CS & 2.0
- Macromedia FreeHand® MX & 10
- CorelDRAW® X3, 12, 11 & 10 and Corel Designer® 12 & 10
- QuarkXpress® 6 & 5

Hooray!

A study by Epsilon (Burlington, MA) showed that the vast majority of marketers are reducing their expenditures on mass marketing (TV, radio, newspapers, etc.) in favor of focused and trackable media like direct mail. Way to go.

For Sale

Seal Graphics Image 410 43" Hot/Cold laminator w/full digital controls. 1-10fps speed and adjustable nip up to 1" thick. Please email Erich at spin467@hotmail.com or call (818) 381-6544.

Wanted

HELP A TEACHER: Bill Huddleston, a graphic arts teacher at Inglewood High School, is in desperate need of a paper cutter in good condition. If you can help him, please contact him directly at 310-680-5200 or by FAX at 310-680-5227.

PIASC's Pick of the Week



The Very Last Designer's Guide to Digital, On-Demand, and Variable-Data Color Printing

by Philip K. Ruggles

Graphic designers will learn how to tailor designs specifically for the digital press to get the optimum print product with this easy-to-understand book that covers the full spectrum of design issues, including choice of file format, typeface, image, and paper; workflow; page layout; stripping; imposition and more.

**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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