

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

October 9, 2006

## 2006 Marketing Competitor Winners

*Congratulations* to the winners of the Twelfth Annual PIASC/GAMA Self-Promotion & Marketing Competition! The following are the finalists in the FIRST CONTACT and the PRINT & WEB categories and we recognize them for their achievement:

### Winning Entries PIASC/GAMA 2006 Self-Promotion & Marketing Competition

PLATINUM AWARD/BEST OF SHOW	<b>ColorGraphics, Inc.</b>	Craig Evans
PEOPLE'S CHOICE AWARD	<b>Western Graphics Plus</b>	Thomas Poyer
<b>First Contact - Receptionist</b>	<i>Gold Award</i> Ronda Harris <i>Silver Award</i> Rosa Espinoza <i>Bronze Award</i> Carmen Ayala <i>Honorable Mention</i> Angel Aguilar	Thoro Packaging So. California Bindery & Mailing Automation Printing Co. Dieterich-Post Co.
<b>First Contact - CSR</b>	<i>Gold Award</i> Linda Needham <i>Silver Award</i> Joe Valdez Gene Hopper Debbie Taylor <i>Bronze Award</i> Vicki Toman <i>Honorable Mention</i> Benita Torrez Kathie Dalgleish	Advanced Business Graphics C & L Graphics, Inc. Dieterich-Post Co. The Label Company Automation Printing Co. Coast Label Company Advanced Business Graphics
<b>General Adv. - process color</b>	<i>Gold Award</i> ColorGraphics, Inc. <i>Silver Award</i> Western Graphics Plus <i>Bronze Award</i> Continental Colorcraft	Craig Evans Thomas Poyer Carolyn Presley
<b>General Adv. - 3D</b>	<i>Gold Award</i> SuMano, Inc. <i>Silver Award</i> Thoro Packaging Thoro Packaging <i>Bronze Award</i> Westamerica Graphics <i>Honorable Mention</i> Ultra-Graphics, Inc.	Jeff Kenney Diane Vanover Diane Vanover Doug Grant Sharee Crossley
<b>Direct Mail - process color</b>	<i>Gold Award</i> Castle Press <i>Silver Award</i> ImageOne Creative Services, Inc.	Susan Kinney Cindy Ray
<b>Company Postcards -</b>	<i>Gold Award</i> Castle Press <i>Silver Award</i> Castle Press <i>Bronze Award</i> Minuteman Press <i>Honorable Mention</i> Castle Press	Susan Kinney Susan Kinney Hilda Sanchez Susan Kinney
<b>Promotional Calendar</b>	<i>Gold Award</i> Continental Colorcraft <i>Silver Award</i> Crown Printers	Carolyn Presley Erin Franco
<b>Company Website</b>	<i>Gold Award</i> Castle Press <i>Silver Award</i> Western Graphics Plus <i>Bronze Award</i> ColorGraphics, Inc. <i>Honorable Mention</i> Link Encounter	Susan Kinney Thomas Poyer Craig Evans Christa Mele

## Hiring Reps and CSRs

Dealing with clients and prospects all the time isn't easy work. When you're hiring, some characteristics to look for are: optimism (don't hire the person who talks about the past all the time), focus (look for evidence they have been fanatical about something in their lives), empathy (look for people who care about others' concerns) and a strong work ethic (sales and customer service are not 40 hour a week jobs).

## Print Plus

Consumers easily become annoyed with intrusive ads, the barrage of 30 second ads on "free" television, the pop-ups on websites, door-to-door selling and the ever multiplying spam. But the printed commercial mes-

Congratulations to David Madison (representing ColorGraphics, Inc.) for winning the Best of Show/Platinum Award and to Thomas Poyer (Western Graphics Plus) for winning the People's Choice Award at the 2006 Self-Promotion & Marketing Competition Award Luncheon, October 4th at the Friendly Hills Country Club.



sage is the least rude of all that to which we are exposed. They don't pop-up, they don't track our reading patterns with secret "cookies" and they don't intrude when we're eating. We are free to peruse them or throw them in the trash on our schedule, not the sender's. We can even clip out the good stuff for future use.

## Client Surveys

Well designed client surveys can be very useful tools in pointing a firm to profitable growth. But everything depends on their proper use. The results should be fully shared with everyone in the organization so that they get a chance to know what the clients are thinking and where their needs are. Also, it's very useful to share results with the clients who participated. While the very act of taking the survey demonstrates a commitment to client satisfaction, the impact is multiplied when you share the results.

## Offsite Backup?

The fact that a number of well publicized losses of sensitive data have arisen from stolen or lost laptops ought to give pause to those firms whose offsite backup consists of someone taking removable drives home. Daily backup is critically important if we are handling client files and expected to be able to retrieve them. There has been no substitute for services that pickup the storage media every day and take it to a secure site. Now, more and more firms are finding that high speed connections give you the power to transport your files every night to a safe location via the web and that is the best approach of all.

## Thought for the Week

*No pessimist ever discovered the secret of the stars, or sailed to an uncharted land or opened a new doorway for the human spirit...Helen Keller*

**Dear Brad...**

We recently U.V. coated and now notice small pinholes in the surface of the UV coating. What caused them? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: This could be caused by solvent escaping through the U.V. coating before it is cured, due to the heat of curing. We have found that in the laboratory, when U.V. coating is applied over spray powder, the coating has a tendency to back away from the powder particles.

**Consistent Color**

Joseph Marin, senior prepress technologist and instructor for PIA/GATF, tells how to get consistent color in CS2: one of the great features built into Adobe Bridge is the ability to synchronize color settings across all CS2 applications. Synchronization ensures that colors are handled the same, no matter which Creative Suite application you use to view them. To synchronize colors, launch the Adobe Bridge application and select Edit → Creative Suite Color Settings. In the Suite Color Settings dialog box, select a color setting (a typical setting for print production is North America Prepress 2). Finally, click the Apply button and voilà, all color settings are now consistent in your CS2 applications.

**Keeping Out of Trouble**

Employers should avoid actions which will lead to a state agency charge and hearing that surely will cost the company money. The [www.piasc.org](http://www.piasc.org) web site has

guides to help employers understand these proceedings and be better prepared to confront allegations. Go to *Employee Relations*, then *Publications* and the dropdown, *Discrimination*, contains a pamphlet covering handling discrimination charges brought by the Fair Employment and Housing Act; *Safety* has a pamphlet covering Cal OSHA appeals procedures, and *Unemployment*, has one covering unemployment administrative proceedings.

**Stay In The Loop**

Good sales reps keep track of the probable schedule of their client's significant projects to make sure that they are first in line to get the specs. In the same way, when you've just delivered that big job is the time to talk about when that project will repeat.

**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](mailto: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*



**PrintScape - A Crash Course in Graphic Communications (workbook only)**

by PIA/GATF

An educational product that is designed to present an overview of today's printing industry—from its history to its practices, products, terminology, and people. It takes participants on a quick but enlightening journey across the print landscape, shedding light on procedures, lingo and concepts that are part of printing life.

**PIASC Members \$30.00 ea\*.**

**Non-Members \$45.00 ea\*.**

\*Prices do not include tax and shipping.

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

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