

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 25, 2006

The Survey

Have you sent in your PIASC Member Survey? 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.

Consequences

Because of their failure to help us in the Doha Round of trade talks, the U.S. has dropped Brazil and Indonesia from its Generalized System of Preferences which allowed forest products to enter our country duty-free. Since these countries are major sources of uncoated paper, we are liable to see the pricing of this in 2007.

Uniform Horror

Many plants make uniforms available to their employees as it enables them to avoid soiling their own clothes and creates a better image for visitors (and the employees themselves). The uniforms are usually provided by the same firms who launder wiping towels and with, regrettably, the same business practices. In a recent incident, the employees decided that they wanted to have uniforms and were willing to cover the cost. The laundry's sales rep made a presentation and told them that "signing this paper was just to get the service started", that it was a two year agreement but that they could actually cancel it at anytime (the employees at the meeting did not receive a copy of the paper). Several months later, it was realized that a substantial price increase has occurred and the laundry was asked to justify it. The laundry asserted that the "paper," which was signed under the employer's name by a supervisor at the meeting, gave the laundry the right to raise prices at any time and that it was a non-cancelable, five year agreement. Obviously, the employer would have never agreed to such an inequitable arrangement (induced by fraudulent misrepresentation, as well), but the laundry has the signed agreement and the parties are in the lawyer letter stage now. As always, the rule is: read and understand before you sign, keep a copy of the documents and don't let lower level people sign things without prior approval.

Print Growth

The demand for print media in languages other than English continues to grow and it presents many new opportunities. Our favorite guru, Dick Gorelick, identifies *El Nuevo Constructor* (a magazine aimed at Latino contractors) and *vietSalon* (distributed through hair salons) as examples.



**PIASC's
Literacy Bus
is collecting
books**

PIASC is partnering with the *Los Angeles Times* for the second consecutive year to help with their annual **Reading by 9 Holiday Book Drive**, starting October 1 through November 30, 2006. We ask members to please donate NEW AND GENTLY USED recreational books for Kindergarten-3rd grade children so that these can be distributed to Southern California classrooms, which lag far behind the national average in books per student. Be an angel, DONATE A BOOK and make the art of reading available to our children. Bring the book to PIASC or mail it to the attention of Ara Izquierdo at PIASC. Thank you!

"Titles Are Cheap"

It's a temptation to pass out titles because they don't cost anything and we think that they may make people feel good. The problem comes in when the title doesn't really match organizational reality and ultimately leads to a sense of unmet promise by the recipient of the title and friction with others in the firm.

Employee Handbook

Many questions that come to Human Relations at PIASC are addressed in a well-constructed handbook. Questions such as do employees earn vacation or does the company have to continue an employee's insurance while on leave, how much leave time do I have to give, can overtime be mandatory, or are vacation and holiday hours counted as hours of work for overtime? The employee handbook addresses each of these issues. It's preferred to have it in the handbook than to try to explain to an employee, for example, on a leave of absence from the company, that the practice of the company is not to earn vacation time during the leave.

Thought for the Week

More people would learn from their mistakes if they weren't so busy denying that they made them.

Dear Brad...

We have recently printed a job that was work-and-turn, and a day later a gloss ghost appeared. Is there anything we could do to salvage the job without re-printing? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We have done some work with applying an over-print varnish on the entire sheet. This sometimes changes the gloss enough to hide the ghost.

Flight Check

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center points out that Markzware's FlightCheck is a stand-alone application with one primary function: to preflight electronic files for graphic production. Introduced in 1995, it was the first application that could examine native application files, and while others have come and gone, it remains the best-known dedicated preflight tool on the market. In FlightCheck, the preflight checklist is called "Ground Controls," and there are unique "FlightPlans" for checking native application files or PDF files. The user simply drags and drops any of over forty file types onto the FlightCheck application icon and the file will be checked against the designated set of ground controls. A report of all potential errors will display as will a list containing details about every object, font, and color used in the document. By selecting specific items on the detail list, such as an image, and clicking it, the image itself will display in a

new window. Through the Page Geometry dialog, a user can navigate through a rough mockup of the document to find out where the problems are in a layout, and, if the native application is available, the user can jump out to the native file and review or possibly fix the error.

SDI Claim Forms

Employees in California pay a weekly payroll deduction for a state disability program. This program is designed to provide disability payments to eligible workers in California for disabilities not related to work. There is no cost to the company. Our website www.piasc.org under the Human Resources publications dropdown "Unemployment, State Disability and Paid Family Leave", has several items to help employers and employees through this process. A disability booklet is provided in this dropdown that employers are required to give to employees who become disabled. Also, under "Employee Claim Form For Disability" are instructions and the forms employees would need to complete to establish eligibility for this program.

For Sale

Good opportunity for merger or take over in SFV, established accounts, Ryobi 3302, Xerox and Canon copiers, Epson/poster and graphic design. Call owner at (818) 357-6658.

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



Handbook of Graphic Arts Equations

by Manfred H. Breede

The essential equations used in the graphic communications industry to calculate the fundamental principles of paper, print, type, and prepress are now collected in one comprehensive guide. Includes CD-ROM containing the computer program which facilitates the calculation of the theories included.

PIASC Members \$40.00 ea*.

Non-Members \$65.00 ea*.

*Prices do not include tax and shipping.

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

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