

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 4, 2006

**Workflow—
How Boring!** That may be what you think, but the reality is incredibly different. With digital everything, the tools exist now to really change your business model. To do more and better and faster with far fewer people. That's what the PIA/GATF Workflow Conference is all about. It begins with a tour of VistaPrint processing 12,000 offset jobs a day with an incredible web-to-print workflow and then continues with two days of in-depth detail on automated digital workflows, digital proofing JDF, etc. The Conference will be at the Atheneum Hotel in Detroit September 17th to 19th. Call Ned Herrick in Sewickley, PA at (412) 259-1712 (email: nherrick@piagatf.org) for full info and registration.

**Very Clever
Scam** We talked with a member who received a call, purportedly from Visa, explaining that they were investigating a possible fraudulent use of his card and during the course of this very legitimate sounding conversation got him to tell the numbers on the back of the card—the result was a fraudulent transaction on his card the next day! The scammers already had his card number, name and expiration date—facts that are in plain sight every time you use the card for a transaction at a restaurant, store, etc. All they needed was the security code on the back. A call to Visa confirmed that this was a new scam now becoming common. If you get a call like this, the only way to protect yourself is to call the card issuer using the number on your card and don't supply any information unless you have initiated the call.

**Opening New
Accounts** New accounts are the lifeblood of a growing business and prospects who are worthwhile expect to do business on an open account basis. The challenge comes in deciding whether to grant credit to them since you don't want to get hurt but neither do you want to turn away business. First, get a full credit application from them including their form of business (proprietorship, corporation, etc.) and identify the relationship of the person placing the order to the firm (officer, proprietor, etc.). If this is a small startup, it's quite legitimate to ask for a personal guarantee from the principals and you will probably get it at this stage which must be in a separate document from the credit application. Then, use our resources—PIASC Internet Slow Pay Report, Tom Stodola at Ext. 221 or Dolphe Marcus at Ext. 261 to

Save up to \$5 on Any-Day Admission Tickets at the Credit Union. Advance Purchase required, \$10 adult, \$6 child (6-12), children 5 and under free. Tickets include unlimited carnival ride wristband. Call the Credit Union at Ext. 776.



find out whether they have had payment problems in the past. When making your decision, it's important to realize that the typical commercial printer spends about 60% of every sales dollar on out-of-pocket costs (paper, wages, commission, etc.). With this ratio, you could fail to collect one out of every three first time orders and still not be out of pocket. Of course if the first time order is so large that it would bankrupt your firm if it wasn't paid, this rule doesn't apply.

**The Obvious
Step** Elsewhere in this issue, we discuss the Workflow Conference featuring a tour of the VistaPrint plant producing 12,000 orders a day. They are now rolling out an "Authorized Dealer Program" giving printers who want to sign up, discounts off their low pricing and ship with unbranded packaging. You might view this sort of development as another tough competitive threat or an opportunity to build new business. Either way it deserves thought because it certainly isn't the first example we'll see of this business model.

OS X Joe Marin, senior prepress technician and instructor for PIA/GATF, explains that fonts in OS X sometimes display improperly in some applications, or you may be just having generally erratic font behavior. The fix may be as simple as cleaning out your font cache. This folder can be found in HD→Library→Caches→com.apple.ATS folder. To clean out your font cache, delete the entire com.apple.ATS folder (you must be logged in as an administrator), then restart your computer.

**Thought
for the
Week**

It is by forgiving that one is forgiven... Mother Teresa.

PBT
<i>Event Number</i>
Cost: \$5

“Printers’ Breakfast Table”
Contact: Socorro Garcia, Ext. 229

The Breakfast Meetings are a wonderful opportunity to meet with others and learn from their experiences. The regulars know that it's the best investment of their time they make!

Upcoming Breakfast Meetings:

- Oct. 10th – Coco’s Bakery Restaurant • 4360 Mills Circle Rd. • Ontario 91764
- Oct. 11th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Oct. 12th – Abe’s Deli • 19626 Nordhoff Street • Northridge 91324
- Nov. 7th – Mimi’s Cafe • 17231 E. 17th Street • Tustin 92780
- Nov. 8th – Tamayo’s • 5300 E. Olympic Blvd. • Los Angeles 90022
- Nov. 9th – Hof’s Hut • 4251 Long Beach Blvd • Long Beach 90813

Time:
7:30 A.M.

Dear Brad...

Why do two different basis weights appear on a ream of our copy paper? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: The basis weight for copy paper can be calculated from two different ream sizes. For example, bond ream size is 22x17 inches and 500 sheets are 24 pounds (24-lbs. bond). If calculated as a text sheet, the ream size is 25x38 inches and 500 sheets are 60 pounds (60-lbs. text).

**Supervisory
Enrichment**

PIASC’s Graphic Arts Management Association (GAMA) will again sponsor four 2½ hour workshops in September for supervisors or managers. The Spring class, on this subject, drew attendance averaging 45 to 50 employees for each of the four classes. A certificate of completion will be given to any employee completing all four sections in September or during 2006. The

dates for the classes are September 6th, 13th, 20th and 27th on the 2nd Floor classroom at PIASC location in Commerce. The class will be from 9:30 AM to Noon with refreshments being served at the beginning. The classes on “Influencing Others” and “Communication Skills” are very appropriate for employees in the company working with customers and customer issues.

**Did We Do
Ok?**

What was your customer's experience with your company? What can you change to improve the overall customer experience? What is the likelihood that your current customers will purchase from you again? What are your customer's plans for the future? A customer survey identifies the factors that enhance customer relationships, strengthen customer loyalty, and increase sales. Are you evaluating your customers' experiences with your company? If you're not, you should be. You can find sample surveys by going to www.gain.net and type in the search box SME Customer Surveys.

For Sale

Four pre-press items for sale: 1. G&J Multiline 550 Tri-bath Film Processor w/multiclean dev. filter system & dryer section, max. film width 21.7". 2. Linotronic 200 SQ Imagesetter W/Rip32 bit (PS Lvl 1), Centronics interface, RS232 local talk, Res. 1693 dpi, laser light source. 3. Argyle MCI 90 Horizontal Reproduction Camera w/integrated timer, over and under lighting and copy board back light, max film size 14" x 18". 4. Custom Light Table 3' 2" High x 8' 3" Wide x 2' 7" Deep, w/32 storage drawers below. Pics of each available. Call Rick @ 310-320-2222.

AB Dick 360, chain delivery and Multi-Lith 1250, single lever; both in excellent condition. Will take best offer. Contact Oscar Macias at 213-747-0319 or 213- 747-1403.

PIASC’s Pick of the Week



The Basics of Print Production
by Mary Hardesty

Walking you through the process of transforming a creative concept to a delivered, printed piece, this manual explores the fundamental elements, processes, and procedures in all facets of the graphic arts. Visual aids and samples make this handbook useful as an introduction or training tool.

PIASC Members \$35.00 ea*.
Non-Members \$45.00 ea*.

*Prices do not include tax and shipping.

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

Address:

5800 South Eastern Avenue, #400
P.O. Box 910936
Los Angeles, CA 90091-0936

Telephone Number:
(323) 728-9500

or 808-9990 for area codes: 213, 310, 562, 619, 714, 818, & 951

Web Site:
<http://www.piasc.org>

Print Access Site:
<http://www.printaccess.com/piasc>

**Printing
Industries
Association
of Southern
California**

Fax numbers:
Association (323) 724-2327
Insurance Agency (323) 728-0483
Credit Union (323) 722-8927
Benefit Trust (323) 722-7386
Collection Service (323) 724-2368

Affiliated with
Printing Industries
of America, Inc.

