

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 17, 2007

Have A Wonderful Holiday

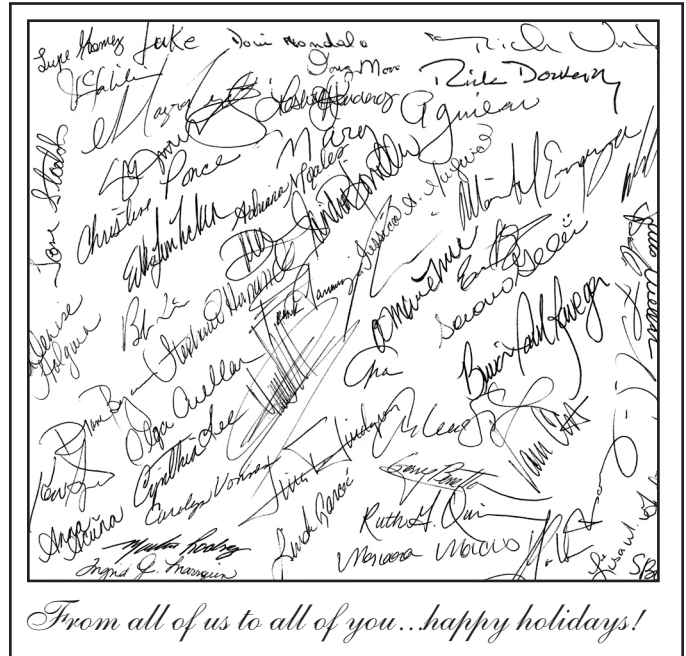
The Officers, Directors, and Staff of the PIASC family wish you and yours the very best of holiday seasons and a new year with a minimum of challenges and a maximum of opportunities! Our offices will be closed on Monday, December 24th; Tuesday, December 25th; Monday, December 31st and Tuesday, January 1st. However, the Credit Union will be open on Monday, December 24th to accommodate those last minute shopping needs. Nevertheless, the services of the PIASC family will be available 24/7 through the internet on www.piasc.org. As is its custom, *Update* will take its annual one week vacation and will return in the first week of January to inform and, occasionally, amuse you.

Who Owns The Files?

In the "old" days, the ownership of "printer's aids" (type, film, and plates) were clearly delineated in the Trade Customs. Since the Trade Customs no longer exist, there are no common practices, but similar questions still arise on a regular basis. In a recent online survey the question was asked, once you have prepared the files for production who owns the files? 46.7% responded that the customer did, while 50% responded that the print provider owned the files, but they would release them to the customer when requested. This is a clear departure from the old days when the printer's aids clearly belonged to the printer. For firms taking the position that files belong to the customer, it's important they understand the potential liability assumed. If those files were inadvertently destroyed or damaged, the owner of the file would have full recourse in having them replaced, which could include all of the labor and services necessary to recreate the files. If you haven't looked at your terms and conditions of sale recently, it may be a good time to review your practices and make sure that your position is well stated. If it's your position that the files belong to the customer, make sure that your insurance policies are written appropriately.

Minimum Wage Increase

The California minimum wage will increase from \$7.50 to \$8.00 effective January 1st. Employers are reminded that exempt employees (those not receiving overtime justified by statutory guidelines) must pay a minimum salary equal to the current minimum rate



(\$8.00 per hour) times two, times the number of straight-time hours in the year (2,080) or \$33,280 per year to meet the minimum salary required by statute.

GPO Winner

The federal government's print arm, the Government Printing Office (GPO), has long been the poster child for being a price buyer leading most firms to ignore it as a source of work leaving a few who were prepared to fine-tune their pricing to maximize their equipment fit and minimize their underbid dollars. However, the GPO has been moving to larger, multi-year contracts which, while still being awarded to the low bidder, require new management skills. As a result, many old-line GPO suppliers have dropped away and new winners have emerged. The leader of these is Monarch Litho (Montebello) whose GPO sales in 2007 topped \$30 million. While always a significant player, Monarch led the transition and its sales are now 50% more than the next highest GPO contractor. As always, when the world changes, you have to change faster or you get left behind.

Thought for the Week

There is so much good in the worst of us and so much bad in the best of us, that it hardly behooves us to talk about the rest of us.

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

Date & Time:
January 16, 2008
7:30 A.M.

Location:
Tamayo's
5300 E. Olympic Blvd.
Los Angeles 90022

“Printers’ Breakfast Table”

Contact: Socorro Garcia at Ext. 229, socorro@piasc.org

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 Meeting:

- Jan. 22nd** – Mimi’s Cafe • 17231 E. 17th Street • Tustin 92780
- Jan. 24th** – Hof’s Hut • 4251 Long Beach Blvd • Long Beach 90813
- Feb. 12th** – Coco’s Bakery Restaurant • 4360 Mills Circle Rd. • Ontario
- Feb. 13th** – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Feb. 14th** – Abe’s Deli • 19626 Nordhoff Street • Northridge 91324

SD
<i>Event Number</i>
Cost: FREE!

Date & Time:
January 17-19, 2008

Donations accepted
January 17th and 18th:
9:00 A.M. – 2:00 P.M.

Location:
The Los Angeles Times
2000 East 8th Street
Los Angeles, CA

20th Annual Surplus Drive

“To Benefit Graphic Communications Programs”

Contact: Kristy Rodriguez, Ext. 215 kristy@piasc.org
or Ara Izquierdo, Ext. 216, ara@piasc.org

Please help us with your donations of paper and graphic arts supplies. If you have any questions, contact Ara Izquierdo (ara@piasc.org) or Kristy Rodriguez (kristy@piasc.org) at PIASC. Graphic Arts teachers need your help! **NO CHEMISTRY PLEASE!** Please don't deliver any chemistry because we won't be able to accept it. Thank you!

NH
<i>Event Number</i>
Cost: \$269/ class

Date & Time:
January 30-31, 2008
9:00 A.M. to 5:00 P.M. each day
with 1 hour break for lunch
(on your own)

Location:
PIASC Conference Center
5800 S. Eastern Ave
Suite 215
Los Angeles

New Horizons Software Instruction

InDesign CS3 Level 1 and Acrobat 8 Level 1

Contact: Maribel Espinoza, Ext. 210, maribel@piasc.org

January 30th - Indesign CS3: In this course, students work with some of the tools and features to create eye-catching printed documents using InDesign CS3.

January 31st - Acrobat 8: In this course, students will use Adobe Acrobat 8 to make their information more portable, accessible, and useful to meet the needs of their target audience.

Event Number	Registration	Information	Attendee Name(s)
PBT	<input type="checkbox"/>	<input type="checkbox"/>	_____
SD	<input type="checkbox"/>	<input type="checkbox"/>	_____
NH	<input type="checkbox"/>	<input type="checkbox"/>	_____
CLASS	<input type="checkbox"/>	<input type="checkbox"/>	_____
GN	<input type="checkbox"/>	<input type="checkbox"/>	_____
GACLA	<input type="checkbox"/>	<input type="checkbox"/>	_____

PIASC Information/Registration Sheet *WUD - 12/17/07*

(Please circle the number of the mentioned event above. Check off whether this is a Registration Request or for Further Information)

Company _____ Phone () _____

(Please FAX this form to PIASC (323) 724-2327 or send to PIASC address on page 4 of this newsletter)

ALL NO SHOWS AND CANCELLATIONS LESS THAN 48 HOURS PRIOR TO MEETING WILL BE BILLED.

CLASS
<i>Event Number</i>
Cost: \$139 1st registrant \$99 ea additional same company

Date & Time:
Starting February 19, 2008
8:30 A.M. to 4:00 P.M. each day
(with 1 hour break for lunch
on your own)

Location:
PIASC Conference Center
5800 S. Eastern Ave
Suite 215
Los Angeles

2008 PIASC Spring Classes
One Day Classes are back!
Contact: Frank Iannuzzi, Ext. 222, frank@piasc.org

February 19th - Printing Technology , An Introduction
February 26th - Estimating 101, The Fundamentals
March 4th - Customer Service/Sales, The Basic Skills
March 11th - Financial Management, For Executives

GN
<i>Event Number</i>
Cost: \$100/ ticket \$800/ table of 8 \$1,000/ table of 10

Date & Time:
Thursday, March 13, 2008
Wine and Hors D'oeuvres
Reception: 5:00 P.M.
Dinner: 6:30 P.M.
Program: 7:30 P.M.

Location:
The California Club
538 South Flower St.
Los Angeles

2008 PIASC Graphics Night and Executive of the Year Award
Featured Speaker: Dennis Prager, Radio Talk Show Host
Contact: Ara Izquierdo, Ext. 216, ara@piasc.org

Join us to hear how Dennis Prager attempts to teach us how to deal with this serious problem called Happiness!

Witness the Presentation of Executive of the Year Award!

RESERVE YOUR PLACE – NETWORK – WINE – DINE – and BE HAPPY!

GACLA
<i>Event Number</i>
Cost: \$150 includes Green fees, cart, balls, lunch

Date & Time:
Tuesday, March 25, 2008
Registration: 10:30 A.M.
Shotgun Start: 12:01 P.M.

Location:
Anaheim Hills Golf Course
6501 Nohl Ranch Road
Anaheim, CA 92807

Graphic Arts Club of Los Angeles Presents
Annual Spring Classic Golf Tournament
Contact: Richard Jones at (626) 792-9755, or rajones@calevents.com

In association with PrintFest 2008 and PIASC, proceeds from this event go directly to support industry enrichment programs. Individual entries are welcomed and will be assigned to a foursome. Registration must be received and paid for by February 25th. Limited space available, and while no fees are refunded, alternates are accepted. Cash awards are offered for:

- Closest to the Pin on all par 3's
(no duplicate winners)
- Long Drive for Men & Women
- Mulligan & Skins Game Available

Dear Brad...

Which form of Calcium Carbonate filler (ground or precipitated) gives paper its highest brightness value? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: precipitated calcium carbonate filler gives paper a high brightness due to the various shaped crystals that are generated.

Reverse Search

A useful Google feature is its reverse telephone directory. Simply type in a telephone number in the search bar and the name and address for that telephone subscriber appears (unless it's unlisted, like cellphone numbers). You're also a mouse click away from locating the address on the mapping system. Of course, if you're bothered by the possibility that your name and address might be found, click on it after you've brought it up and choose the "Do not list" option.

Don't Ask

Questions asked during an employment interview must relate to the skills and backgrounds necessary to do the job. An employer cannot ask an applicant's age, marital status, sexual orientation, religious affiliation, and other questions. Questions about medical conditions, workers' compensation, or disabilities are also illegal. Additionally, an employer cannot ask about arrests unless they result in a conviction. Even then, only convictions related to the job would be considered. There are

exceptions when a conviction cannot be considered, such as when the records are sealed or a marijuana conviction that took place more than two years ago. Our website www.piasc.org, under Human Resources, provides guidance on interviewing questions. The dropdown *Human Relations Forms* contains a sample application blank with the conviction question and the *Discrimination* dropdown has a list of illegal questions published by California Fair Employment and Housing Commission.

Let Them Know

We read about a firm that reports to its people monthly on the number of orders received, the number of jobs shipped on-time, the number of customer complaints, the number and value of jobs that had to be done over and detail on what they call "great saves," problems caught by employees before they became a complaint and a rerun.

Wanted

Late model Heidelberg TOK. Email S/N, # of impressions and pictures to ideaprinting@sbcglobal.net.

For Sale

Xante' - PlateMaker4, small format computer-to-plate system. A little over a year old, little use. Plates to 13 3/8" x 19 7/8" Sold new \$5,765.00, asking \$3,500.00. Call Denny at (909) 888-7531 x225.

Miehle Vertical letterpress and Chandler letterpress, good condition. Call Vram at (323) 664-8710.

PIASC's Pick of the Week



Introduction To Graphic Communication

by Harvey Robert Levenson, Ph.D.

Graphic communication is practiced everywhere. Introduction to Graphic Communication provides a "snapshot" of the industry's past, present, and prospects for the future, and it covers new printing and imaging technology issues impacting day-to-day communication of people in all fields of study and occupations.

PIASC Members \$20.00 ea*.

Non-Members \$30.00 ea*.

*Prices do not include tax and shipping.

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

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.

