

We just laid someone off, when do they have to get paid? Call Doug Moore at Ext. 218.

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 5, 2007

It's How You See It

How you see the world and its challenges determines whether you will go forward or fall behind. Consider these contrasting approaches:

- Product/procedures orientation vs. Customer/market orientation
- Asks "Why?" vs. Asks "Why not?"
- Mistakes of omission vs. Mistakes of commission
- Controlling, reactive leadership vs. Courageous, proactive leadership
- Risk averse vs. Open to risk and new ideas
- Closed, self-promoting environment vs. Open, self-critical environment
- Politics dominate decision making vs. Facts and results dominate decision making

Which of these approaches leads to success?

Got Insurance?

We talked to a firm which is defending a wrongful termination/sexual harassment suit in which the former employee is seeking a seven figure damage award.

The good news is that they have a good defense position, the bad news is that they don't have insurance for this type of claim (Employee Relations Liability). So that in addition to spending an enormous amount of time during discovery, they are spending megabucks on lawyers and face the possibility of a big settlement. In today's world, the possibility of an ex-employee suing is very real and very expensive. If you don't have proper insurance coverage, you will probably have a serious problem sooner or later. To get help or have your coverage reviewed, call Joanne Cadenas at Ext. 256.

Offset And Beyond

That's the name for the combined sheet-fed and web conferences which have become the Annual PIA/GATF management and Technical Conference and will be held in Toronto, Ontario on April 29th to May 2nd. The program is exceptionally strong and is filled with information to help keep you competitive in the future. For full info, call Teresa Rees at (412) 259-1804 (email: trees@piagatf.org).

Speak In Examples

When we're talking about our firm or writing a mission statement or explaining to our people what needs to be done, it's too easy to speak in abstractions: "We should be client-centric" or "We exceed customer expectations."

Enter the 3rd Annual Print Excellence Award Competition before the deadline of March 23rd and use your winning entry to benefit not only your clients but also your company. When you win a Print Excellence Award, the whole world will know it! Visit www.piasc.org to download a brochure and entry form or contact Diane Bejarano at Ext. 257 with your questions or requests.



The problem is that the listener, whether prospective client or employee, can't relate to abstractions. Perhaps the speaker has a vision of what they mean, but the audience doesn't. Ideas need to be expressed concretely using specific examples drawn from real experience—elaborated upon a bit to make their point, of course—but real and specific. Chances are that the Update articles that you remember the most are those which recount an event in someone's business life. The article always makes a point about avoiding the problem, but the story makes it real.

The First 100

PrintFest is offering free show passes to the first one hundred PIASC members that register to attend the second annual PrintFest International Conference and Expo, scheduled for April 19th to 21st. To register and/or obtain seminar information, go to www.PrintFest.com and enter Priority Code: PF07PSC. There are already over 120 exhibitors and new companies are joining the roster of participants every week! Take advantage and be one of the first 100 PIASC members to sign up or you may register by calling (888) 676-EXPO.

Follow The Leads

Practically everyone in your business hears of possible opportunities to sell printing—leads. Knowing this, it's frustrating how few times people share the information with those who can follow them up. Behind this failure is usually a failure to recognize the person for providing the lead and then sharing how it came out. Behind that is frequently a lack of any systematic follow-up of leads. People want to be on the team, it's natural, but it won't happen if the team doesn't exist.

Thought for the Week

Do not anticipate trouble or worry about what may never happen. Keep in the sunlight...

Benjamin Franklin

Dear Brad...

Do ink and fountain solution mix? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: For the lithographic process to work, ink must pick up a small amount of fountain solution (emulsify). When ink emulsifies too much fountain solution, it becomes waterlogged, resulting in dot gain, slow drying, scumming, and washed-out color.

Caustic Wit

He has no enemies, but is intensely disliked by his friends...*Oscar Wilde*

Disability Insurance

While people working in California are covered by SDI, a serious problem will arise if there is a disabling illness or injury that prevents a return to work for months or years. That's where Long Term Disability Insurance comes in. This is a particularly good benefit for your key people and with a six month deductible (allowing for SDI) it is modest in cost. For full info, call the administrator of the Printers' Disability Trust at (800) 342-5799.

Child Support Penalties

AB 240 has created a significant penalty for employers who assist an employee or independent contractor in evading their child support obligations, including failure to file reports upon hiring. An employer who assists a person responsible for child support obligations to evade,

escape, or avoid current payments, faces financial penalties. The penalty could be three times the value of the assistance that would have been provided, up to the total amount of the entire child support obligation. Prohibited actions include not properly reporting on a timely basis to the Employment Development Department's (EDD) New Hire Registry a new employee or independent contractor. It also includes paying wages or compensation (including cash) that are not reported to the EDD.

For Sale

12x18" Kluge with foil stamping/heat plate, 10x15" Heidelberg with foil stamping/heat plate, \$5,000 each OBO. Call Tim at (909) 593-6506 or (626) 327-7365.

Muller- Martini Saddle Stitcher, Model 235, 6 pockets and cover feeder with 890 trimmer \$30,000 OBO. Call Carl D'Aguiar at (818) 954-0140, Ext. 15.

Epson 1000 w/Onyx software, large format 44 wide, Canon color copier 950clc, Printing Smith estimating software, Macrotel MTH32 telephone system w/5 phones. Call (818) 357-6658.

Wanted

Color Viewing booth (5000K) and transparency viewer. Call Tim at (949)586-7665 or email tbennett@imageoptions.net.

Printing business with a full size, four color, sheet fed press with room to install a 6 color Didde web. Minimum of \$500,000 in corporate sales and located in or within 10 miles of Pasadena. Call Tom at (323) 728-9500 x221.

PIASC's Pick of the Week



Introduction to Security Printing

by Richard D. Warner, Richard M. Adams II

This book defines basic security printing technologies, identifies new markets and security end products, and explains risk management issues and operating protocols. It discusses the special materials needed for security printing as well as the prepress, press, and bindery/finishing issues unique to security printing.

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.

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