

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 28, 2007

## It Worries Them

One of our fondest ambitions is to become sole supplier to a high volume client. If we should achieve that sales nirvana, bear in mind that having all of their eggs in one basket may worry the client a lot. For that reason, an extraordinary effort must be mounted to avoid any situation where these fears become real. Far from being taken for granted, this relationship is more critical than the first job for a new client. This client must feel confident that, whether the rep or the CSR is sick or on vacation, they will continue to be job one—that their jobs will be delivered on time and without screw-up's.

## Who Are They?

When you start dealing with a new client, you need to know who they are. Not just name, address, and telephone number, but the form of ownership: corporation, partnership, or individual proprietorship. If you later have to sue to collect, you may be out of luck if you thought it was an individual and it was a corporation. Even on a COD job, recovery on a bad check will be made difficult or impossible if you don't have the right information. Of course, if the new client is a corporation (and not a Fortune 500 one) you would like to have a personal guarantee from the principal. Unless this is done in the correct form, it too will turn out to be another worthless scrap of paper. For help on this, call Dolphe Marcus at Ext. 261 (email: [dolph@piasc.org](mailto:dolph@piasc.org)) or David Ladensack at Ext. 262 (email: [david@piasc.org](mailto:david@piasc.org)).

## It's A Kickback

We heard of a printer in the Eastern U.S. who was taking work from a broker who had a special relationship with the print buyer at the end user—she was his wife. The basis of this deal was that the broker told the printer what the price would be to the end user (who was billed directly) and the broker received the markup as his commission, which was (surprise!) a very nice number. As these things will, the relationship came to light with the result that the printer permanently lost a large client, became one of the defendants in the lawsuit, and found its other clients wondering whether this sort of thing was standard practice and whether they might be safer with another supplier. Kickbacks to clients are always poison in the end as they produce a short-term gain in exchange for a major long-term problem.

California Association of Business Printers  
19th Annual Conference

## 2007 CABP Sun-Your-Buns Conference



Conference Theme:

*Printing in the Fast Lane*

**BE MOTIVATED** BY OUR **PRESENTATIONS...**

**BE PREPARED** BY THE **INFORMATION...**

—**Be INSPIRED** with **NEW IDEAS & DIRECTIONS** for your business!

**June 22-24, 2007/Palm Springs Hilton Resort (800) 522-6900**

For more information—call Ken Suzuki, ext. 237

## Organizational Culture

A useful definition for that management buzzword, “culture” is: Culture describes what an organization *will do* (which is based on values) as distinct from what an organization *can do*.

## One-To-One Again

Kimberly-Clark has made available the capability of producing Kleenex boxes with your own art work on them—baby pictures, etc. You can go online and buy them at [www.kleenex.com](http://www.kleenex.com) for \$4.99 plus \$3.00 shipping. This is another incredible example of the power of human marketing imagination coupled with the resources of print.

## Chicago Beat Us

Even though the L.A. Philharmonic signed the phenom conductor from Venezuela, beating out Chicago, the windy city edged us out in the lousy mail service league, with the USPS admitting that Chicago now has the worst delivery service in the nation. The result is that the USPS is adding 200 more letter carriers and 25 mail sorters in Chicago. By a strange coincidence, the Chairman of the House Committee on Postal Affairs is from Illinois and decided to hold a hearing in Chicago—it sure helps to have friends in the right places.

## Thought for the Week

*A closed mouth gathers no foot.*

**Dear Brad...**

We are getting a deletion problem on our laser printer. The pattern is repeating sheet to sheet on one paper, but when we changed to another paper, the deletion problem went away. Why is this happening? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We believe that the repeating deletion sheet to sheet is referred to as "ozone deletion" and usually indicates that the photoreceptor belt/drum may need to be replaced. The paper that it is not occurring on, is probably more porous and absorbent.

**No Way!!!**

We understand that the California Bar Association considered requiring its members to disclose whether they have malpractice insurance. You will be shocked to learn that many members protested that such a proposal might encourage clients to sue their lawyers (horrors!) and that the costs might drive them out of business. Welcome to the world of the rest of us, guys.

**Keep The Lid On**

Gary Jones, director of environmental health and safety affairs for PIA/GATF, observes that one of the most common violations of the hazardous waste regulations is not keeping the lid on containers used to collect hazardous waste. According to EPA's regulation 40 CFR 265.173(a), and every state hazardous waste regulation, all containers need to be kept closed except when it is necessary to add or remove waste. While

the most common container is a 55-gallon drum, any container including those used to collect waste blanket wash at press side are covered under this requirement. In addition to EPA's concerns, open containers are also a safety issue as well. If a container is left open, it can cause a fire, explosion, or other hazard and can be an exposure risk to employees. An open container also offers an invitation to accidentally mix wastes that might not be compatible. You could also be shipping solid waste as hazardous waste, at a much higher disposal cost. If you have a liquid hazardous waste, you may want to consider using a safety funnel with a latch (the type that screws into the bung hole).

**Small Is Better**

One of the better known human resources consultancies is the Hay Company of Philadelphia. Their surveys report an ongoing shift in employee preference from large organizations to small businesses. There once was a time when working for the big corporation meant good benefits, pension and job security (sort of like working for the government). That is the case no longer as messy corporate meltdowns, terminated pension plans and mass layoffs are a feature of the news every day. Now, the flexibility of small business and the opportunities it offers to learn a broader range of skills comes into play. Not to mention the possibility of starting your own business out of what you learn—not likely if you're working in a steel mill.

*PIASC's Pick of the Week*



**Web Printing Resource Kit**  
set includes 13 books!  
and  
**Sheetfed Printing Resource Kit**  
set includes 10 books!

In conjunction with the recent **Offset and Beyond Conference**, PIA/GATF *Press* is offering special show pricing for a limited time on two comprehensive reference libraries which every printer should own. Save **20% off** separately priced titles! But don't wait - **sale ends June 1, 2007!**

**Web kit - PIASC Members \$496.00 ea\*** Non-members \$644  
**Sheetfed kit - PIASC Members \$427.00 ea\*** Non-members \$639

\*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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