

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 17, 2007

## Spoiled Work?

As millions of copies of the latest Harry Potter book went on sale, hundreds of reports of missing or duplicate pages were received and the publisher offered to exchange the defective copies. Amazingly, a much smaller number were actually returned as the ones with binding problems became collector's items, one selling on eBay for almost \$200! We may be on to something here if we can only convince clients that the occasional hickey is a collector's item.

## FedEx Savings

In the most recent quarter, 219 PIASC member firms saved \$67,059 as a result of the PIA/GATF FedEx discount program. Twenty of them saved more than \$1,000 during this period. If you're not putting these dollars in your pocket, it's easy to start. Just go to [www.piasc.org](http://www.piasc.org) and click on *Buying Power*, then *delivery* and download the enrollment form and send it in.

## Company Cars

It's very common for the owners of printing firms to purchase or lease autos which they will use for business purposes. Problems arise when, at the time of purchase, the paperwork is made out in the name of the owner as an individual rather than that of the business. If the primary use of the auto is business, it cannot usually be covered under the owner's personal auto policy and it can't be covered under the business' auto policy because the business doesn't own or lease it. In addition, this inadvertent ownership error may make the business deduction of the cost of the auto more difficult. The time to get this right is at the moment of purchase or lease as a subsequent change may require the payment of sales tax on the transaction.

## Thoughts On Government

Democracy must be something more than two wolves and sheep voting on what to have for dinner... *James Bovard, Civil Libertarian*

## Of Course, It's Different Now

We understand that Gutenberg had problems with collections, couldn't find decent help and then, there were competitors! It shouldn't be a surprise that trade publications going back more than a hundred years were saying "This is a time of unprecedented change"

## New Buying Power Partner!



New Horizons Computer Learning Centers, the world's largest computer training company, now offers a discount of 12% instantly on all training classes and programs to PIASC members. Discount will increase to 25% as users increase. For more information call Megan Nolan at (714) 221-3116, email [MNolan@NHSoCal.com](mailto:MNolan@NHSoCal.com), or visit them on the web at [www.nhsocal.com/](http://www.nhsocal.com/).

and "Price competition is worse than ever." Before you decide that it's hopeless, you might heed these words: "In times like these, it helps to recall that there have always been times like these."

## Print—You Know What You're Paying For

"One of the most disappointing things about being a webmaster is when you learn that the web stats you get on your site are not very reliable. Referrer spam makes it look like lots of folks were following non-existent links to your site. Page loads make it look like a visitor is really fascinated by your content, but really he just hit the reload button because he has a nervous tick. It's the same with advertising. Click fraud is common, easily automated, and even done manually in low-labor countries. Traffic and popularity analysis of sites is also still unreliable as the technology and usage change faster than people can learn how to measure it. With print, however, things are different. You have a physical object to track. People understand how to measure the responses. The data may not have the detail the web seems to provide, but the data is real, it's accurate, and it's well understood. On the web you pay for the presence, and you wonder what happened. In print you know what happened." ...[whyprint.org](http://whyprint.org)

## Thought for the Week

*Self-trust is the first secret of success...*  
Ralph Waldo Emerson

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

**Date & Time:**  
Tuesday, September 18, 2007  
7:30 A.M.

**Location:**  
Mimi's Cafe  
17231 E. 17th Street  
Tustin 92780

**"Printers' Breakfast Table"**

**Contact:** Mary Anderson at Ext. 211, [marya@piasc.org](mailto:marya@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:**

- Sept. 26th** – Tamayo's • 5300 E. Olympic Blvd. • Los Angeles 90022
- Sept. 27th** – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813
- Oct. 9th** – Coco's Bakery Restaurant • 4360 Mills Circle Rd. • Ontario
- Oct. 10th** – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Oct. 11th** – Abe's Deli • 19626 Nordhoff Street • Northridge 91324

<b>PIPAW</b>
<i>Event Number</i>
<b>Cost: \$60</b>

**Date & Time:**  
September 19, 2007 (L.A.)  
& October 3, 2007 (O.C.)  
**9:30 A.M.—3:30 P.M.**

**Location:**  
(LA) PIASC  
5800 S. Eastern Ave.,  
2nd Floor  
Bank of America Bldg.  
Los Angeles, CA 90040  
  
(OC) Hampton Inn & Suites  
11747 Harbor Blvd.  
Garden Grove, CA 92840

**Printing Industry's Personnel Administration Workshop**

**Prevent Legal Issues on Employee Relations Matters!**

**Contact:** Diane Bejarano at Ext. 257, [diane@piasc.org](mailto:diane@piasc.org)

Why get involved in unnecessary legal actions from California or Federal Agencies, plus expensive attorney fees, for lack of knowledge in the processes and procedures to address personnel issues effectively?

The end result is usually large settlements with ex-employees—and enormous legal bills! Recommended for HR Managers, Office Managers, and Owners, the workshop will establish the means and methods for handling the most prevalent employment law or regulatory mistakes in our industry. Attendees will return from the workshop with knowledge and tools to handle personnel issues.

<b>CMQC</b>
<i>Event Number</i>
<b>Cost: \$425/ member \$375/ea. add'l same company \$525/non- member \$475/add'l non-member</b>

**Date & Time:**  
October 4-6, 2007  
**8:30 A.M.—3:30 P.M.**

**Location:**  
PIASC Training Center  
5800 S. Eastern Ave.,  
2nd Floor  
Bank of America Bldg.  
Los Angeles, CA 90040

**Certified Mailpiece Quality Control  
Specialist Certification Program**

**Contact:** Diane Bejarano at Ext. 257, [diane@piasc.org](mailto:diane@piasc.org)

The most basic component of any mailing project is the mailpiece itself. Mailpieces that are designed to comply with postal guidelines will qualify for the lowest postal rates available and avoid delays in delivery.

This unique course is designed to provide attendees with an overall knowledge of postal regulations and the relationship linking Mailpiece design to processing and postal costs.

Upon completion of the course, a final exam is given and a passing grade earns the attendee an official 2-year Mailpiece Quality Control (MQC) certification from the US Postal Service.

**PIASC Information/Registration Sheet**

*WUD - 09/17/07*

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

Event Number	Registration	Information	Attendee Name(s)
<b>PBT</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>PIPAW</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>CMQC</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>CPR</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>SCLMA</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<b>PIBT</b>	<input type="checkbox"/>	<input type="checkbox"/>	_____

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.**

**Craftsmen Club Calendar Section**

Club Name	City	Contact	Next Meeting	Topic
Graphic Arts Club of L.A.	Los Angeles	Richard Jones (626) 675-0990	TBA	TBA
Santa Clarita Valley Club	Santa Clarita	Will Sherwood (661) 287-0017	Fri., Sept. 21th	Networking Lunch
Santa Monica Bay Club	Santa Monica	Emil Rozek (310) 823-3811	TBA	TBA

<b>CPR</b>
<i>Event Number</i>
<b>Cost:</b> \$55

**Date & Time:**  
October 18, 2007  
8:00 AM—12:00 Noon

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

**Certified First Aid & CPR Training**  
**Save \$20 and get certified for TWO years in HALF the time!**  
**Contact: Kristy Rodriguez, Ext. 215, [kristy@piasc.org](mailto:kristy@piasc.org)**

Printing Industries, through Occupational Safety Training Systems, is offering a four hour seminar in First Aid and CPR. Individuals completing the training will receive national certification in CPR/First Aid. In addition to compliance with Cal/OSHA safety requirements, this program is an opportunity to have trained persons in the workplace who can deal with basic medical situations or emergencies where well trained response may save a life. All attendees completing a full session will receive a certification card in CPR and First Aid. For certification, full 4 hour attendance is mandatory so please be prompt.

<b>SCLMA</b>
<i>Event Number</i>
<b>Cost:</b> \$35

**Date & Time:**  
October 30, 2007  
Cocktails/Registration: 6:00 PM  
Dinner: 6:45PM

**Location:**  
Holiday Inn Select  
14299 Firestore Blvd  
La Mirada, CA  
(5 Fwy at Valley View)

**Southern California Label Manufacturers Association**  
**Governmental Update: 2007**  
**Contact: Diane Bejarano at Ext. 257, [diane@piasc.org](mailto:diane@piasc.org)**

Effective January 1, 2008 the cleanup solvents that commercial printers use will have to be reformulated from the current level of 500mg/liter Volatile Organic Compound (VOCs) to 100gm/liter. While this is currently limited to commercial offset printers in the Southern California district, virtually all other districts in the state have said they want to mirror this rule. Once offset printers are targeted, how long until the flexographic industry is squarely in their sights? What about other government agencies—what are they working on?

To discuss this important topic, Dr. Gerry Bonetto, Vice President of Government Affairs for PIASC and director of Printing Industries of California will be speaking to us. Gerry will cover several issues that we all face in doing business in California, and about some opportunities to actually save some money!

<b>PIBT</b>
<i>Event Number</i>
<b>Cost:</b> FREE!

**Date & Time:**  
November 7, 2007  
Continental Breakfast: 8:15 A.M.  
Event: 9:00 A.M. — 12:00 Noon

**Location:**  
Crowne Plaza Hotel  
1221 Chess Drive  
Foster City, CA  
(650) 570-5700

**Printing Industries Benefit Trust**  
**Annual Open Enrollment Benefits Fair Meeting**  
**Contact: Joanne Cadenas, Ext. 256, [joanne@piasc.org](mailto:joanne@piasc.org)**

You are cordially invited to attend any of our open enrollment meetings where you can learn all that's new and speak one-on-one with our many carrier representatives.

**Additional Meeting Dates**

- Nov. 8**— PIASD - 3914 Murphy Canyon Rd. Ste A157, San Diego, CA (858) 571-6555
- Nov.13**— Embassy Suites Hotel - 900 E. Birch St. Brea, CA (714)510-2989
- Nov. 15**— The Hilton Glendale - 100 W. Glenoaks Blvd., Glendale, CA (818) 551-4023
- Nov. 27**— The Wyndham Hotel - 5757 Telegraph, Commerce, CA (323) 887-8100

**Dear Brad...**

How is paper sizing measured? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: PIA/GATF measures sizing with the Cobb Tester. A metal ring is clamped over the paper samples and water is poured into the ring. After a period of time the water is poured out, the ring is removed, and the sample is weighed.

**They're Going Offshore**

Are you competing against offshore printing? If so, here are questions to ask clients or prospects who you are at risk of losing to offshore competition.

1. Are you aware and comfortable with the increased times to delivery periods with offshore production?
2. Have you considered the added complexity in correcting errors and mistakes that arise with offshore printing?
3. Are you prepared to deal with a more convoluted and complex communication process with the print provider?
4. Can you still integrate the printing with needed ancillary services?
5. Are you too focused on direct printing cost and not on the total project or communications cost?
6. Can you avoid or deal with possible significant cultural and political issues that may arise?
7. Are you prepared to change your payment processes such as paying in advance or using a sight draft by a bank?
8. Have you made necessary arrangements for insurance coverage for loss or damage in transit?
9. What are your rights under the legal system of the offshore printer?
10. If the project is color sensitive, what arrangements have you made for press checks?

These are just some of the questions you can present to clients and prospects in a helpful manner that may be very effective in getting the buyer to think more thoroughly about moving a printing job to an off shore printer.

**Get Smarter**

It's tough to be profitable in our industry, and you don't need theoretical advice in today's competitive environment. You need practical help in dealing with the real-world issues that won't go away. How do you find that help? Through peer groups—fellow members who are in your size range, doing the same kind of business you do. For almost twenty years, PIA/GATF has been forming peer groups, and hundreds of companies have benefited by sharing their stresses and successes. At present, there are sixteen existing groups, and every year more are being formed—with the new ones designed to reflect all the differences in size and market position facing printers throughout the country. Let PIA/GATF help you get started in finding—or starting—a peer group that meets your company's special needs. Call Diane Koch at (800) 910-4283 Ext. 803 (email: [dkoch@piagatf.org](mailto:dkoch@piagatf.org)). An application can be found on the PIA/GATF website [www.gain.net](http://www.gain.net) search words: *peer network*.

**For Sale**

Looking to sell or merge your business? We have obtained 8 printing shops or copying centers in the San Fernando Valley. Call BJ at (818) 231-0380.

For Lease, 5421sqft building at 5 Fwy and Garfield, A/C offices, 200 amps@480, sprklrd, turn-key, for more info call (213) 434-6300.

*PIASC's Pick of the Week*



**Digital Prepress Primer**

by Joseph Marin

Get to know prepress processes and terminology fast! This quick-reference primer contains only the essential, no-nonsense, what-you-need-to-know information necessary for prepress print production organized by job creation, digital image capture and reproduction, job engineering and digital output.

**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/store](http://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>**

*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**

**Printing Industries Association of Southern California**

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