

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 24, 2007

Wow!

The PIASC website has an entirely new look and feel and it's really great! Take a minute and go to www.piasc.org and see for yourself. The rebuilding job was done entirely by our great staff and represents the work of Erika Tucker and Kristy Rodriguez.

Sales Tools?

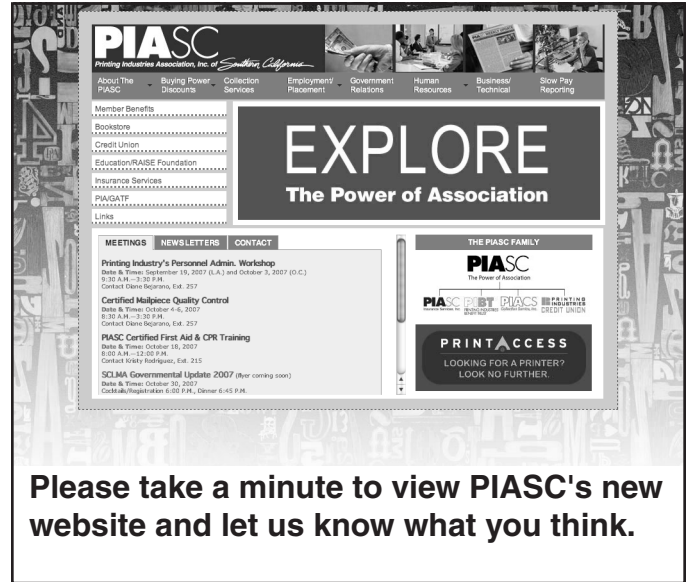
The woods are full of sales seminars selling the "keys" to sales success—memorize these steps and success is yours. The reality is that the development of relationships that deliver real value to the client start with questions not answers, a serious effort to learn what the client is doing, not a PowerPoint presentation showing off our wonderful presses. The sales rep who will build these relationships will take the time to research the prospect and the prospect's industry before the approach (the internet is a wonderful resource for this, using websites by the prospect, its competitors, and its industry associations). Armed with this kind of background and a strong sense of curiosity, the rep will spend almost all of the initial meetings asking questions, taking advantage of the natural propensity of people to talk about themselves and their organizations. From this foundation ideas will flow about the role of print and image management in their business plans. You will notice that the rep is not asking for something to quote on (so you can have a shot at being low bidder) but assuming the role of a consultant working jointly on profit enhancement.

Color and Gender

A study at Newcastle University in the UK shows strong evidence of a preference by women for reddish-purple colors and men for blue-green. Interestingly, people from Eastern cultures displayed the same color bias as those from the West. While they have no explanation for the phenomenon, the observation should be useful for graphic designers.

Print—The Media Anyone Can Use

"Have you mastered the Internet? How about blogging, RSS feeds, XML, Podcasting? All of it's pretty cool stuff. Most teenagers know how to use it, and when it works, it can be really impressive. But the majority of our population isn't teenagers. It's older folks, most of whom don't know what the heck an RSS feed or



Please take a minute to view PIASC's new website and let us know what you think.

podcast are. But they do know how to use print. Everyone who knows how to read does." ...whyprint.org

Distribution Reality

It's tempting to think of distribution (mailing and fulfillment) as a simple add-on to the business of printing—an easy way to cement client relationships and build profits. It certainly can produce positive results, but always at the cost of greatly enhanced risk. When you take on the task of handling the client's mailing list and carrying out their whole marketing program, dropping the ball is very painful. Management on both sides has to have a full understanding of what is to be done, with full documentation of procedures and careful training of the people who will do the work. Of course, every possible contingency of failure should be thought through and be covered (if possible) with insurance.

Good Job!

The hard-working volunteers of the City of Hope's Graphics Industry Council led by this year's Chair, Joe Marsico (Prisco), raised more than \$50,000 in their 7th Annual "Shoot for the Cure" golf tournament. Great work!

Thought for the Week

Most people are about as happy as they make up their minds to be... Abraham Lincoln

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

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

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

FCL
<i>Event Number</i>
Cost: \$35/ GAMA members \$50/ PIASC members \$280/ table

Date & Time:
October 2, 2007 (O.C.)
Registration/
Check-in: 11:00 A.M.
Luncheon: 11:30 A.M.
Program: 12:00 P.M.

Location:
Radisson Hotel
7320 Greenleaf Avenue
Whittier, CA 90602

Graphic Arts Management Association
First Contact Luncheon & Awards Presentation
Contact: Diane Bejarano at Ext. 257, diane@piasc.org

Come understand the importance of what you do. Get inspired and reinforcement for what you do. Find out how you can improve your First Contact skills!

Meet and share with others that also do what you do. Network with your peers in the industry sharing ideas and stories of good things and frustrations you have encountered. Cheer on the winners of First Contact and celebrate with us the recognition of the printing industry's 2007 Top Receptionists and Customer Service Representatives.

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

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

Location:
Hampton Inn & Suites
11747 Harbor Blvd.
Garden Grove, CA 92840

Printing Industry's Personnel Administration Workshop
Prevent Legal Issues on Employee Relations Matters!
Contact: Maribel Espinoza at Ext. 210, maribel@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.

PIASC Information/Registration Sheet

WUD - 09/24/07

(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)
PBT	<input type="checkbox"/>	<input type="checkbox"/>	_____
FCL	<input type="checkbox"/>	<input type="checkbox"/>	_____
PIPAW	<input type="checkbox"/>	<input type="checkbox"/>	_____
CMQC	<input type="checkbox"/>	<input type="checkbox"/>	
CPR	<input type="checkbox"/>	<input type="checkbox"/>	
SCLMA	<input type="checkbox"/>	<input type="checkbox"/>	
PIBT	<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.

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

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: Mary Anderson at Ext. 211, marya@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.

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

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.

SCLMA
<i>Event Number</i>
Cost: \$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
Is Your Business at Risk? A Governmental Update
Contact: Maribel Espinoza at Ext. 210, maribel@piasc.org

The label industry will face many changes in 2008. But unfortunately, not all of these changes are for the better. Join us for this governmental update with Dr. Gerry Bonetto, Vice President of PIASC Government Affairs and Director of Printing Industries of California.

Gerry is in the forefront of issues affecting our industry. He represents each of the three affiliates in the state before members of the Assembly and Senate, as well as in every regulatory agency in California. Join us to find out how these changes will affect YOU!

PIBT
<i>Event Number</i>
Cost: 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

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 Doubletree Hotel - 5757 Telegraph, Commerce, CA (323) 887-8100

Printing to Gray Balance

Dan Remaley, PIA/GATF Senior Technical Consultant, says that there has been a lot of discussion about “printing to gray balance.” The new GRACoL (G7) describes the methods to achieve gray balance at press—but, what’s so important about gray balance at press? The concept of gray balance is essential for excellent color reproduction in scanning, proofing, and the pressroom. In scanning, images that are not in gray balance are considered “casted.” Images that are casted show a magenta, cyan, or yellow (or combinations of M-C-Y) color appearance in the highlights, midtones, and/or shadows. Casted images require color correction to remove the unwanted colors. Images that are in gray balance only need to be adjusted for specific areas of color enhancement, i.e., greener grass or bluer skies. Proofing systems must be able to reproduce neutral gray without any cast as well. If the file is correct and the proofer introduces a cast, then all the color is shifted away from gray balance. A proof that is casted will require the press to print away from neutral gray to match the proof. The little “secret” of process color printing at press is that you can only print two ways on press—in gray balance or casted—that’s it! You are either neutral throughout the tone scale, or you are casted in some way. If you’re casted, color reproduction suffers. All press operators abide by this principle. Press operators look at a printed press sheet and notice casts of too much magenta, cyan, or yellow and reduce whichever color is creating the cast. The control for the press operator is more or less ink, however the TVI, or dot area, is

equally important. The press operator can’t change the size of the dots on the plate, but he or she can change the gain by adding or subtracting ink. The major problem in printing today is that the values on the plate are incorrect. The values on the plate need to be adjusted for all four colors; each color (Y-M-C-K) needs its own plate curve to reproduce neutral gray at press. A lot of printers have only one plate curve for all colors! The other issue is weight—how dark or light is your midtone reproduction? Screen builds and Photoshop images are adjusted for around a 20% TVI, or midtone gain, meaning a 50% patch will print as a 70% value. Most linear plates (50% = 50%), gain around 14 to 16% on press and print too light for separations created in Photoshop. The majority of printing plants I encounter have this platemaking problem. It is impossible for the pressroom to control gray balance and color with the wrong size dots on the plates. The proper procedure is to print a test form with complete tone scales at the required density. Next, compare the scales against a standard and adjust the plate values accordingly. Every color bar should include a three-color gray patch represented by 50C-40M-40Y. This patch, when printed at the correct density and dot gain, will appear neutral—without any casts. It can also be measured with a reflection densitometer. The densitometer needs to be set for “ALL” filter readings; now the yellow, magenta, and cyan inks can be measured as a density. When all three filter readings are equal, the patch is neutral. A 0.02 density among all three filter readings is the tolerance for an acceptable neutral appearance.

PIASC’s Pick of the Week



Web Break Prevention & Diagnosis

by Web Offset Champion Group

Web breaks are the single largest productivity problem for many printers and are usually caused by the simultaneous occurrence of different disturbances and are often triggered by a minor change in one factor. This guide provides a diagnostic aid to 140 web break and mis-splice causes and identifies best practice techniques to avoid and minimize them where possible.

PIASC Members \$25.00 ea*.
Non-Members \$30.00 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

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