

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 1, 2008

I Promise

In this new year of 2008, I promise to remember that whether sales are up or down, it is up to me and not up to the state of the economy; I promise to remember that while I may think that “green” printing is a fad, it’s a marketing opportunity that can be seized to give me that extra edge; I promise to remember that digital print is here, and in its wake, variable data printing, and can only be ignored at my peril; I promise to remember that production efficiency is all about workflow and that it starts in the front office; I promise to remember that business is fluid and that doing things the old way won’t work; I promise to remember that my people really are my most important asset but they need every opportunity possible to learn new things if their value is not to depreciate; I promise to remember that a famous retailer said, “Give the lady what she wants” and so must we find out what the clients want and give it to them; I promise to remember that in this presidential election year, I need to actively support those who will be best for our country and not just gripe when the election goes wrong. Finally, I promise to remember that in this, the 232nd year of the independence of our country, I am blessed to live where freedom is a given and where we are not starving at the hands of a cruel dictatorship.

Revised Sexual Harassment Brochures

The Fair Employment and Housing Commission of California has published an updated “Sexual Harassment” brochure dated November 2007. This brochure must be given to all current and new employees. The Employment Development Department of California updated its “State Disability Brochure” in December 2007. This booklet must also be given to all current and new employees and employees becoming disabled. The brochures can be found in the Human Resources tab of www.piasc.org under the Discrimination and Unemployment dropdowns.

Earned Income Credit

Some years ago, Congress created the Earned Income Credit (EIC), a refundable federal income tax credit, to help lower income persons who typically have little or no income tax liability but still must pay full FICA taxes. The EIC can be received as a refund with the filing of the annual tax return or, better still, applied on a



current basis to reduce income tax withholding (even to a negative number). The fact is that a fairly large number of eligible persons fail to collect the EIC, particularly the current payment option. The California Legislature has passed AB 650 which provides that, effective January 2008, a notice about EIC must be given to all employees at the same time that W-2s or 1099s are distributed. The text for this notice can be downloaded from www.piasc.org under the Human Resources tab in the Related Links box as “EIC Notice.”

New Leads Linda Bishop, *ThoughtTransformation.com*, suggests the following tips to find new leads:

- Who are your company’s ten best customers? Look for other businesses in the same industries.
- Pick an industry. Figure out how to become the recognized print expert.
- Go on the Internet. Search for company headquarters in your city.
- Organize an account swap with fellow salespeople. Your go-nowhere account might be another rep’s ticket to success, and vice versa.
- Ask yourself if you really need new leads. The smarter strategy could be to make a bigger push to penetrate deeper into existing accounts.

Thought for the Week

Not everything that's faced can be changed, but nothing can be changed until it's faced.

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!

LWFR
<i>Event Number</i>
Cost: \$30

Date & Time:
January 30, 2008
11:30 A.M. – 2:30 P.M.

Location:
Tamayo Restaurant
5300 E. Olympic Blvd.
Los Angeles, CA 90022

Lunch With Frank Romano

The State of Digital in 2008 and Beyond!

Contact: Diane Bejarano, Ext. 257, dianeb@piasc.org

One can't pick up a trade journal, magazine, or position paper without reading or hearing something about Digital, whether it is about its applications, its potential, success stories, or growth rates. On the 30th you will have the opportunity to discuss with the nation's leading "Digital" guru, anything and everything regarding Digital and its impacts on the marketplace in 2008 and beyond. This informal roundtable discussion will help you come to your own conclusions and may help you develop the right answers or at least help you ask the right questions regarding Digital.

PIASC Information/Registration Sheet

WUD - 1/01/08

(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"/>	_____
SD	<input type="checkbox"/>	<input type="checkbox"/>	_____
LWFR	<input type="checkbox"/>	<input type="checkbox"/>	_____
NH	<input type="checkbox"/>	<input type="checkbox"/>	_____
CLASS	<input type="checkbox"/>	<input type="checkbox"/>	Company _____ Phone () _____
GN	<input type="checkbox"/>	<input type="checkbox"/>	
GACLA	<input type="checkbox"/>	<input type="checkbox"/>	

(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.

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.

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... Is there any way to guarantee no gas ghosting on a job with heavy coverage on both sides? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We recommend printing the side with the lighter colors first and allowing it to dry for 24 hours. Then print the side with the darker colors. The reason is that the darker colors make gas ghost more noticeable. We also recommend keeping delivery piles small and winding of the sheets.

With Regret We are sad to report the passing of Keith Cutting, who enjoyed a long career in our industry, serving for many years as a PIASC Director and its President in 1987. He will be remembered for his incredible sense of humor and his spontaneous witticisms.

Let The Toner Stick! Dillon Mooney, Technical Consultant, advises that toner does not adhere well to smooth surfaces such as litho inks or coatings. It needs a surface with a little tooth to bite in and adhere. The best advice is do not design a job with toner overprinting litho ink. If you are going to imprint toner over litho ink you may want to run a litho screen (20%—lighter the better) on the litho run to allow some of the paper surface to be available to bond to the toner. Consider a third pass through a coater (UV) to seal the litho and toner. Contact the ink/digital press manufacturer for any suggestions. If the job requires over printing the litho ink, the areas that over print should all

be printed digital. Be aware that toner on litho inks most likely will not fare well in very abrasive environments such as the U.S. mail automated sorting equipment.

Recreation Connection For many years, members of the Printing Industries Credit Union (PICU) have enjoyed the ability to buy tickets to theme parks, movies and other attractions at discounted prices through the Credit Union. Now, this capability has been streamlined and expanded through the Credit Union's website. To check it out, go to www.piasc.org, click on the Credit Union in the lower right panel, then choose Member Discounts. While you're there, take a look at the other services that PICU offers people at member firms. To promote this great no-cost employee benefit at your firm, call Rick Dockery at Ext. 275 (email: rdockery@printcu.org).

Wanted

3M plate processor in working condition, Model 1133, for cash. Call Dave at (800) 728-2832.

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

Need secure commercial yard to drop storage container. Send your contact info to i8x8@hotmail.com.

We are looking to expand and you can maintain your own customers and work full or part time. We have merged or purchased eight print shops in the San Fernando Valley. In business for 27 years. Call BJ at (818) 231-0380.

For Sale

Ryobi 3404DI 4 color digital offset press, purchased new in 2003 Aprox 13,500,000 Imp., \$175,000, comes w/IR Dryer, Multi-size pile board, PDS-E Closed loop color density system, Console, Extra set of rollers, 20 Delivery Carts, Inventory of waterless inks. Call BJ at (714) 891-1145 or email bj@printbetter.biz.

PIASC's Pick of the Week



Optimised Sheetfed UV: Best Practice Guide
by PrintCity Sheetfed Activity Group

The objective of this guide is to disseminate generic process knowledge to all the participants in the production chain. The content is organized into sections that address key operating issues, best practices, and diagnostics for: Conventional inks + dispersion primer + UV coatings Full UV inks and more.

PIASC Members \$12.00 ea*.
Non-Members \$15.00 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.

