

We need to reduce our workforce. What should we do? If the planned reduction is other than by seniority, talk to Doug Moore at Ext. 218.

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 24, 2008

We Are Thankful...

We are thankful for our family and friends, for the people who continue to work with us in these difficult times, for the clients who understand that when the market gets tough is not the time to cut back on promotion, for living in the freest country on earth that still offers all of its people the best chance of realizing their potential and which has just completed the election of its 44th President and 111th Congress fairly and democratically—an event taken for granted by us but unobtainable in much of the world.

PIA/GATF Honors

On November 14th, our national association, PIA/GATF inducted into its Ben Franklin Society, Urban S. Hirsch, III (Ink Systems, Inc.) in recognition of his long and generous service to the printing industry. At the same time, Ara Izquierdo (PIASC VP Industry Relations) received the Naomi Berger Memorial Award given annually to a woman who has made an outstanding contribution to the industry for her efforts over 39 years with PIA/GATF to support graphic arts education, literacy and relations with our neighbors to the south. Art Lindauer of Venice High School's Super Shop 9 received the Frederick D. Kagy Education Award of Excellence for his extraordinary work over 15 years in building his program at a time when vocational education was out of favor.

W2P Test Drive

PIA/GATF has developed a special website www.w2ptestdrive.com that enables a firm to check out a broad range of software solutions for web-to-print, inventory management, document management, workflow and others. Take a look at this as it is great for the beginning of comparison shopping and for learning the possibilities.

Being Different

It is almost unheard of that a printer has a product differentiation—that they produce a physical product that's unique. What makes a firm stand out from the herd are the same things that bring us to an auto dealer or entice us to fly with a particular airline. It's service issues beyond the basic product. A printer might be viewed as out of the ordinary by scheduling press checks on the first shift, providing daily updates on the progress of key jobs, or taking special precautions to protect the confidentiality of the client's mailing list.



New Angle

We saw an industrial waste hauler with a slogan that said "If you're not satisfied with our service, we promise to give you double your trash back!" Maybe, that's the germ of a new approach to client satisfaction (as well as keeping the presses running in slow times). "If you reject the job, we'll rerun it the same way twice!"

Don't Assume They're Ok

While we spend almost all of our credit checking time on new accounts, most of the major losses occur with existing accounts. Looking back, it's usually fair to say that it was obvious that a problem was developing with these accounts long before it came home to roost. Payments became slower and slower and their order size and frequency declined. If we knew the management (which we always should) we heard of the problems they were facing. But, we emphasized with those problems, we really wanted them to succeed, and we wanted to get their business. Cutting a client off in these circumstances is a tough decision and will certainly lead to the loss of their good will if they recover. On the other hand, sticking with the ship until it sinks may well destroy more of your working capital than you can afford. An informed decision requires using all of the external resources—the PIASC information base, Experian and others together with a serious talk with the client's management to try to understand whether their business plan makes sense or whether they're blowing smoke at themselves.

Thought for the Week

If you don't like something, change it. If you can't change it, change the way you think about it.

Upcoming National Events Calendar 2008-09	2008	Dec. 7-10	Color Management Conference	Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ	Gwen Martin	412-259-1713	gmartin@piagatf.org
		March 1-5	Presidents Conference	Omni Orlando Champions Gate, Orlando, FL	Diane Koch	412-259-1803	dkoch@piagatf.org
		March 15-18	TAGA 61st Annual Technical Conf.	Hotel Monteleone, New Orleans, LA	Gwen Martin	412-259-1713	gmartin@piagatf.org
		March 15-19	Nat'l Env. Health & Safety Conf.	Indianapolis, IN	Jeanette Tuttle-Hamer	412-259-1712	jtuttle-hamer@piagatf.org
	2009	4/4-4/8	Continuous Improvement Conf.	Radisson Plaza Hotel, Lexington, KY	Jeanette Tuttle-Hamer	412-259-1712	jtuttle-hamer@piagatf.org
		5/3-5/6	Offset & Beyond	Caesars Palace, Las Vegas, NV	Laurie Reynolds	412-259-1802	lreynolds@piagatf.org

PIASC November - December Activities

<p>Dec. 9</p> <p>REGISTER for this meeting by choosing dates at right</p>	<p><i>Event Number</i> PBT</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: Coco's Bakery Restaurant 4360 Mills Circle Rd. Ontario 91764</p>	<p>PRINTERS' BREAKFAST TABLE Contact: Socorro Garcia, Ext. 229, socorro@piasc.org</p> <p>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!</p> <p>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</p> <ul style="list-style-type: none"> <input type="checkbox"/> December 16th – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780 <input type="checkbox"/> December 17th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101 <input type="checkbox"/> December 18th – Abe's Deli • 19626 Nordhoff Street • Northridge 91324 <input type="checkbox"/> January 14th – Tamayo's • 5300 E. Olympic Blvd. • Los Angeles 90022 <input type="checkbox"/> January 15th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813
<p>Dec. 3</p> <p><input type="checkbox"/></p> <p>Check here to REGISTER for this meeting</p>	<p><i>Event Number</i> LWWSYC</p> <hr/> <p>8:30-11:30 a.m.</p> <p>Cost: \$39</p> <hr/> <p>Location: PIASC Conference Ctr. 5800 S. Eastern Ave., Ste. 210 Los Angeles, CA</p>	<p>LOOSE WORDS WILL SINK YOUR CAREER Speaker: Doug Moore, PIASC VP Human Relations Contact: Rose Velazquez, Ext. 231, rose@piasc.org</p> <p>The surest way to make some undeserving lawyer rich is for the company to tolerate a supervisor using their position to exploit a subordinate employee using sexual language, actions or visuals; or the failure to train supervisors to recognize harassment in the workplace and to stop it. While this is a lawyer's home run, there's a laundry list of behaviors, actions words or visuals that are not just "good-natured horseplay" but illegal. All employers as a matter of their harassment policies and practices should train supervisors to recognize and stop harassment. If the employer has 50 or more employees, the training of supervisors is mandatory.</p>
<p>Dec. 4</p> <p>REGISTER for this meeting by choosing dates at right</p>	<p><i>Event Number</i> PIBT</p> <hr/> <p><i>Continental Breakfast</i> 8:15 am - 9:00-12:00 p.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: Near you! See locations at right!</p>	<p>FINAL PIBT HEALTH BENEFITS FAIR <i>Get a Head Start!</i> Contact: Joanne Cadenas, Ext. 256, joanne@piasc.org</p> <p>Join us to learn about cost saving alternatives. Find out what other employers are offering and what they are doing to save on their monthly premium expenses. Are you taking advantage of mixing and matching your plans? Have you implemented cost containment programs by sharing premiums with your employees?</p> <p>LAST MEETING!</p> <ul style="list-style-type: none"> <input type="checkbox"/> December 4th – PIBT Office • 5800 S. Eastern Ave. • Commerce

Quick Registration

- Mark your choices from listings above
- Fill out the form at the right
- FAX page(s) to (323) 724-2327

Company _____ Phone (_____) _____

Attendees: _____

Bill Company Credit Card # _____

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

Upcoming National Events Calendar 2008-09 cont.	2009	5/4-5/6	BIA Mid-Management Conf.	Caesars Palace, Las Vegas, NV	Justin Goldstein	412-259-1806	jgoldstein@piagatf.org
		9/11-9/17	PRINT 09	McCormick Place, Chicago, IL	David Poulos	703-264-7200	dpoulos@gasc.org
		12/6-12/9	Color Management Conference	Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ	Gwen Martin	412-259-1713	gmartin@piagatf.org
	2010	2/28 - 3/4	Presidents Conference	The Fairmount Scottsdale Princess, Scottsdale, AZ	Diane Koch	412-259-1803	dkoch@piagatf.org
		10/10-10/13	Graph Expo and Converting Expo	McCormick Place, Chicago, IL	David Poulos	703-264-7200	dpoule@piagatf.org

Dec. 10

REGISTER for this class online one week prior to webinar

Event Number
DPW

11:00-12 noon
Cost: **FREE**

Location:
On the Web

FREE DIGITAL PRINT WEBINARS

Presented by PIASC and XEROX

Speaker: **Julie Shaffer, Director of Digital Printing Council/E-Business Council at PIA/GATF**

Contact: **Frank Iannuzzi, Ext. 222, frank@piasc.org**

Learn to grow your business using the latest technologies, applying industry trends, applications, and creative ideas to increase your service offerings, revenues, and print volume.

Register online at www.piasc.org one week prior to webinar.

December 10th - *Digital Color Management*

Feb. 10th, 2009 - *Pulling It All Together*

Dec. 11

Check here to REGISTER for this meeting

Event Number
U2M

9:00-11:30 a.m.
Cost: **\$39**

Location:
*PIASC Conference Ctr.
5800 S. Eastern Ave., Ste. 210
Los Angeles, CA*

GOT A SURGE IN YOUR URGE TO MERGE?

Speaker: **Bob Lindgren, PIASC President**

Contact: **Maribel Espinoza, Ext. 210, maribel@piasc.org**

There is a point in almost every firm's life where the right acquisition of another firm or the sale of the firm itself is the right thing to do. The problem is that nothing happens unless someone takes action. The barrier to this is they don't know how to do it, how to pick the right seller or buyer, establish the values, and structure the deal. This is not the same as selling your house or buying another one where you are dealing with a tangible asset with objective value, rather one which is only worth what future profits will bring. It is not a matter of listing it with a broker (like a house) and waiting for offers, but a matter of searching out and selling the best fit.

Jan. 27

Check here to REGISTER for this meeting

Event Number
LPP2P

8:30-4:30 a.m.
Cost: **\$129 member**
*\$258 non-member
Early Bird Special: \$99
before January 12th!*

Location:
*PIASC Conference Ctr.
5800 S. Eastern Ave., Ste. 210
Los Angeles, CA*

LEAN PRINTING: A PATH TO PROFITS

Speakers: **Malcolm G. Keif and Kevin Cooper, Cal Poly State University**

Contact: **Rose Velazquez, Ext. 231, rose@piasc.org**

The outlook for 2009 may seem uncertain, but we must focus on the future and act upon what can be done during these lean times to enhance our profits, while producing quality services in the most efficient and effective manner possible. So, get ready for a thought-provoking program that will challenge your current thinking on efficient print production. This all-day program is designed to provide a thorough understanding of the lean manufacturing principles and strategies, introduce lean manufacturing as an important tool for the economic vitality of your business, holding the principal key to profitability for printers.

Quick Registration

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The Follow Up

You've bought into the need to sell value and to do so you have to know what the client's objectives are—you've managed to get a meeting with the right people and had a good discussion about their business needs and strategy. Before responding with your proposal, consider writing back, thanking them for the meeting and outlining what you understand their needs to be and asking whether your understanding is correct. There's a good chance that the prospect will be impressed with your serious attention to them and respond with even more useful information. You're now much better equipped to make the killer proposal.

For The Holidays

As is our normal practice, PIASC (including the Credit Union, Benefit Trust and the Collection Service) will be closed in observance of the Thanksgiving holiday on Thursday, November 27th and Friday, November 28th. Of course, Credit Union members will still be able to obtain service through the internet, ATMs and Credit Union Service Centers.

Workers' Comp Discrimination

The financial times are creating the economic need for employers to terminate employees due to lack of work. The process of choosing employees to be terminated must be carefully considered due to discrimination issues. The discrimination issue most prevalent in the

printing industry today is Labor Code §132(a) violations. This section makes it illegal to discharge, threaten, or discriminate in any way against an employee because they have received an award from, have filed, or even intend to file a workers' compensation claim. It can also be discrimination if an employee is demoted or transferred for the reasons stated above. Employers considering laying off an employee where a Labor Code §132(a) violation is possible must have substantial written documentation their action is job related. Even then, the employer may be sued for a §132(a) violation and probably will need the assistance of a labor attorney. The §132(a) penalty is up to \$10,000 and an employer may be required to reinstate the employee and reimburse for lost wages and benefits. Employers must also view with caution the potential claims from employees on other protected leaves such as pregnancy or California or Federal Family and Medical Care Leaves.

For Sale

Two 8 foot production desks on casters plus 1 free unit to first taker. \$150 takes all. Leave voicemail at (323) 935-7484.

Kluge 14 x 23 set up for foil and emboss, excellent condition, \$2,500 OBO. Call Steve at (562) 692-7070.

See our e-Classifieds section on the web at www.piasc.org.

PIASC's Pick of the Week



Glossary of Graphic Communications, 4th Edition
by Joe Deemer

The printing and graphic communications industries are as exciting as they are diverse, and the landscape is constantly changing. This book is an excellent reference tool for students, those new to the field, and for those already in the industry.

PIASC Members \$55.00 ea*.
Non-Members \$75.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, visit www.gain.net.

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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:
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Insurance Agency (323) 728-0483
Credit Union (323) 722-8927
Benefit Trust (323) 722-7386
Collection Service (323) 724-2368

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