

How can we find out if a prospect has treated his printers unfairly?
Call Tom Stodola at Ext. 221 or Dolphe Marcus at Ext. 261.

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 3, 2008

May You Live In Interesting Times

So states the most wonderful of curses—supposedly an ancient Chinese one. Yes, the next 6-18 months are going to be very interesting. Those of us who remember the downturns (we won't use the R word) of 1973, 1980, 1990, and 2001 know that things are not going to be very pretty, but in the long term things will get better. Yet, let's be realistic, it won't get better for everyone. Advertising dollars were being cut prior to the Wall Street meltdown and with the recent Wall Street debacle things may accelerate. The auto and finance industries are in a dismal state (these two sectors are two of the top three media buyers in the US), thus, advertising purchases are being cut and other industries will be looking hard at where and how they spend their ad dollars. Don't think that the internet will be immune. The last downturn saw about a 20% decline in ad placements on the internet. What's the answer? First, get lean. One of the big plusses we've seen during this downturn is that many of the printers we've been speaking to made solid business decisions to reduce staffing PRIOR to things getting worse. In the 1980 downturn, too many were seeing the economy through rose-colored glasses. They moved too late and were caught in the credit crunch. Dozens of firms disappeared. Second, it's all about cash. Warren Buffet in a recent article noted that companies with very strong cash positions would do very well—and he was looking to invest in them. The same goes for our industry at two levels. Work to strengthen your cash position. Invoice faster. Work receivables diligently and extend credit cautiously. Find ways to get lean and improve productivity. Communicate with your employees—and your bankers. Third, and probably the most important, is to focus on creative selling. Help your customers find ways to save money on their advertising. Become proactive rather than reactive. It may mean shorter runs. It may mean better inventory management. It may mean taking products from print to digital delivery. You want to be the solution provider. So get out there—especially owners and sales managers—and find out what's keeping your customer up at night, and how you can help him/her with their problems—and potentially reduce yours. Don't wait for your competitor to get there first! Remember, print is not going away, but we don't have to be "just a printer."

GREEN IS GOOD BUSINESS



- I AM GREEN
SO NOW WHAT?
- CERTIFICATIONS;
WHAT DO THEY MEAN?
- LOST IN THE GREEN
CROWD?

Join us on November 13th
to get answers to these
questions. See page 2 for
more information.

Green Is Money

Look, we know that what you do environmentally in your plant is not going to save or ruin the planet. But the reality is that green is in. Clients love it and the word is coming down from corporate pubahs that green is a must. So, being green equals increased sales. It's not just FSC certification. Think about: upgrading your lighting to save energy; using virtual proofing to save delivery trips; giving design ideas to save paper (lower basis weight, better sizes); participating in the PIA/GATF SGP program and many others. Then brag about them. They will give an edge (that isn't price) over the competition.

Simple Justice

We understand that a federal judge reduced a lawyer's requested fee from \$180,000 to \$26,000 after reading a submission from the lawyer which was littered with misspellings. He also rejected the lawyer's subsequent argument that he simply forgot to turn on his spell check, probably observing that he obviously didn't read the submission he had signed.

Thought for the Week

*When someone throws dirt at you, remember
all they are doing is losing ground.*

Upcoming National Events Calendar 2008-09	2008	Nov. 12-15	LPIA Fall Technical Conference	JW Marriott Las Vegas, Las Vegas, NV	Laurie Reynolds	412-259-1802	lreynolds@piagatf.org
		Dec. 7-10	Color Management Conference	Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ	Gwen Martin	412-259-1713	gmartin@piagatf.org
	2009	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
		4/4-4/8	Continuous Improvement Conf.	Radisson Plaza Hotel, Lexington, KY	Jeanette Tuttle-Hamer	412-259-1712	jtuttle-hamer@piagatf.org

PIASC November - December Activities

<p>Nov. 5</p> <p>REGISTER for this meeting by choosing dates at right</p>	<p>Event Number PBT</p> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: Tamayo's 5300 E. Olympic Blvd. Los Angeles 90022</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"/> November 6th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813 <input type="checkbox"/> December 9th – Coco's Bakery Restaurant • 4360 Mills Circle Rd. • Ontario 91764 <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
<p>Nov. 5</p> <p>REGISTER for this class by choosing sessions at right</p>	<p>Event Number WCERS</p> <p>8:30-3:00 p.m.</p> <p>Cost: \$65 per session or \$120 for whole day</p> <hr/> <p>Location: PIASC Conference Ctr. 5800 S. Eastern Ave., Ste. 210 Los Angeles, CA</p>	<p>PRINTING INDUSTRIES WEST COAST ROAD SHOW <i>Finding Your Profitable Future with Speaker Peter Muir, President of Bizucate</i> Contact: Rose Velazquez, Ext. 231, rose@piasc.org</p> <p>Five PIA Affiliates have teamed up to host an exclusive West Coast road show providing powerful insight into creating a profitable strategy for 2009! This progressive seminar focuses on how the right business strategies, sales techniques, technology and highly efficient workflow will create a solid base for growth and allow you to go after new opportunities. We'll discuss the trends, strategies and tactics of today and tomorrow's business and consumer landscape. Find out how these factors can influence your decisions and create a more profitable future today.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Morning Session - Finding Your Profitable Future - 8:30am - 11am <input type="checkbox"/> Lunch and Learn - 763 Approach to Sales™ Workshop - 11:15am - 12:15pm <input type="checkbox"/> Afternoon Session - Making the Move to Marketing Services - 12:45am - 3pm
<p>Nov. 12</p> <p><input type="checkbox"/> Check here to ENTER your employees in this competition</p>	<p>Event Number FC</p> <p>Entry Deadline</p> <p>Cost: \$40 first entry \$25 each additional</p> <hr/> <p>Location: On The Telephone</p>	<p>FIRST CONTACT - THE TOP RECEPTIONIST AND CSR COMPETITION DEADLINE Contact: Diane Bejarano, Ext. 257, dianeb@piasc.org</p> <p>When the economic times return—is your “frontline” marketing ready to recapture new business?</p> <p>Reasons to enter your CSR or Receptionist:</p> <ul style="list-style-type: none"> • Motivational incentive for your frontline personnel • Increases employee awareness of the importance of customer courtesy & service, and how it reflects on the company in the eyes of customers • Provides an annual Training-for-Improvement Goal for your Receptionist & CSR personnel training program • This is a PIASC-sponsored Employee Recognition Award Program • Winners are publicly recognized by the industry and PIASC at the annual awards banquet
<p>Nov. 13</p> <p><input type="checkbox"/> Check here to REGISTER for this meeting</p>	<p>Event Number GIGB</p> <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>GREEN IS GOOD BUSINESS... BECAUSE YOUR CLIENTS THINK SO Speaker: Tom Stodola, PIASC Director of Management Services Contact: Kristy Rodriguez, Ext. 215, kristy@piasc.org</p> <p>We all know that you're not going to save the earth by changing the way you run your printing business as even the largest printer is a micro-flyspeck in the world ecological system. But we also know that increasing numbers of clients like the idea of being able to say that they're buying green—and you want to be able to sell to them. Besides paper there are a number of other steps that you can take (which in many cases will save you money) that will demonstrate your green commitment in a concrete way.</p>

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	5/3-5/6	Offset & Beyond	Caesars Palace, Las Vegas, NV	Laurie Reynolds	412-259-1802	lreynolds@piagatf.org
		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

Nov. 13

REGISTER for this meeting by choosing dates at right

Event Number
PIBT

12:00-1:00 p.m.
Cost: **FREE**

Location:
Near you!
See locations at right!

PIBT HEALTH BENEFITS FAIR

Get a Head Start!

Contact: **Joanne Cadenas, Ext. 256, joanne@piasc.org**

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?

- November 13th** – PIASD Office • 3914 Murphy Canyon Rd. Ste A157. • San Diego
- November 18th** – Embassy Suites Hotel • 900 E. Birch St. • Brea
- November 20th** – The Hilton Glendal • 100 W. Glenoaks Blvd. • Glendale
- December 4th** – PIBT Office • 5800 S. Eastern Ave. • Commerce

Nov. 19 thru 21

Check here to REGISTER for this meeting

Event Number
PRIORITY

8:00-3:30 p.m. each day
Cost: **\$795**
per attendee
\$675 add'l, same company

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

BUSINESS DEVELOPMENT...PRIORITY NUMBER ONE!

Speaker: **Sid Chadwick, President, Chadwick Consulting**

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

This three day program was designed for all sales reps and lead CSR's to provide them with a value-system and guidance in developing strategic services that will improve communications within their organization, enhance their ability to retain their clients, and improve their ability to reach and capture targeted new clients.

Class size is limited to 12 students. Need more specific information on this program? Contact Frank Iannuzzi at frank@piasc.org or call (323) 728-9500, Ext. 222.

Dec. 3

Check here to REGISTER for this meeting

Event Number
LWWSYC

8:30-11:30 a.m.
Cost: **\$39**

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

LOOSE WORDS WILL SINK YOUR CAREER

Speaker: **Doug Moore, PIASC VP Human Relations**

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

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.

Dec. 9

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 9th** – Digital Color Management
- Feb. 10th, 2009** – Pulling It All Together

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 # _____

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Dear Brad...

We would like to apply a scratch-off ink over a four-color process image. Is this recommended? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: the scratch-off ink is usually applied over wet ink. Solids or screened four-color process areas are not compatible with scratch-off coatings. The message, which the scratch-off ink is to hide, should be printed with a 30% to 50% screen value. For best results, the image should be varnished or UV coated for easy removal of the scratch-off ink.

Performance Reviews

It has been an article of faith among corporations that annual performance reviews are given by superiors to their subordinates. An article in the October 19th issue of the Wall Street Journal by Samuel A. Culbert, Professor of Management at UCLA, explains at length their actual pernicious effect. The problem is that the superior thinks that they are talking about areas of development while the subordinate thinks they are thinking about the wage increase or promotion. The result is that they are not talking to each other and the exchange is dominated by gamesmanship.

True Waste

Ken Rizzo, PIA/GATF Director of Consulting, says that true waste is the dollar cost of time and materials that consume resources but do not add value

to the product or result in a product that is unacceptable to the customer and they refuse to pay. They are The Printer's Hidden Factory. Value-added activities (VA) are process actions that actually add value by converting the form, fit, and/or function of materials and parts into package printed products. For example, a commercial printer's value-added activity would include the actions of printing, cutting, folding, gluing, packaging the final product, and shipping to the customer. The customer pays for and specifies VA activities. Typical value-added time to produce and ship one item for a job (sheet/signature) would occupy 1%—3% of time. Non-value-added activities (NVA) are process actions that consume resources but do not convert or add any value to the product such as quality inspections, inventory and WIP, moving anything around, waiting on, downtime, etc. Also, these activities result in products that are unacceptable to the customer. Plain and simple, non-value-added activities are considered waste and typically occupy over 97% of production operations. There are Eight Wastes in what is known as the Printer's Hidden Factory.

Printer Tech Talk

The reality is that clients are unfamiliar with terms that are second nature to us. Bringing them up to speed is a useful exercise and can be a bit of fun too, with many of these terms: bleeding (even bleeding in the gutters); choke; creep; dummy; hickey; scum; stripper.

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

PIASC's Pick of the Week



**Color and It's Reproduction,
3rd Edition**
by Gary G. Field

This book presents an updated treatment of the concepts and technologies related to the processes of how we define, produce, and evaluate color reproduction quality.

PIASC Members \$75.00 ea*.
Non-Members \$99.00 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>

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<http://www.printaccess.com/piasc>

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Benefit Trust (323) 722-7386
Collection Service (323) 724-2368**

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