

We need to save every penny we can, what should we do? Take a look at the opportunities under Buying Power Discounts at www.piasc.org.

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 22, 2008

The Best of Holidays To You

The Officers, Directors and Staff of PIASC (Association, PIBT, Insurance Agency, PICU and Collection Service) wish you, your family, and your people the most wonderful of holidays and a new year that ends on new opportunities for us all. As is its custom, *Update* will take a one week vacation next week and return to inform and occasionally amuse you on January 5th.

Holiday Hours

The PIASC offices will be closed on December 25th and 26th as well as January 1st. However, the Credit Union will be open on December 26th but closed on December 31st (for year end processing). As always, Credit Union members can access its services through the ATM network and internet banking 24/7.

Paper Prices

With the current state of the economy, we would expect to see paper prices dropping as those giant paper machines continue to crank it out 24/7. At this point, it seems that the mills have stayed ahead of the curve by reducing capacity at least as fast. It's a good guess, however, that some price softening is inevitable.

Bankruptcy Threat

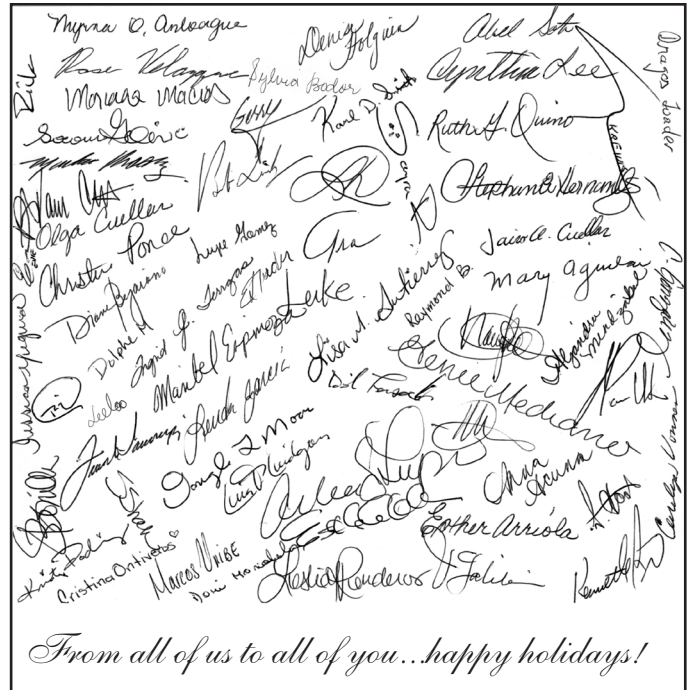
The recent filing of a Chapter XI petition by the Chicago Tribune and its subsidiaries including the Los Angeles Times is a reminder that while we are used to small and struggling clients going into Chapter XI (or VII), it doesn't occur to us that a giant might do the same, leaving us as an unsecured creditor in line behind multi-billion dollar bank loans. All you can do is to watch the news, particularly sources like the Wall Street Journal, and try to limit your exposure.

Interesting

A U.S. Court of Appeals has found a provision for a 5% set aside in federal defense contracts for small businesses owned by "socially and economically disadvantaged" persons to be unconstitutional because it violates the equal protection of the law provision in the Constitution.

Justice Done

One of the most troublesome developments in intellectual property law is the ability to patent a business process—if you simply could describe how you would go about



doing something, you could patent it. This has caused an explosion of opportunity for the lawyer class. Fortunately, the DC Circuit Court of Appeals recently ruled that a business method or process could only be patented in connection with a physical transformation or a machine, eliminating a major enrichment opportunity.

We're Not Surprised

J.D. Power and Associates were commissioned to do a study of wireless customer care performance. They found an average wait time to talk to a human being to be 4.4 minutes (an increase of 34% over previous studies). Tellingly, account loss increased 83% among customers put on hold for an above-average length of time. We believe that automated attendant systems with decision trees and call queues are one of the best ways known to alienate clients or prospects. Your investment in a person(s) who answers the phone by the second ring politely and works hard at getting the caller to the right person is the best form of marketing you have.

Thought for the Week

A good marriage is the union of two forgivers.

Upcoming National Events Calendar 2008-09	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
		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

PIASC November - December Activities

<p>Jan. 14</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: 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"/> January 15th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813 <input type="checkbox"/> February 10th – Coco's Bakery Restaurant • 4360 Mills Circle Rd. • Ontario 91764 <input type="checkbox"/> February 18th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101 <input type="checkbox"/> February 19th – Abe's Deli • 19626 Nordhoff Street • Northridge 91324 <input type="checkbox"/> March 3rd – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780
<p>Jan. 14</p> <p><input type="checkbox"/> Check here to REGISTER for this meeting</p>	<p><i>Event Number</i> CS4</p> <hr/> <p>1:00-4:00 p.m.</p> <p>Cost: \$39 member \$49 non-member</p> <hr/> <p>Location: PIASC Conference Ctr. 5800 S. Eastern Ave., Ste. 210 Los Angeles, CA</p>	<p>ADOBE® CREATIVE SUITE® 4 WORKSHOP Speakers: Lisa Niday, Adobe Team Lead for Product Specialists Contact: Rose Velazquez, Ext. 231, rose@piasc.org</p> <p>Deliver your ideas to more audiences in more places with the ultimate toolkit for today's designer. Take advantage of simplified workflows as you express yourself across print, web, and mobile media. Creative Suite 4 Design Premium software can help you create rich, compelling content and collaborate near and far. In this session, you will: Discover new animation, video, and 3D design tools – all within a comprehensive, integrated design environment; learn to use existing skills to try new creative possibilities; explore new, simpler ways of working that let you do more in less time; and learn how to work interactively with clients and colleagues, sharing screens and hosting live reviews across the hall or around the world.</p>
<p>Jan. 15 thru 17</p> <p><input type="checkbox"/> Check here to REGISTER for this event</p>	<p><i>Event Number</i> SD21</p> <hr/> <p>9:00-2:00 p.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: The Castle Press 1222 N. Fair Oaks Ave. Pasadena, CA 91103 (626) 798-0858</p>	<p>21ST ANNUAL SURPLUS DRIVE Contact: Ara Izquierdo, Ext. 216, ara@piasc.org or Kristy Rodriguez, Ext. 215, kristy@piasc.org</p> <p>PIASC/RAISE Foundation will hold its twenty-first annual Surplus Drive during Printing Week to benefit graphic communications programs. So, please, if you are doing end of the year inventory, hold on to any surplus paper and donate it to this good cause. Remember that your tax-deductible donations will help teachers train our future workforce!</p> <p>Every year we ask members to donate surplus paper to supplement graphics arts programs' extremely limited budgets. Teachers that register to attend will have first choice of surplus paper donations and non-registered teachers will have the opportunity to select remaining paper donations.</p> <p>Teachers bring a dolly or cart!</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	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

<p>Jan. 20</p> <p><input type="checkbox"/></p> <p>Check here to REGISTER for this meeting</p>	<p>Event Number FMS1</p> <hr/> <p>8:30-11:30 a.m.</p> <p>Cost: \$39 member \$120 for whole series</p> <hr/> <p>Location: PIASC Conference Ctr. 5800 S. Eastern Ave., Ste. 210 Los Angeles, CA</p>	<p>FINANCIAL MANAGEMENT SERIES PART 1 - BUSINESS HEALTH CHECK Speakers: Frank Iannuzzi, PIASC VP Management Services Contact: Maribel Espinoza, Ext. 210, maribel@piasc.org</p> <p>The two page Business Health Check was designed to help business executives review very quickly how they stack up against the High Profit Firms in their marketplace.</p> <p>Other Dates and Topics in this series:</p> <ul style="list-style-type: none"> <input type="checkbox"/> February 17th – Pricing Strategy <input type="checkbox"/> March 10th – Budgeted Hourly Costs <input type="checkbox"/> April 21st – Capital Budgeting <input type="checkbox"/> Whole Series – \$120
<p>Jan. 27</p> <p><input type="checkbox"/></p> <p>Check here to REGISTER for this meeting</p> <p>Early Bird Special: \$99 before January 12th!</p>	<p>Event Number LPP2P</p> <hr/> <p>8:30-4:30 p.m.</p> <p>Cost: \$129 member \$258 non-member</p> <hr/> <p>Location: PIASC Conference Ctr. 5800 S. Eastern Ave., Ste. 210 Los Angeles, CA</p>	<p>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</p> <p>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.</p>
<p>Jan. 28 <i>thru</i> Feb. 5</p> <p>REGISTER for this series by choosing dates at right</p>	<p>Event Number DCEW</p> <hr/> <p>8:30 a.m.</p> <p>Cost: \$250 lunch included</p> <hr/> <p>Location: PIASC Conference Ctr. 5800 S. Eastern Ave., Ste. 210 Los Angeles, CA</p>	<p>DESIGNING AND CREATING EFFECTIVE WEBSITES Contact: Maribel Espinoza, Ext. 210, maribel@piasc.org</p> <p>Have you ever attempted to navigate through a dull website that leads you to nowhere? Do you think you can make a superior website if you only had the skills? Here is your chance to learn what it takes to create, edit and manage your website.</p> <p>Check the box(es) below to register for classes or whole website designing series:</p> <ul style="list-style-type: none"> <input type="checkbox"/> January 28th & 29th – Part I: The Language - HTML Fundamentals - \$150 <input type="checkbox"/> February 2nd & 3rd – Part II: The Application - Dreamweaver Fundamentals - \$150 <input type="checkbox"/> February 5th – Part III: The Content (1 day) - Creating an A-List Website - \$75 <input type="checkbox"/> Whole 5 day Series – members who complete the series earn - \$250

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Dear Brad...

We are getting a white buildup on our blankets, which is occurring on the first units. What is the problem? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: white build up on the first units is dust and debris on the first units. White buildup on the last units is usually due to softening of the paper coating.

IRS Mileage Rate

The IRS has set the safe harbor reimbursement rate for business miles driven to 55 cents for 2009 which is down from 58.5 cents due to the drop in gas prices. As always, you can use higher numbers if you can prove them.

Who's An Employee?

The Employment Development Dept. (EDD) defines in its regulations who is a common law employee and who is an independent contractor. This is significant when a person classified as an independent contractor by the employer files for Unemployment Insurance (UI) benefits, and is found to be a common law employee eligible for UI, since EDD will discover the company has not been paying its required unemployment taxes for this individual. The EDD, through court interpretations, believes an employer-employee relationship exists when a person hires an individual to perform services and has the right to exercise control over the manner and means by which the individual performs those services. The "right

of control" whether or not exercised, is the most important factor in determining the relationship. California does not provide relief under the "SAFE Harbor" provisions of the Internal Revenue Code.

Banks and Print

During the third quarter of 2008, Mintel Comperemedia reports that national and local banking direct mail offers sent to current customers rose 42% from the second quarter. Moreover, the 53 million offers sent during the third quarter of 2008 were almost twice the number sent in the same period last year. Banks are relying heavily on direct marketing to reassure customers that their money is safe and protected. Holding on to current customers is another reason for the increase in banking direct mail. According to Diana Sheehan, Director of Research for Mintel Comperemedia, "Banks view direct mail as an effective channel for customer communication. We expect they'll continue with heightened direct marketing efforts to current clients, at least into early 2009."

For Sale

Itek 3985 Two tower w/ crestlines & superblue great working condition \$12,000. Call Sam at (760) 241-789.

Hamada H234A 2 Color Offset Duplicator, 2003 with 2.65mm impressions. 6 month new rollers, Accel Tempest Dryer, Royce Refrigeration System, Excellent near new machine. \$39,500 obo. Also available, Olec AL53HD Exposure unit with light source, integrator, cable set and two vacuum frames - best offer. Call Pat at (818) 843-8355.

24' Box Truck. 1996 International 4700 Diesel. Lift gate. New Transmission. 186,000 miles. Great Condition \$14,000. Call Bob at (818) 704-6000. Pictures Available.

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

PIASC's Pick of the Week



**Lean Printing:
Pathway to Success**

by Kevin Cooper, Malcolm G. Keif,
and Kenneth L. Macro Jr.

By examining proven techniques, this book shows the benefits that come from engaging the entire workforce in recognizing value-adding processes and eliminating waste—whether that means wasted material, wasted motion, or wasted time.

PIASC Members \$30.00 ea*.

Non-Members \$40.00 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>

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Association
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