

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 4, 2010

In 2010 As the new year begins, take some time to do some serious thinking about what business you're actually in and where you intend to be. Are you a marketing specialist, knowledgeable in the business models of your clients, or are you a manufacturer of images on paper, mailing or distribution? If you recognize that being both successfully is unlikely, then you need to think about the resources, people and machines that you will need to ride your chosen path to victory. You need to think about the competition that you face in each of them. If you are a marketer, you will be facing off with ad agencies and marketing consultants. You must leverage your abilities by narrowly focusing on a small number of businesses that you really understand and where referrals will really work for you. If you are a manufacturer, you will be facing web-to-print alternatives. You must be able to be the low-cost solution at the client's desired quality level recognizing that the only way to do so is full utilization of equipment—24/6 is nirvana. No matter what path you take, you will live in a market in which ever shorter runs and increasing personalization rules, making digital presses and data management software a necessity. Looking a year or two forward, production ink jet presses will be threatening the supremacy of offset lithography. In both paths, print will remain because of its unique ability to reach out and touch its audience, the consumer.

Reform? As its New Year's gift to America's taxpayers, Congress and the President are gearing up to give us health care reform which will give us an increase in the number of Americans with health insurance (but not 100%), no realistic mechanisms to control costs, and an optimistic price tag of just under a trillion dollars. We are told we are going to pay for this by cutting Medicare reimbursement rates by \$480 billion even though these are already below what private insurers pay and few in Congress and elsewhere believe will really happen. We are also going to tax pharmaceutical companies and other health care providers (with the usual large set of loopholes) who will naturally pass along these taxes to consumers in higher prices. If you think that Congress should stop this process and go

22nd Annual SURPLUS DRIVE



NOVATED LOCATIONS!

January 14-16, 2010 at **Compress Communications, Inc.**
January 21-23, 2010 at **Castle Press** [page 2 for details!](#)

back and build something realistic, your last chance to say so is now! Go to www.piasc.org and click on the Government Affairs tab, then Action Alert.

The Gold is Inside Are you looking for ways to manage your business better, improve your sales DQG PDUNHWLQJ ÀQG RXV in technology or network with others to learn how they're getting through these tough times? Your answer is right in the inside two pages of this and every **Update**—seminars with no-nonsense content both locally and across the nation, networking opportunities at the Breakfast With Bob and Top Management Network—all at modest cost and convenient times.

Stimulus COBRA Extended The 2010 Defense Appropriations Bill was signed into law on December 21st extending the 65% subsidy for COBRA IURP QLQH WR ÀIWHHQ F extended the latest eligibility date for the receipt of the subsidy to February 28, 2010. Thus, persons who have already lost their coverage because of involuntary termination and those who become involuntarily terminated before March 1, 2010 will be eligible for ÀIWHHQ PRQWKV VXEVLG\ \$V EH ZKR UHFHLYH WKHLU HPSOR\HH WKLW UHVSQRVLELQW\ ,I EHQHÀ sources, compliance is the employer's responsibility.

Thought for the Week

Nobody can bring you peace but yourself.

Upcoming National Events Calendar cont.	7/18-7/21	Affiliate Managers Summer Conf.	Loews Annapolis Hotel, Annapolis, MD	George Ryan	407-240-8009	gryan@pafgraf.org
	10/10-10/13	Graph Expo and Converting Expo	McCormick Place, Chicago, IL	David Poulos	703-264-7200	dpoule@printing.org
	11/11-11/14	Fall Administrative Meeting	The Westin SF Market Street, San Francisco, CA	June Crespo	412-259-1778	jcrespo@printing.org
	12/5-12/7	Color Management Conference	Pointe Hilton Tapatio Cliffs Resort, Phoenix, AZ	Gwen Martin	412-259-1713	gmartin@printing.org

<p>Jan. 14 <i>thru</i> 16 <i>at Impress</i></p> <p>21 <i>thru</i> 23 <i>at Castle Press</i></p>	<p><i>Event Number</i> SD22</p> <hr/> <p>9:00-2:00 p.m.</p> <p><i>Cost: FREE</i></p> <hr/> <p>Location: <i>Impress Communications, Inc. 9320 Lurline Ave. Chatsworth, CA 91313 (818) 701-8800 and The Castle Press 1222 N. Fair Oaks Ave. Pasadena, CA 91103 (626) 798-0858</i></p>	<p>22ND 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-second annual Surplus Drive at two locations this year for your convenience! 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><i>Sign up for the location nearest you!</i></p> <p><input type="checkbox"/> January 14th-16th – <i>Impress Communications, Inc. • 9320 Lurline Ave. Chatsworth, CA 91313</i></p> <p><input type="checkbox"/> January 21st-23rd – <i>The Castle Press • 1222 N. Fair Oaks Ave., Pasadena, CA 91103</i></p>
<p>Jan. 23</p> <p><input type="checkbox"/></p> <p><i>Check here to REGISTER</i></p>	<p><i>Event Number</i> CABP</p> <hr/> <p>8:30—11:00 a.m.</p> <p><i>Cost: \$15/CABP members \$25/Non-members</i></p> <hr/> <p>Location: <i>Business Team Corp. Offices 2293 West 190th St. Torrance, CA 90504</i></p>	<p>CABP: HOW TO BENEFIT FROM HELPING YOUR CLIENTS SUCCEED! Speakers: Claude Delgado, D Graphic Solutions & George Hicks, Business Team/ Bus. Sales & Acquisitions Contact: Diane Bejarano, Ext. 257, diane@piasc.org</p> <p>Too often in today's economic climate, we hear or experience the demand for more production from fewer individuals. Our January meeting will help us all understand how to turn those tables and generate greater profits from fewer clients!</p> <p>Come to understand how today's changing marketplace is ripe for those companies prepared to be more than simply a 'printer' to their customers. We'll explore the importance of return on marketing dollars spent and the many ways we can help our clients increase those returns. And, we'll learn how this simple shift in focus can make you indispensable to your clients.</p>
<p>Jan. 27</p> <p><input type="checkbox"/></p> <p><i>Check here to REGISTER</i></p>	<p><i>Event Number</i> TMN</p> <hr/> <p>11:00 -1:00 p.m.</p> <p><i>Cost: \$25</i></p> <hr/> <p>Location: <i>Imago Digital 75 Bunsen Irvine, CA 92618-4218</i></p>	<p>TOP MANAGEMENT NETWORK at Imago Digital Contact: Maribel Espinoza, Ext. 210, maribel@piasc.org</p> <p>PIASC Top Management Network events are great opportunities to meet with peers, colleagues and printing professionals. Block out your calendar from 11:00 a.m. – 1:00 p.m. and join us. Your investment is only \$25.00, which includes a delicious buffet lunch.</p>
<p>Jan. 28</p> <p><input type="checkbox"/></p> <p><i>Check here to REGISTER</i></p>	<p><i>Event Number</i> B-C</p> <hr/> <p>9:00 -11:30 a.m.</p> <p><i>Cost: \$39, \$29 each additional, same company</i></p> <hr/> <p>Location: <i>PIASC Conference Ctr. 5800 S. Eastern Ave., Ste. 210 Los Angeles, CA</i></p>	<p>BUSINESS CAPITAL Speakers: Chuck Doyle and J.C. Avakian, Business Capital Contact: Rose Velazquez, Ext. 231, rose@piasc.org</p> <p>Are we at the bottom? Nobody knows for sure. We do know that companies which are at a critical juncture will need help to get some forward momentum in overcoming the financial obstacles currently impeding our recovery. What type of help is available? That's the focus of PIASC's October 20th workshop. Featured speakers Chuck Doyle and JC Avakian of Business Capital, a business liquidity services company, will discuss strategies in debt restructuring; asset based lending or asset securitization; equipment leasing; financing sources; turnaround strategies and much more.</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.

