

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 24, 2010

Recycled Equals Expensive

We do understand that recycling post-consumer waste into fine paper involves collecting, transporting, de-inking, and bleaching to turn it into an acceptable product. At the end of the process, the paper has some issues with respect to consistency and integrity, however, it makes users feel good. It's probably more economic to use post-consumer waste in corrugated and building material applications, but environmental interests fuel the demand for recycled fine paper and support its higher price.

Don't Let Them Steal Your Money

Recently, a member firm referred a five figure account to our collection service, when the invoice was fourteen months old. Unfortunately, the client had gone out of business two months before and there was no personal guarantee, so no collection was possible. The hard reality is that when a client isn't paying you on time, doesn't respond to requests for payment, or breaks promises, they have taken your money just as surely as if they had held you up at gun point. At this point, you have no other choice but to go to a third party for assistance since the non-paying client knows that you are a paper tiger. True, you will lose part of the money to the cost of collection, but getting most of what you're owed is a big improvement over getting nothing. In these times, when businesses fall off the map on a daily basis, even a brief delay may leave you with nothing in your pocket. Call Dolphe Marcus at Ext. 261 (email: dolphe@piasc.org) or David Ladensack at Ext. 261 (email: david@piasc.org) today, give them the problem accounts, and turn your attention to selling to folks who will pay.

Are You Surprised?

The USPS' Inspector General has published a report on employee absenteeism. The good news: it's comparable to that of other federal employees. The bad news is that it is double the rate of the private sector. The report noted that the causes included: liberal union contracts, little attention by supervisors and regulations mandating that employees cannot carry over sick leave, annual leave, etc. into retirement.

Save On Cellular

PIASC has arranged with AT&T Mobility to obtain a 10% discount on cellular service from AT&T for member firms and their employees. Users coming into



PIASC, through Marathon Solutions, Inc., is offering its members a new buying power program that saves you money on expensive credit card processing fees. Join the hundreds of printers across the country enjoying this benefit. To take advantage of this new benefit, contact Danny Haggerty at (913) 953-5301.

the program from another carrier will also receive a \$175 credit on their billing to cover transition costs. The program includes either free or discounted hardware (including iPhones). In order to qualify for participation, a member firm and its employees must enroll at least five cell phones (at least one of which is billed to the employer). To find out more and to get started call Rosemary Slouka at AT&T (626)278-8822 (email: rosemary.slouka@att.com).

Einstein On Obamacare

In speaking about relativity, Albert Einstein said, "If you can't explain it simply, you don't understand it well enough." We wonder if this maxim applies to the President and Congress.

What's A Uniform?

Employers that require their employees to wear uniforms as a condition of employment must provide and maintain the uniforms. However, if a uniform is generally usable in an occupation, such as the white uniforms worn by nurses, then the employer does not have to pay for them. The state guidelines require that any uniform, regardless of color, that is required for a person in an occupation that would not generally wear a particular uniform must be paid for by the employer. Nevertheless the employer can specify basic wardrobe items be worn that are generally usable in the occupation, such as white shirts, dark pants, and black shoes and belts, all of unspecified design, without paying for them. In an example case, the dress code imposed by the employer required employees to wear blue shirts and tan or khaki pants was held to be a uniform and had to be provided by the employer.

Thought for the Week

People who say it can't be done should not interrupt those who are doing it.

PBT
 Event Number
Cost:
\$5

Breakfast With Bob
 Contact: Kristy Rodriguez, Ext. 215
 Whether we like it or not, it's here—Healthcare Reform. What does that mean for your business? When will things happen? How about the November election? What is PIBT doing?

Time:
 7:30 A.M.

Upcoming Breakfast Meetings:
 July 6th – Mimi's Cafe • 10909 Foothill Blvd • Rancho Cucamonga 91730
 July 7th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
 July 8th – Abe's Deli • 19626 Nordhoff Street • Northridge 91324
 July 13th – Mimi's Cafe • 17231 E. 17th Street • Tustin 92780
 July 14th – Ozzie's Diner • 7780 E. Slauson Ave. • Commerce 90040
 July 15th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813

Dear Brad...

We are running preprinted forms through a laser printer for imprinting. The problem is that there is an odor coming off them after laser printing. What is causing this? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: Odor issues are difficult to determine; however, residual solvents from ink could be flashed off with the high temperatures of laser printing. The residual solvent is detectable at room temperatures. We would also recommend running blank paper through to determine the odor is not coming from the paper.

Insuring Accounts Receivable

There are firms who sell insurance covering the possibility of non-collection. However, the usual experience is that the premium is greater than the average level of write-offs (insurance carriers are not sources of free lunches). Also, these specialty carriers usually want to

approve specific large risks before covering them, so they can't be used to fund a flyer on a chancy job.

SCAQMD Issues

We have heard reports that SCAQMD inspectors have been demanding changes in record keeping methods by printers they have visited even if the printer is using the spreadsheet that PIASC has supplied. If this happens to you, Call Gerry Bonetto at Ext. 248 (email: gerry@piasc.org) for help and advice.

Cal-OSHA Citations

Rick Hartwig, PIA Manager, Environmental, Health, and Safety Affairs, suggests that if you find yourself among the many who have been inspected by CAL-OSHA and have received a citation, even if there is no penalty associated with the citation, it is always important to assess the citation and/or penalty to ensure it is accurate and more to the point, applicable. Many a citation has been written that should never have been applied. Further, it is equally important to schedule an Informal Conference with CAL-OSHA within 15 days of receiving the citation to discuss the citation and/or penalty. Call Gerry Bonetto at Ext. 248 (email: gerry@piasc.org) for help.

For Sale

Printing and graphic design shop in business for 31 years with established clientele. Complete "turn-key" operation... Includes all equipment, computers, printers and artwork. \$25,000 down, balance interest free at \$1500 a month for 48 months. Ideal buyer will have graphic design and management experience. If you are interested please email a brief history of your background and request for further information to: printbizopp@gmail.com.

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

PIASC's Pick of the Week



Invention of Lithography

by: Alois Senefelder

Translated by J.W. Muller, Senefelder wrote and published this authoritative manual in 1818 to stake his claim for his discovery and to provide a basic text for practitioners of the art. It remains a fascinating and important document today.

PIASC Members \$20.00 ea*.
Non-Members \$30.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, visit www.printing.org.

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, 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**

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