

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

July 19, 2010

Postal Increase

As should be no surprise, the USPS proposed a rate increase effective January 2, 2011 (subject to Postal Regulatory Commission approval) which it says averages 6%. That's well above the CPI ceiling but they say it's required by the state of their finances. In addition to a two cent increase in the first class letter rate, periodicals will receive an 8% increase and catalogs 5.1%. Various modifications in volume discounts are also included.

Share and Learn

Printing Industries of America, our national association, maintains a series of listserves where members can pose questions or offer solutions and share information of mutual interest. If you wish to take advantage of these resources, simply email your contact information to: HRQuestions@printing.org for access to the Human Resources or Safety listserves; pife@printing.org for access to the Printing Industry Financial Executives listserv; JGoldstein@printing.org for access to the Sales and Marketing Executives listserv.

They're Not Independent Contractors

We've hearing a lot about prospective employees who want to work as "independent contractors" getting a 1099, so that they can continue to get their UI checks. The simple fact is—it's illegal and doing it causes both the employee and the employer to violate the law. Anyone who works for you, either selling or working on your equipment is an employee who must be on the payroll with appropriate payroll and withholding taxes.

2010 MIS Survey

Printing Industries of America has compiled an exhaustive survey of the MIS systems that are relevant for our industry. To download your copy, go to www.piasc.org and click on the Business/Technical tab. This is free to PIASC members but \$99 for others.

Estimates Are Way Up

Newer sales reps sometimes develop the bad habit of demonstrating their hard work by generating large numbers of requests for estimates, either by calling on people who are not really prospects or giving quotations for eight different quantities for each job. This process wastes the time of the estimators and helps non-prospects demonstrate that we weren't the right choice. Serious time and effort needs to be applied by carefully learning

POST YOUR ONLINE CLASSIFIED AD TODAY!

| For Sale | Wanted | Lease or Rent |
|--|--|--|
| Printing and graphic design shop in business for 31 years with established clientele. Owner retiring. Complete "turn-key" operation... includes all equipment, computers, printers and artwork. \$25,000 down, balance interest free at \$1800 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: printsbpp@gmail.com 5/10/10 | International Printing Museum looking to acquire a warehouse forklift, older style is okay. Contact Mark at the International Printing Museum (714) 629-1832 or email him at mail@intprintmuseum.org . 6/22/10 Well established O.C. Commercial Print Co. is looking to acquire a nearby firm. Companies specializing in Offset printing, Digital printing, Wide-Format, or Mailing are good candidates. Please call (949) 475-1900 x 209. 5/17/10 | For lease 5421 sq ft building in City of Commerce, Adj. air condition offices. Great location - Clarified & the Fry. Take all or share with fulfillment company. Call (213) 434-8300 for more information. 6/29/10 Do you need extra space? Want to lease a whole building? Place your Space Wanted ad here! |

**Need to sell your equipment? Looking for equipment?
Want to merge? Have a place to lease or rent?
Visit www.piasc.org and click on Classified Ads!**

about and qualifying a small number of prospects who can turn into folks who will buy a significant amount of printing.

Winning the Battle, Losing the War

Everyone runs into the situation where a job is rejected because of a mistake that was in the file that the client failed to catch until it was printed. There's no question that it's the client's fault and they should pay for it, but they don't always see it that way. Toughing it out may well put the whole relationship at risk, so a better approach is to see if a soft landing can be arranged—maybe they would be amenable to a free rerun with something added to future orders to make up for it.

Heard of Apprentices?

There was a time when ours was a craft industry, when it took less time to become an MD than to complete an apprenticeship in the composing room. Highly skilled people moved from shop to shop for better deals (like today's sales reps) and were the subject of worry about how they were to be replaced. These are memories from the past because the skills passed from people to hardware and software which we bought to improve productivity. Make-readies went from three hours to ten minutes while spoilage went down because process automation made everything less people dependent. Like it or not, one of the other results of these changes has been a continuing decline in real industry wages as skill requirements decreased.

Thought for the Week

Holding onto anger is like grasping a hot coal with the intention of throwing it at someone else. You are the one who gets burned.

PBT
 Event Number
Cost: \$5

Breakfast With Bob

Contact: Kristy Rodriguez, Ext. 215

ChoosePrint is now our job one! We need to work together to support the industry campaign and send a loud and clear message that promotions without print aren't the solution, they're the problem. Internet only campaigns lack the ability to reach out and touch targeted audiences the way that print can. Only print will get the customer to the website where they can buy. Those are the facts that your clients need to hear from you and will hear from the ChoosePrint campaign.

Upcoming Breakfast Meetings:

Time:
7:30 A.M.

Sept. 7th – Mimi's Cafe • 10909 Foothill Blvd • Rancho Cucamonga 91730
 Sept. 8th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
 Sept. 9th – Abe's Deli • 19626 Nordhoff Street • Northridge 91324
 Sept. 21st – Mimi's Cafe • 17231 E. 17th Street • Tustin 92780
 Sept. 29th – Ozzie's Diner • 7780 E. Slauson Ave. • Commerce 90040
 Sept. 30th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813

Dear Brad...

Will the tack numbers be the same on press as they are on the ink? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: Not really ... the inkometer in which tack is measured has a specific roller diameter and controlled temperature for viscosity control and run at a set speed. Tack measurements are usually used to tack grade your ink according to print sequence. For example, black being printed first will have the highest tack with yellow, which goes down last, having the lowest tack.

Eye Wash Stations

Rick Hartwig, PIA Manager, Environmental, Health, and Safety Affairs, explains that the emergency showers and

eye wash units used by most printers are designed to provide a drenching of water to the body or face when a person has been contaminated with caustic or otherwise hazardous substances. The primary purpose of the units is to remove the hazardous substance from the body or face. The secondary function of the system is to prevent further injury or harm from further exposure. These vital emergency systems can only be effective if they are installed and maintained properly. When choosing and installing emergency showers and eye wash units, the following key issues should be considered:

- Placement of the units should be as close as possible to the potential contamination areas.
- Conduct periodic and regular inspections and testing of the systems to ensure proper operation.
- Ensure access to the emergency equipment is always maintained and never blocked.
- Perform regular cleaning of the emergency equipment and discharge nozzles to prevent contamination or water flow blockages.
- Ensure a water supply volume to meet the 15 minutes of continuous flow required by OSHA.
- Ensure the water supplied to the emergency showers and eye wash units is "tepid" (approximately 80 degrees F) to prevent hypothermia or eye tissue damage and allows employees to maintain exposure to the water for 15 minutes.

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

PIASC's Pick of the Week



Bindery Trainee's Workbook

This book provides a foundation of understanding of basic binding and finishing principles, products, and operating procedures that are essential for new bindery employees.

PIASC Members \$30.00 ea*.

Non-Members \$45.00 ea*.

*Prices do not include tax and shipping.

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

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(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>

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**

Printing Industries Association of Southern California

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