

PIASC WEEKLY UPDATE

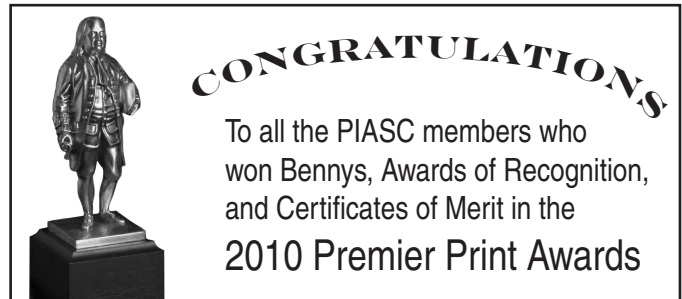
Printing Industries Association, Inc. of *Southern California*

July 26, 2010

The Bennys Are...

Congratulations to the 31 PIASC member firms that have been honored with 65 awards in the 2010 PIA Premier Print Awards. Colornet Press (Los Angeles) led with 6 awards, followed by AGI (Los Angeles) with 5 and Castle Press (Pasadena), INTAGLIO (Valley Village), and Marina Graphics Center, Inc. (Hawthorne) with 4 each. The Bennys went to AGI (Los Angeles), Bridge Publications, Inc. (Los Angeles), Classic Litho & Design (Torrance), Colornet Press (Los Angeles), Crown Printers (San Bernardino), Self Realization Fellowship Church (Los Angeles), The Dot Printer, Inc. (Irvine), Trend Offset Printing (Los Alamitos) and Trisoft Graphics, Inc. (Costa Mesa). The awards will be presented in Chicago on October 3rd.

AGI (<i>Los Angeles</i>) 1 Benny 1 Award of Recognition 3 Certificates of Merit	HB Digital Arts & Blueprint, Inc. (<i>Huntington Beach</i>) 1 Certificate of Merit
Anderson Printing (<i>Los Angeles</i>) 1 Certificate of Merit	Impress Communications (<i>Chatsworth</i>) 1 Award of Recognition 1 Certificate of Merit
Bert-Co Industries (<i>Los Angeles</i>) 1 Certificate of Merit	INTAGLIO (<i>Valley Village</i>) 4 Certificates of Merit
Bridge Publications, Inc. (<i>Los Angeles</i>) 1 Benny 1 Certificate of Merit	Main Graphics (<i>Irvine</i>) 1 Award of Recognition 1 Certificate of Merit
C & L Graphics, Inc. (<i>Van Nuys</i>) 1 Certificate of Merit	Marina Graphic Center (<i>Hawthorne</i>) 1 Award of Recognition 3 Certificates of Merit
California Litho Arts (<i>Los Angeles</i>) 1 Award of Recognition	Precision Offset, Inc. (<i>Irvine</i>) 2 Certificates of Merit
Castle Press (<i>Pasadena</i>) 4 Certificates of Merit	Primary Color Systems Corp. (<i>Costa Mesa</i>) 1 Certificate of Merit
Chromatic Inc., Lithographers (<i>Glendale</i>) 1 Award of Recognition	Self Realization Fellowship Church (<i>Los Angeles</i>) 1 Benny
Classic Litho & Design (<i>Torrance</i>) 1 Benny 2 Certificates of Merit	Southern California Graphics Co. (<i>Culver City</i>) 2 Award of Recognition
Clear Image Printing (<i>Glendale</i>) 2 Certificates of Merit	The Dot Printer, Inc. (<i>Irvine</i>) 1 Benny 1 Certificate of Merit
Clear Print (<i>Chatsworth</i>) 1 Certificate of Merit	Trend Offset Printing (<i>Los Alamitos</i>) 1 Benny 1 Award of Recognition 1 Certificate of Merit
Color Image (<i>Los Angeles</i>) 1 Certificate of Merit	Trisoft Graphics, Inc. (<i>Costa Mesa</i>) 1 Benny 1 Award of Recognition
Colornet Press (<i>Los Angeles</i>) 1 Benny 1 Award of Recognition 4 Certificates of Merit	Westamerica Graphics (<i>Foothill Ranch</i>) 1 Certificate of Merit
Crown Printers (<i>San Bernardino</i>) 1 Benny 2 Certificates of Merit	Wilson Printing (<i>Goleta</i>) 1 Certificate of Merit
D'Andrea Graphics Corp. (<i>Los Angeles</i>) 1 Award of Recognition	Woodbridge Press, Inc. (<i>Anaheim</i>) 1 Certificate of Merit
Dual Graphics (<i>Brea</i>) 3 Certificates of Merit	



Environmental Silliness

We understand that six environmental organizations are suing the U.S. Department of Agriculture to stop field trials of cold-tolerant, genetically engineered eucalyptus trees in the southern U.S. either because they're afraid of "alien" trees or that they will be used to make more paper. On the brighter side, a coalition of environmental and conservation groups in Spain says that paper is contributing to the fight against climate change. They contend that reading a newspaper has a lower impact on global warming than reading the news on line for thirty minutes and using those servers. For the same reason they advocate the use of textbooks printed on paper. Viva España!

Let Them Get The UI

Every firm is faced with the occasional employee whose performance is unacceptable, sometimes arising from problems with quality or quantity, sometimes with erratic attendance. Whatever the cause, the time comes when termination is necessary. Persons terminated for reasons of this kind are eligible for UI benefits and an employer is wasting their time opposing their claim. Worst still, such opposition may encourage the ex-employee to pursue a claim for wrongful termination with one of the lawyers who advertise on busses. Another bad business decision is keep such a person on the payroll to avoid raising their UI rate as the cost they impose on the business is far higher than the UI tax. It is always the best course to carefully observe new people and terminate those whose work habits aren't a good fit. Termination after a few months will seldom raise issues while termination after years will.

Thought for the Week

Always go to other people's funerals. Otherwise, they won't go to yours...Yogi Berra

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:

- 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

Time:
 7:30 A.M.

Dear Brad...

Static is a major problem in our operation—it causes the paper to double feed and results in paper jams. At what humidity does static become a problem?

Brad Evans of the PIA Technical Hotline (412) 259-1784 said: Paper at a humidity of less than 35% becomes less electrically conductive and can no longer dissipate its electrical charges, which causes static buildup.

Social Networks Challenge

Social networks (Facebook, Twitter, etc.) can have a business role but they can be an incredible opportunity for employees to waste time on personal stuff, making

telephone calls and web surfing pale in comparison. Any firm with a decent firewall can block access to these, but that may not be a practical approach. The best solution is to use easily available software to sample employee use of these tools and then have a quite chat with abusers—the word tends to spread that the boss is watching.

Postal Theft

The USPS has armies of employees and, being human, some of them go astray. A record was set by a Minnesota postal worker who stole Best Buy award certificates and redeemed them for \$200,000 in merchandise some of which he sold to supervisors.

Privacy On Facebook?

We are amazed at the number of people who are upset at the possibility that firms may use information in the public record (auto registrations, property values, etc.) to target mailings of potential interest and value to the recipient while at the same time filling their Facebook entries with the most intimate information. All of this usually without using the security and privacy settings available or thinking through who might later read the material. We suspect that there are lots of twenty somethings who will later be trying to live down the cute stuff they wrote earlier.

For Lease

5421 sq ft building in City of Commerce. adj. air condition offices. Great location - Garfield & the 5 Fwy. Take all or share with fulfillment company. call (213) 434-6300 for more information.

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

PIASC's Pick of the Week



**Take This Job and Stuff It!
 A Practical Guide for Document
 Operations Managers**

by Mike Porter, Print Mail Consultants

In this book, printing and mailing industry expert Mike Porter has compiled tips and practical advice for managers charged with getting corporate documents printed or into the mail.

PIASC Members \$20.00 ea*.

Non-Members \$25.00 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**
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- Credit Union (323) 722-8927**
- Benefit Trust (323) 722-7386**
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