

How can I get info on deadbeats? Sign up for our internet slow pay reporting by calling David Ladensack at Ext. 262.

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*


August 9, 2010

Doctor-Patient vs Printer-Client

Our favorite guru, Dick Gorelick, reminded us of the uncanny similarity of these two relationships. If you go to a surgeon, you remember the interview with them but usually not the surgery (after all, you were anesthetized). If the surgery did not go well, you certainly remember that and the damage may not be repairable. Just so with your clients, they remember the experience with the sales rep and the CSR, but they were not in the shop when the job was run. If it didn't turn out well or was late, they surely remember that particularly if it caused them to blow the big trade show. If you think about it, the key to both relationships is trust. Both the patient and the client have to trust that the person doing the work will do it right. When dealing with a client, a real fear factor is lurking in the background as a failure on our part is liable to cause them no end of grief (and perhaps an end of employment). This is far less of an issue when multiple successful projects have built a track record of confidence. The big challenge comes with a new client who has no experience with us. A good strategy is to show the processes that we have in place to protect against errors, to keep jobs on track and to be sure that costs are kept within authorized limits. When we succeed in eliminating the fear factor from the client's mind, price will still be talked about, but it will no longer be the central issue because being able to sleep at night is worth far more than another 5% of the client's corporate money.

Grandfathered Plans

Discussions about the implications of Obamacare are now focusing on "grandfathered" plans which will become an employer concern in 2011. Simply put, the law limits the benefit reductions that can be made in existing plans (those in place before May 23, 2010). If benefit changes are made beyond these limits, the plans become "new" plans and must contain a number of additional benefit mandates which increase their cost. For those PIASC members using our PIBT program for their health benefits, this generally will not present a problem because each of the fifty-five plans offered by PIBT will be grandfathered in 2011. If covered employees choose to move from one to another in 2011 because of cost pressures, they will not be moving to a "new" plan, but to a "grandfathered" one. For further information, call Joanne Cadenas at Ext. 256 (email: joanne@piasc.org).



100 YEARS OF WOOD TYPE
A Celebration of Wood Type at the Printing Museum
Co-sponsored by the Southern California Chapter of the American Printing History Association

Saturday, August 14th, 2010 from 10 am to 4 pm
Come for the day or for any part of the celebration!

12 noon The Film "TYPEFACE" in the Museum's Heritage Theatre

2 pm "ENGAGING ABUNDANCE: The Rob Roy Kelly Wood Type Collection"
A Presentation by David Shields

General public admission is \$8
Call 310-515-7166 or email us at mail@printmuseum.org for reservations.

We're Fighting Back!

Our national association, Printing Industries of America, has joined the Affordable Mail Alliance (AMA) to oppose the postal hikes proposed for January of next year. The position of the AMA is that the postal reform legislation limits the amount of increases to the CPI and that the proposal far exceeds this limit. The AMA has called upon the USPS to effect economies in its operations just as all American businesses have had to do, not to pass along excess cost to the customers and further depress the economy. Check out AMA's website at www.affordablemailalliance.org.

Only 20%

We send everyone on our membership list a weekly internet newsletter, *eFlash* with short, useful content, just like *Update* that you are now reading. Very consistently, only 20% of these are opened by the recipient, the rest being eaten by spam filters or delete buttons. On comparing notes with other PIA associations around the country, a 20% open rate is about the norm. On the other hand, you have opened the envelope that this *Update* came in and are reading it—just think about the significance of that! Print really works to touch its audience in a way that the internet doesn't. Share our 20% story with your clients and remember that the open rate to a general audience that doesn't have any special connection to the sender (like you do to PIASC) is much, much lower.

Thought for the Week

You grow up the day you have your first real laugh—at yourself.

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.

PIASC has launched ChoosePrint, a multiphase campaign to reach the minds of the key people in our metro area. Join us at this Breakfast with Bob to learn about ChoosePrint and how you can help and profit.

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...

Does paper porosity affect the printing process? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: Porosity influences paper absorbency. Excessive porosity can interfere with the suction-cup pickup in the feeder end, causing double-sheet feeding. Heatset printing requires adequate porosity, allowing moisture to escape the sheet fast enough to avoid blistering.

PIASC's Pick of the Week



Handbook for Digital Printing and Variable-Data Printing

by Dr. Penny K. Bennett, with Dr. Harvey Levenson and Frank J. Romano

Starting with an overview of digital and variable-data printing and culminating with an extensive glossary, this handbook addresses a wide range of topics to help you successfully enter this new printing realm and make informed business decisions.

PIASC Members \$30.00 ea*.

Non-Members \$40.00 ea*.

*Prices do not include tax and shipping.

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

Press Virus

Just when we thought we had heard everything, a member told us about one of their presses with an on-board computer which enabled it to link to their pre-press system being infected with a virus. This occurred because the computer module on the press did not have any anti-virus protection. To make the story even worse, neither they nor the manufacturer's tech could fix the problem leaving the only solution as buying another module for several thousand dollars.

Hire Act - I

Jim Kyger, PIA Director, Human Relations, says that the Hiring Incentives to Restore Employment (HIRE) Act provides a 6.2% payroll tax exemption to employers who hire unemployed workers through the rest of the year. It also provides a general business tax credit, up to \$1,000 per worker, for employees who are retained full-time for 52 weeks. An employer can claim the tax benefits for a newly hired employee who has not worked more than 40 hours during the 60-day period ending on the date that employment begins.

For Sale

Bindery Equipment, pick up in Van Nuys, CA. Graphic Whizard Crease-Master Plus Creaser and Perfer with optional Strike Perf and Dewalt Air Compressor. Great condition. \$4200. OBO, Triumph Ideal 5221 Paper Cutter. 20.5". New Sharp blade. 2 Extra blades and cutting sticks. Good Condition. With manual. \$2500. OBO. Paper Jogger. \$100. Horizon PFP-330 airfed desktop folder. Working very well. With Manual. \$500. Paper Drill. 1 Bit. \$100. Please call 818 386-8667 or email bob@colortrend.net. Moving and need to sell.

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

Affiliated with Printing Industries of America, Inc.

