

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 23, 2010

The Power Of The Postcard

While it's more likely that the addressee will open the envelope than open the email, the envelope still has to be opened for the message to have a chance. The glory of the postcard is that the addressee doesn't have to open it and can hardly avoid looking at it. Combine this with what can be done to personalize the image to the addressee, spice that up with a purl or a QR code together with a short value message and a really powerful tool has appeared—for less than the cost of the envelope and contents.

Political Printing

As the election season rolls around, the volume of political printing increases. As always, we are grateful for the business but we should also be mindful of the high level of credit risk involved. If you are extending credit to candidates for public office, the reality is that the losers usually lost because they didn't raise much money and when they lost, they couldn't raise any. The result—you'll never be paid. Even the winners tend to spend more than they raise and thus collection may be a long time coming. The bottom line is that most firms who do a lot of political printing sell only on the basis of a substantial advance payment and then payment on delivery. It is particularly important not to advance postage for mailings as these are 100% hard dollars and that really hurts if you can't collect.

Printer's Playbook

International Paper has launched Printer's Playbook™ at www.PrintersPlaybook.com, as well as through various social media platforms. Printer's Playbook™ is a new educational and informational series that features videos and content geared towards educating commercial printers, designers, and merchants on a wide array of printing topics. The focus of this series is to provide printers with expert solutions and advice for common issues they often encounter. According to research conducted by RIT, approximately 60 - 70% of all customer files have issues that can cause press delays. The first episode in the series, entitled 'Creative to Prepress', covers ten tips that will help designers efficiently send files to their Commercial Printer with speed and success. These tips are compatible with either Mac or PC. Other tools to assist printers in their sales and value communication process can be found at the website as well as on various social media platforms.


New Horizons®
Computer Learning Centers



Design and Media Club

(20% off for PIASC Members)

To sign up for the New Horizons "Design and Media Club," or any of their individual courses available including e-classes, contact our representative Lori at (310) 342-3516.

There's No Certainty

There is an awful temptation to avoid making a decision until it is absolutely certain that it's right. The problem is that absolute certainty is only obtainable after the fact (and not always then). Real life is filled with ambiguity and fuzziness. Effective managers need to apply their best judgment to the situation and then act, being prepared to react later if circumstances change. Consultants make their living giving security blankets to executives who are afraid to act by borrowing their watches and then telling them what time it is.

Are You Covered?

Proper insurance for a business is complicated stuff. If you get it wrong, you'll find that your safety net wasn't there when you needed it. For instance, if you own your building personally or through a trust and lease it to your business, your liability insurance has to reflect that fact so that you're protected in the event of a liability claim. If you have a delivery truck, rental coverage at \$100 a day for thirty days should be included. Overall loss limits should be sufficient so that co-insurance doesn't apply and you find that your loss is covered at 50% because you have only covered 50% of the value. The staff at your Association's insurance agency, PIASC Insurance Services will be happy to review your insurance situation and give you recommendations. Call Joanne Cadenas at Ext. 256 (joanne@piasc.org).

Thought for the Week

If a cluttered desk is the sign of a cluttered mind, what is the significance of a clean desk?

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 – Ozziel'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...

We are applying plastic film laminate to book covers. We are getting complaints of marks on the covers after shipping.

What is happening? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: Plastic film laminates have a tendency to burnish. Burnishing are small scratches that occur on the high points on the laminate and is usually caused by movement during shipping. Burnishing is not failure of the plastic film laminate.

Hire Act - II

The IRS issued draft Form W-11, HIRE Act Employee Affidavit, for employers to obtain a statement from employees confirming their unemployed status. Employees must sign the form under penalties of perjury. Employers may use a similar statement that provides the same information. Form W-11 does not get filed with the IRS, but employers should retain the original. Employers can receive a payroll tax exemption from the employer's 6.2% share of Social Security (FICA) taxes on all wages paid to qualified employees from March 19, 2010, through December 31, 2010. Qualified employees must begin employment after February 3, 2010, and before January 1, 2011. The IRS has revised Form 941 for beginning the second quarter of 2010. Specifically, see Line 6a through 6e, plus line 12c through 12e. Lines 12c-e are for use only for paid wages from March 19 to 31 and should not be used for the rest of the year. The HIRE incentive does not apply to an employee hired to replace an existing worker unless the existing worker terminated employment voluntarily or for cause, nor one who is related to the qualified employer or a 50% or greater shareholder thereof. Employers will claim the credit on their 2011 income tax returns and can carry the credit forward but not back.

For Lease

4,000 sq ft of total space (1500 sq ft. office space and 2500 sq ft of warehouse space). Office space upstairs and downstairs. Upstairs office space overlooks warehouse area. Available now! Convenient location -- minutes from where the 110, 405, and 91 Freeways meet. Ideal space for internet development company, design company or bindery company. Please contact Tom Komin at (310) 538-1500 for additional information.

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

PIASC's Pick of the Week



2010 Forecast: Technology, Trends, Tactics
 by Printing Industries of America

This book helps you evaluate and examine your organization, find great ideas and guidelines to reinvent your organization, look at new technologies, explore product-based print markets, education and training, standards and specifications, and environmental issues.

PIASC Members \$99.00 ea*.
Non-Members \$199.00 ea*.

*Prices do not include tax and shipping.

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

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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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