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PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 30, 2010

Say It Isn't So, Eric

The August 14th Wall Street Journal published a long interview with Eric Schmidt, CEO of Google, in which he said, "I actually think that most people don't want people to answer their questions, they want Google to tell them what they should be doing next". He explains that "we know roughly who you are, roughly what you care about, roughly who your friends are." It also knows to within a foot where you are. Put this all together and Google can tell you through your smartphone what you should do or buy next without being asked. If this sounds a little like Big Brother is watching, think what it sounds like to privacy fanatics. The power of print relies to a large extent on its ability to target its audience, an ability that will be lost if privacy issues destroy our ability and that of our client's to use consumer data. Not, of course, that we think that Google worries much about the future of print any more than it worries about privacy, but we do.

Privatize The USPS?


As the election campaign heats up, voices are heard calling for postal privatization. While this may not be a bad idea, there are tough questions that have to be thought through—how will you fund delivery service to even the remotest location in the country (even UPS and FedEx use USPS for delivery in these areas), how will you fund the pension obligations to millions of current and past USPS employees, how will you deal with the political pressure to keep post offices and rural delivery routes open and how will you keep the cost from escalating because of the shift of letter mail to the internet?

They Think You're Rich

A recent *printbuyersonline.com* poll asked the question, "How much net profit do you believe that the average printing company makes?" 38% said about 25%; 42% said 7% to 12%; 21% said 1% to 3%. Of course, the results reflect the general lack of knowledge about business prevailing among many people (not just about printing). It's all too easy for people who think this way to take another bite of your apple since you have plenty to start with.

Catalogs Work

The USPS is targeting e-commerce merchants with an integrated marketing campaign emphasizing the potential of print catalogs. The effort includes direct mail, webinars, instructional DVDs and web banner ads.



Check the credit worthiness of prospective clients before you enter into a business relationship. Experian allows you to do it at a discounted rate for PIASC members!

For additional information please contact Abel Soto at Ext. 232.

The "Getting Started in Catalogs" initiative emphasizes that companies can double online transactions and achieve revenue lifts of more than 100% by adding print extensions to their e-commerce operations. The DVDs feature testimonials from companies such as Zappos and Dell, which have grown their online success with print catalogs. "The goal is to convince or persuade companies that have relied on the Internet to grow their businesses through catalogs. Many have gotten to a point where growth is limited," said Tom Foti, manager of marketing mail at the USPS. "What we found was that many companies who went beyond the traditional online model, such as Zappos or Dell, when they expanded into print, their businesses grew in ways they had not thought of." Check out www.usps.com/promotions/catalogs.htm where you can request more information from the USPS and order informational DVDs on the site. The USPS is also running Internet banner ads in online retail publications "We see catalogs as a valuable part of the mail stream and an important part of what consumers want in their mailboxes," said Foti. "There is a growth opportunity there. Although a lot of people see momentum going the other way, there is value in the consumer getting the catalog in the mailbox."

Take Control

Remember that nobody can ruin your day until you give them permission. Only you ultimately control the way you respond to situations and people. This is very powerful. The next time someone loses it and tries to take it out on you, before you get upset or take on the blame, be assured that you have a choice. Do I let this upset me or not? Most things don't warrant your attention.

Thought for the Week

*Pray as though everything depended on God.
Work as though everything depended on you
...St. Augustine*

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...

While reading a magazine, I noticed ink coming off on my fingers. As a printer, is there any way to test ink sensitivity to skin oils? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: Squalene oil or skin oil can be purchased from any scientific supply company for this type of testing.

PIASC's Pick of the Week



To Be a Profitable Printer

by Michael D. Moffitt

This book explores a business theory and management approach that spells success, and the author underscores these elements with plenty of real-life examples and present-day scenarios that can be applied to your own business.

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.

Using LinkedIn

Julie Shaffer, PIA's Vice President, Digital Technologies, explains that LinkedIn is fairly unique among social media platforms, in that you have the option to capture all of your contacts to your own database. Here is what you have to do.

1. Login to LinkedIn and click on the "Contacts" tab.
2. Click the My Connections tab.
3. Scroll to the bottom of the page and you will see the "export connections" link; click it.
4. Select the file format in which you'd like to get the data. Options are .CSV or .VCF 5. Type in the security code (to prove you are not a spambot) and click "Export."
5. You will get a file with name, email address, company name, and title. Enough for a personalized message!

This Probably Wont Work For Print

The maker of Johnny Walker whiskey and other spirits funded its pension plan by giving it two million barrels of whiskey worth \$645 million. We doubt whether a printer can fund its pension/401(k) by contributing unsold overs on print jobs.

For Sale

Booklet Maker. XEROX ASF 135 with face trimmer. Does up to 12 x 18 and down to 5 x 8. Will do custom sizes. Stitch and trim. Up to 88 pages (22 sheets). Will do covers as well. Recently serviced by Print Finishing Solutions. Moving, Must sell. \$1100 OBO. Call Bob at (818) 383-7610 or email bob@colortrend.net.

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

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<http://www.piasc.org>

Print Access Site:

<http://www.printaccess.com/piasc>

Printing Industries Association of Southern California

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