



PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 30, 2012

A New Start For Collection Services

In 1997, PIASC began offering an industry based collection service to take advantage of the power that a collection demand in the industry association's name would have with firms who were seekers of industry credit. Additionally, it provided member firms advice and assistance as well as contingent collection fees at competitive rates. Over the years, the Collection Service has recovered more than \$17 million for member firms. With the disability leave taken by its founding manager, Dolphe Marcus, we decided to transfer the operation of the Collection Service to the firm of Zide & O'Biecunas in Van Nuys who have a long standing relationship with our industry and the Association, having specialized in commercial collections since 1928. The Collection Service will be managed by Leo O'Biecunas, Esq. and can be reached through the same telephone and fax number as before. We are confident that it will be even more effective in getting dollars from recalcitrant clients, will help you with your collection problems and it will continue to supply its data to our Internet Slow Pay System. If you have any questions, please call Bob Lindgren at Ext. 214 (email: bob@piasc.org).

We Can Buy It Out Cheaper

One of the profit eating traps lurking in your business is the estimator or production planner who buys work out because another firm has a more efficient piece of equipment for a particular job. For example, if the job runs in-house, the estimated press cost is \$1,000 but the printer next door has the perfect press for the job and he'll do it for \$800—sounds OK, doesn't it? But what's actually happening here? The \$1,000 inside cost includes \$350 for overhead (the cost of the press, the building, etc.). So the amount that we will really spend to do the job in house is \$650 (paper and wages). If we buy it out, we will really spend \$800, so we'll be \$150 worse off.

Another Legal Trap

A firm had parking spaces marked for "handicapped" which it temporarily blocked while unloading paper. This was seen by a person who makes a career out of extorting money from businesses who inadvertently fail to supply handicapped accommodation. The result—a



2012 Call for Entries

DEADLINE ON OR BEFORE

Friday, February 17th at 4:00PM

Download full brochure at www.piasc.org.

Enter your best produced work and WIN!
See page 3 for details, first entry is FREE!

lawsuit with a demand for \$10,000. This will doubtless settle for much less, but it's a reminder that failure to make handicapped facilities available at all times is an opportunity for legal vultures.

The Printed Book Strikes Back

It's not news that the sales of ebooks are exploding. However, a recent report notes that their impact is primarily in the popular read "disposable" book sector. In parallel, there seems to be a growing demand for books worth retaining—"luxury" books with color endpapers, deckle-edged paper and heavy covers. This is another example of the tangible power of print.

They're Not All Alike

A recent Xerox holiday survey conducted by Harris Interactive uncovered that a one-size fits all approach does not work with today's consumers. Per the study, nearly one in four adults (24%) under the age of 35 is likely to react to communications sent via email, whereas only 8% of adults age 55 and older say the same. 41% of adults ages 55 and older still react to newspaper inserts; the number climbs to 50% with adults ages 35-54. Additionally, 57% of respondents reported they do not own a Smartphone, so retailers betting on apps and QR codes to entice shoppers this holiday season likely need to incorporate traditional marketing techniques to reach a broad audience.

Thought for the Week

The greatest pleasure in life is doing what people say you cannot do... Walter Bagehot

Upcoming National Events Calendar 2012	1/31-2/1	Automated Solutions Network	Mimeo, Memphis, TN	Brandon Iskey	412-259-1787	biskey@printing.org
	2/19-2/22	Vision 3 Summit	Marco Island, FL	Carol Lee Hawkins	703-264-7232	chawkins@npes.org
	3/6-3/7	LPIA Technical Institute	Kennesaw, GA	Elise Cohen	412-259-1713	ecohen@printing.org
	3/18-3/21	TAGA Annual Technical Conference	Jacksonville, FL	Elise Cohen	412-259-1713	ecohen@printing.org
	3/28-3/29	New Media Boot Camp	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	4/1-4/4	Continuous Improvement Conf.	Hyatt Regency, St. Louis	Jim Workman	412-259-1710	jworkman@printing.org
	4/1-4/4	2012 PIFE Annual Conference	Hyatt Regency, St. Louis	Justin Goldstein	412-259-1806	jgoldstein@printing.org

For more information on any of the following events, go to www.piasc.org.

PIASC February-March Activities

<p>Mar.</p> <p style="font-size: 2em;">6</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number-</i> BWB</p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: <i>Mimi's Cafe</i> 10909 Foothill Blvd Rancho Cucamonga 91730</p>	<p>BREAKFAST WITH BOB Contact: Kristy Rodriguez, Ext. 215, kristy@piasc.org</p> <p>2 + 2 = 5 That's the math of putting two businesses together with the right fit. It's a win-win for both. Whether you're buying or selling, the challenge is to find the right fit. In an ideal situation, both are almost identical, so that one set of overhead expenses can be eliminated and thus 2 + 2 may even equal 6. Along the way to this great outcome is a search for a willing partner, a need to agree about the numbers, and an understanding as to who is to run the merged business. Gerry Michael of Carlson Advisors will be with us again to explore these challenges.</p> <p>Join us for a roundtable discussion at a restaurant near you! Your association is here to help you! <i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Mar. 7th – <i>Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</i> <input type="checkbox"/> Mar. 8th – <i>Abe's Deli • 19626 Nordhoff Street • Northridge 91324</i> <input type="checkbox"/> Mar. 13th – <i>Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</i> <input type="checkbox"/> Mar. 14th – <i>Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</i> <input type="checkbox"/> Mar. 15th – <i>Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813</i>
<p>Feb.</p> <p style="font-size: 2em;">1</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> 5SDWS</p> <hr/> <p>12:00 Noon</p> <p>Cost: \$45 <i>per company per webinar</i></p> <hr/> <p>Location: <i>on your computer</i></p>	<p>5-PART SALES DEVELOPMENT WEBINAR SERIES - LAST ONE! Rose Dorado, Ext. 231, rose@piasc.org</p> <p>Development of new business should be the top priority in today's business climate, regardless of your company's business condition, location or size. This webinar series is designed to provide new resources for sales development including new ways of seeing, new ways of thinking and new ways of performing in order to become the preferred supplier of record for target accounts.</p> <p>Final topic is: <i>Creating Successful New Employees & Developing a Successful Sales Team</i></p>
<p>Feb.</p> <p style="font-size: 2em;">15</p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><i>Event Number</i> 6CSRWS</p> <hr/> <p>12:00 Noon</p> <p>Cost: \$49 <i>per company per webinar</i></p> <hr/> <p>Location: <i>on your computer</i></p>	<p>6-PART CSR WEBINAR SERIES <i>Doubling The Revenue Contributions Of Your CSRs</i> Rose Dorado, Ext. 231, rose@piasc.org</p> <p>As customers' needs for information and answers have moved to warp speed, competent and proactive CSRs have elevated their importance for promoting their company's contributions and increasing the amount of work won. Additionally, progressive companies have moved to improve their CSRs contributions for improving performance of their top performing sales reps, for keeping those reps in a "develop new business" mode of thinking and producing.</p> <p>First topic on deck is: <i>Foundations for Managing Information & Perceived Customer Value</i> <i>Check the box(es) below to register for these additional Sales Development Webinars:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Feb. 29th – <i>Homework Which Leads to Customer Retention</i> <input type="checkbox"/> Mar. 14th – <i>Opportunities to Improve Performance</i> <input type="checkbox"/> Mar. 28th – <i>Create More Customer Interaction</i> <input type="checkbox"/> Apr. 11th – <i>Improving Customer Trust and Loyalty; Work Won & Margins</i> <input type="checkbox"/> Apr. 25th – <i>Ideas to Improve the CSR Department Performance</i>

Quick Registration

- Mark your choices from listings above
- Fill out the form at the right
- FAX page(s) to (323) 724-2327

Company _____ Phone (_____) _____

Attendees: _____

Bill Company Credit Card # _____

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

Upcoming National Events Calendar 2012	4/2-4/5	Orientation to the Graphic Arts	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	4/24-4/26	Optimizing Color from Digital Press	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	4/17-4/18	G7 Digital Operator Training	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	5/1-5/3	Extreme Offset	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	6/3-6/5	Offset and Beyond	Hyatt Regency, St. Louis	Laurie Reynolds	412-259-1802	lreynolds@printing.org
	6/4-6/6	BIA Conference	Hyatt Regency, St. Louis	Justin Goldstein	412-259-1806	jgoldstein@printing.org

Feb.
17

Download entry form at www.piasc.org

Event Number
C4ED

Cost: PIASC members first entry is FREE! See full brochure for quantity discounts!

Location:
PIASC Offices
5800 S. Eastern Ave
Suite 400
Los Angeles, CA 90040

2012 PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE
Separate yourself from the rest!
Contact: **Kristy Rodriguez, Ext. 215, kristy@piasc.org**

Printing Industries Association, Inc. of Southern California proudly presents “Call for Entries” for the 8th Annual Print Excellence Awards—the most prestigious symbol of printing excellence throughout Southern California. Whether it’s Best of Category, Judge’s Award, Award of Excellence or Certificate of Merit, a Print Excellence Award is the single most powerful promotional tool your business can have. It demonstrates your award-winning capabilities to customers and potential customers, and tells your employees how proud you are of the work they produce.

Download full brochure and entry forms now at www.piasc.org!

Feb.
19
thru
22

Register at www.vision3summit.org

Event Number
V3S

Cost: \$995 before Jan. 20th

\$1095
after Jan. 20th

Location:
Marco Island Marriott
Marco Island, FL

VISION 3 SUMMIT
An Executive Leadership Conference For The Graphic Communications Industry
Contact: **Carol Lee Hawkins, chawkins@npes.org, (703) 264-7232**

The Vision 3 Summit is a provocative ‘mega’ networking and education event—for executive-level industry service providers and vendors—designed to deliver the latest intelligence on all aspects of running a graphic communications business.

Join the solutions-oriented conversation for strategic and actionable business advice based on up-to-the-moment technology, economic, and marketplace trends with information and analysis delivered by top experts in their field.

Program Highlights

- Future and developing industry trends
- Insights and industry perspectives from renowned experts
- Emerging markets and customer preferences
- Best practices from the most innovative and successful companies
- and more!

Mar.
22

Check here to REGISTER

Event Number
GN

5:00 p.m.

Cost: \$99 single table of 8: \$800 table of 10: \$1,000

Location:
Pacific Palms Resort
Industry Hills, CA

GRAPHICS NIGHT 2012
Featuring: **The Print Excellence Awards**
Contact: **Ara Izquierdo, Ext. 216, ara@piasc.org**

Graphics Night is a Celebration of Print!
It is a PIASC tradition attended by your industry peers, suppliers, clients, and friends! Graphics Night is proud to present the best of the best in Southern California, the winners of the Print Excellence Awards Competition! Join them in this celebration of print and admire their work during the cocktail reception.

Quick Registration

- Mark your choices from listings above
- Fill out the form at the right
- FAX page(s) to (323) 724-2327

Company _____ Phone (_____) _____

Attendees: _____

Bill Company Credit Card # _____

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

Dear Brad...

We are having a problem with our ink hanging up or backing away from the ink keys. What should be done? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: This sounds like the ink may be too high in viscosity. We suggest adding a reducing varnish to the ink, but contact your ink supplier for the proper amount to be added. Also use conical ink agitators if you do not already have them.

Payment Due At Death

In the event of the death of an employee, the employer must pay up to \$15,000 in unpaid wages (including unused vacation pay) to the employee's surviving spouse or the estate conservator, provided the spouse or conservator has presented the employer with the necessary documentation (The law applies equally to a surviving registered domestic partner.) To collect, the spouse, registered domestic partner, or conservator must present an affidavit to the employer, identifying him or herself, stating the name of the deceased employee, the date and place of the person's death, and other required information. A spouse or domestic partner presenting the affidavit must provide reasonable proof of his or her identity; an estate conservator must provide reasonable proof of his or her appointment as estate conservator. An employer is discharged from liability for the amount of compensation paid. An employer may rely on the statements in the affidavit as sufficient documentation and is not required to make additional inquiries or to verify the statements

contained in the affidavit. For help, call Katia Acosta-Smith at Ext. 218 (email: katia@piasc.org).

Evaluating Wide-Format Inkjet Printers

To say that the development of wide-format inkjet technology has presented opportunities to the graphics industry would be a gross understatement. In the last few years the portion of the commercial printing industry offering wide-format products has increased. However, investing and operating this technology and selling the new capabilities demands careful thought as it is worlds apart from commercial printing. It is important from a technical perspective to evaluate both the capabilities of the wide-format press and also the workflow/color management system that is driving it. Keep in mind that the color management profile can be affected by the device's output speed. Evaluating the inkjet device requires assessing both the mechanical performance as well as the RIP capabilities in combination with the device. When evaluating the mechanical performance this will include tests to evaluate the nozzle performance for blockages, the bleed created by the ink/substrate combinations, the resolution that can be achieved at the particular press speeds, the text quality, and the full color gamut. To complement this, the RIP capabilities need to be assessed for several characteristics including overprinting, font formats, transparency, RGB/CMYK conversion, spot color handling, and images containing device independent colors.

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

PIASC's Pick of the Week



Package Printing, Second Edition
by Dr. Nelson R. Eldred

This book, written for the package buyer, the printer, the artist and designer, the supplier of printing equipment and materials, and students of printing and packaging, can be used as a reference, textbook, or training tool.

PIASC Members \$75.00 ea*.

Non-Members \$99.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, visit www.printing.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:

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

Choose Print:

<http://www.chooseprint.org>

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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