



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 9, 2012

## Not Just Christmas Cards

Now that we have passed the season for sending cards to our clients, it's a good time to think about whether our efforts were wasted. If we sent a "Season's Greetings" card indistinguishable from all the others that clients received, the answer is yes. However, some cards broke the mold by not only standing out from the herd but by showcasing the power of print. Cards that demonstrated augmented reality, used QR codes, offered discount coupons for calendars (they were mini-calendars), used variable printing both in the salutation and the inside text, combined variable printing with pop-up designs, were printed on paper with seeds in it that you could plant and many more. These cards carried the message to the client, "Print can make your message stand out, and we can help you do it."

## Printing Impressions 400

The December, 2011 issue of *Printing Impressions* magazine includes its list of the 400 largest printers in the US and Canada. Twenty six of these are headquartered in the Los Angeles metro area and all of them are PIASC members from #29 – Trend Offset (Los Alamitos) to #400 – Chromatic Litho (Glendale).

## Save On FedEx

During the last quarter, PIASC members saved \$47,016 on 10,487 FedEx shipments using the PIA FedEx discount program. If you haven't taken advantage of this, go to [www.piasc.org](http://www.piasc.org), click on the Buying Power Discounts tab, then FedEx Delivery to sign up and start saving. While you're on this tab, take a look at the other Buying Power Programs and you'll find more ways to put money on your bottom line.

## Amended W-4s

There is an IRS regulation that requires employers to remind employees to file an amended W-4 if they have had some changes since their last W-4 was filed. How the notice is sent out is not specified, but paycheck inserts might be the best vehicle. There are a variety of withholding calculators on the IRS website and on various commercial internet sites that can be helpful. Note: employees may want to adjust their local withholding as well. To cut down on the number of employee questions, it may be useful to provide a copy of Publication 919, *How Do I Adjust My Tax Withholding?* That'll help them decide



whether the amount they're having withheld compares to their projected total for the year. The IRS has a poster that might be useful as well. The exact IRS regulation is Reg. 31-3402(f)(2)-1(c)(3) which requires employers to remind their employees to file an amended W-4 if their filing status, exemption allowances, or exempt status has changed since their last filing of their Form W-4.

## Bad News/ Good News

It was reported that the USPS anticipated handling 16 billion pieces of mail between Thanksgiving and Christmas in 2011 down from 25 billion in 2007. This sharp drop in volume is at the heart of the postal money woes. The silver lining in this dark cloud is that it shows how uncrowded the direct mail channel has become compared to the email blizzard. The right printed piece mailed to the right audience can get the attention your client needs and wants.

## Cost to Correct

An add-on feature of printer's errors and omissions insurance policies (E&O) is coverage for "cost to correct" that is, the cost of doing the job over again. A small amount of "cost to correct" coverage is available for a reasonable amount, but higher limits become quite expensive. Why? Simply because of what insurance carriers call "moral hazard." A large "cost to correct" limit would create an incentive for the insured to spoil jobs just to sell to the insurance company. Of course the basic E&O coverage is for damage done to others by the faulty work, e.g. the price was printed wrong on the flyer and the seller was bound to honor it producing a loss on every sale.

## Thought for the Week

*Have patience with all things, but first of all with yourself...St. Francis De Sales*

<b>Upcoming National Events Calendar 2012</b>	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
	3/18-3/21	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	Justine Goldstein	412-259-1806	jgoldstein@printing.org
	4/24-4/26	Optimizing Color from Digital Press	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC January-February Activities**

<p><b>Jan. 10</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p>Event Number: <b>BWB</b></p> <hr/> <p>7:30 a.m.</p> <p>Cost: \$5</p> <hr/> <p>Location: Mimi's Cafe 10909 Foothill Blvd Rancho Cucamonga 91730</p>	<p><b>BREAKFAST WITH BOB</b> Contact: <b>Kristy Rodriguez, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p><b>THE PRICE SHOULD BE RIGHT</b> The most important decision in the continuing struggle to get enough revenue to pay for the overhead and get to profitability is the price for your work. Yet, it's often left to the mercy of a piece of estimating software and a set of hour rates that evolved by accident rather than by design. The final result is then passed through the filter of a sales force which believes that the prices are already too high. This month, we will be joined by Gerry Michael, CPA of Carlson Advisors, LLC to explore whether there might be a better way to do this.</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"> <li><input type="checkbox"/> Jan. 11th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</li> <li><input type="checkbox"/> Jan. 12th – Abe's Deli • 19626 Nordhoff Street • Northridge 91324</li> <li><input type="checkbox"/> Jan. 17th – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</li> <li><input type="checkbox"/> Jan. 18th – Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</li> <li><input type="checkbox"/> Jan. 19th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813</li> </ul>
<p><b>Jan. 12 thru 14</b></p> <p><input type="checkbox"/> Check here to REGISTER for this event</p>	<p>Event Number: <b>SD25</b></p> <hr/> <p>9:00-2:00 p.m.</p> <p>Cost: FREE</p> <hr/> <p>Location: The Castle Press 1222 N. Fair Oaks Ave. Pasadena, CA 91103 (626) 798-0858</p>	<p><b>25TH ANNUAL SURPLUS DRIVE</b> Contact: <b>Ara Izquierdo, Ext. 216, <a href="mailto:ara@piasc.org">ara@piasc.org</a> or Kristy Rodriguez, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p>PIASC/RAISE Foundation will hold its twenty-fifth annual Surplus Drive during Printing Week to benefit graphic communications programs. So, please, if you are doing end of the year inventory, hold on to any surplus paper and donate it to this good cause. Remember that your tax-deductible donations will help teachers train our future workforce!</p> <p>Every year we ask members to donate surplus paper to supplement graphics arts programs' extremely limited budgets. Teachers that register to attend will have first choice of surplus paper donations and non-registered teachers will have the opportunity to select remaining paper donations.</p> <p>Teachers bring a dolly or cart!</p>
<p><b>Jan. 17</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p>Event Number: <b>SCPSC</b></p> <hr/> <p>5:30 -8:00 p.m.</p> <p>Cost: \$35</p> <hr/> <p>Location: Spaghettini Grill and Lounge 3005 Old Ranch Pkwy Seal Beach, CA 90740</p>	<p><b>GET THAT FIRST APPOINTMENT</b> <i>Thoughts, strategies and techniques to help you schedule your first appointment.</i> Contact: <b>Rose Dorado, Ext. 231, <a href="mailto:rose@piasc.org">rose@piasc.org</a></b></p> <p>Endless voicemails, vacant reception areas, automated receptionists, and of course those tenacious impenetrable gatekeepers....how in the world can we get a hold of our targeted decision makers? Or worse, who can we contact to even learn who that target is? Well, plan on attending this Sales Club meeting to hear from three talented print salespeople who continue to successfully reach and get appointments with the folks with the keys to the kingdom. The very people who award their company's marketing projects.</p> <p>At this meeting you will learn:</p> <ul style="list-style-type: none"> <li>• How to identify the appropriate contact</li> <li>• Strategies to get that initial appointment</li> <li>• Ways to secure that first job</li> <li>• Techniques to get invited back</li> </ul>

**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.

<b>Upcoming National Events Calendar 2012</b>	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	Justine Goldstein	412-259-1806	jgoldstein@printing.org
	9/25-9/27	Optimizing Color from Digital Press	Sewickley, PA	Joe Marin	412-259-1731	jmarin@printing.org
	10/7-10/10	Graph Expo	McCormick Place South, Chicago, IL	Chris Price	703-264-7200	cprice@npes.org
	2013					
9/6-9/11	Print	McCormick Place South, Chicago, IL	Chris Price	703-264-7200	cprice@npes.org	

<p><b>Jan. 18</b></p> <p><input type="checkbox"/> Check here to REGISTER</p>	<p><i>Event Number</i> <b>5SDWS</b></p> <hr/> <p><b>12:00 Noon</b></p> <p>Cost: \$45 per company per webinar</p> <hr/> <p>Location: on your computer</p>	<p><b>5-PART SALES DEVELOPMENT WEBINAR SERIES</b> <b>Rose Dorado, Ext. 231, <a href="mailto:rose@piasc.org">rose@piasc.org</a></b></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>Next topic is: <i>Creating Long Term Commitments &amp; How to Obtain Referrals</i></p> <p>Check the box(es) below to register for these additional Sales Development Webinars:</p> <p><input type="checkbox"/> <b>Feb. 1st</b> – <i>Creating Successful New Employees &amp; Developing a Successful Sales Team</i></p>
<p><b>Feb. 17</b></p> <p>Download entry form at <a href="http://www.piasc.org">www.piasc.org</a></p>	<p><i>Event Number</i> <b>C4ED</b></p> <hr/> <p>Cost: <i>PIASC members first entry is FREE! See full brochure for quantity discounts!</i></p> <hr/> <p>Location: PIASC Offices 5800 S. Eastern Ave Suite 400 Los Angeles, CA 90040</p>	<p><b>2012 PRINT EXCELLENCE AWARDS CALL FOR ENTRIES DEADLINE</b> <i>Separate yourself from the rest!</i> Contact: <b>Kristy Rodriguez, Ext. 215, <a href="mailto:kristy@piasc.org">kristy@piasc.org</a></b></p> <p>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.</p> <p>Download full brochure and entry forms now at <a href="http://www.piasc.org">www.piasc.org</a>!</p>
<p><b>Feb. 19 thru 22</b></p> <p>Register at <a href="http://www.vision3summit.org">www.vision3summit.org</a></p>	<p><i>Event Number</i> <b>V3S</b></p> <hr/> <p>Cost: \$995 before Jan. 20th <b>\$1095</b> after Jan. 20th</p> <hr/> <p>Location: Marco Island Marriott Marco Island, FL</p>	<p><b>VISION 3 SUMMIT</b> <i>An Executive Leadership Conference For The Graphic Communications Industry</i> Contact: <b>Carol Lee Hawkins, <a href="mailto:chawkins@npes.org">chawkins@npes.org</a>, (703) 264-7232</b></p> <p>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.</p> <p>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.</p> <p><b>Program Highlights</b></p> <ul style="list-style-type: none"> <li>• Future and developing industry trends</li> <li>• Insights and industry perspectives from renowned experts</li> <li>• Emerging markets and customer preferences</li> <li>• Best practices from the most innovative and successful companies</li> <li>• and more!</li> </ul>

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**Dear Brad...**

Does temperature effect ink viscosity? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: change of one degree in Fahrenheit will alter the ink viscosity by 3-4%. A 50% reduction in ink viscosity could occur with just a temperature increase of 12.5° F, which is not uncommon on printing presses.

**The Status of USPS-1**

The United States Postal Service (USPS) has been in the news recently because of its financial woes and questions about its ongoing viability. Here are some facts and a few opinions to help you understand what is going on.

1. Forget what you hear about USPS going out of business. It will continue to exist for the foreseeable future and provide good, dependable service. It is too big and important to the economy for Congress to let it fail.
2. It is continuing to cut expenses in its processing network, delivery, and retail operations to bring capacity in line with diminished mail volume (led by the drop in single-piece First-Class Mail). Its goal is to have about 200 processing centers, down from almost 500, to close unprofitable post offices and to merge carrier groups for more efficient delivery.
3. The Postal Service's primary challenge is due to the rapid decline in the use of First-Class Mail, not mismanagement. First-Class Mail is its largest and most profitable product,

representing nearly half of USPS revenue. While First-Class volume has been falling since 2001, its decline accelerated during the recent recession at a pace that was greater than expected.

4. Standard Mail grew in volume by 2.6% this year. Mail will continue to be an important channel to communicate with customers and prospects. Roughly half of all commercial printing jobs in this country are destined for the mail.

5. Service standards will be changing for First-Class Mail from 1-3 days to 2-3 days. The days of dropping a payment in the mail and expecting it be delivered the next day will soon be over. This change is necessitated by the consolidation of processing centers and should take place in 2012.

6. USPS is an independent agency of the executive branch that requires Congressional legislation to pursue some of the changes and flexibility it seeks, such as five-day delivery, reducing or eliminating the pre-funding of retiree health benefits, getting a refund of its overpayment to the employee pension fund, and sponsoring its own health care plan. Several bills have been introduced that address—more or less depending on the bill—these changes. When one of these bills will be signed into law is anyone's guess. USPS executives are doing their best to remind Congress of the dire situation the Postal Service is in.

**See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).**

*PIASC's Pick of the Week*



**Color Management Handbook:  
A Practical Guide**

by Dr. Richard M. Adams II, Dr. Abhay Sharma, and Joseph J. Suffoletto

This handbook is an invaluable resource for users who want to match or, more realistically, get an "optimal color reproduction" of the original sample.

**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](http://www.printing.org).

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