

# Scanner

## Supporting PrintForce by the pound

### Supplier offers innovative way for printers to support workforce development

PrintForce has a new contributor with an innovative way that you can support the industry's workforce development initiative.

Printers' Service - PRISCO will donate one penny per pound of coating that is sold in the Carolinas for a year to PrintForce, said Patrick Cleghorn, Director of Business Development for PRISCO. As Carolina printers purchase thousands of pounds of coating a year, this could be a substantial and easy way for companies to support the workforce development initiative.

"I can't think of anything more important to the long term strength and success of the Carolinas' printing industry than PrintForce," said Richard Spencer, PICA President. "PRISCO, by providing a significant opportunity for large

contributions to PrintForce, has strongly demonstrated their commitment to this industry and its future. That commitment should be recognized by all members of our industry."

PrintForce is an innovative workforce development initiative that creates career awareness opportunities for middle and high school students, improves graphic arts programs, recruits and develops future graphics teachers, and engages in continuing education for industry professionals. "PrintForce is a logical way for us to support this industry to find and develop quality people in the industry," said Cleghorn.

The PICA Insurance Group has also started a new donation program. "When members support the PICA Insurance Group," said Ralph Doster, the group's Managing Director, "they are

in turn supporting PrintForce with no additional increase in their budget."

"The PICA Insurance Group is a significant provider of service to PICA's members. That service often results in the member purchase of insurance and financial products for which PICA receives a promotional fee. PICA and the PICA Insurance Group want to thank the Carolinas' printing industry for their support by contributing 50% of all promotional fees earned. This has the potential to be a sizeable annual contribution. Bottom line, those members who purchase PICA insurance and financial products are making a significant contribution to the printing industry's future strength and success," said Spencer.

Please see **PRINTFORCE** / page 7

## 60+ seminars featured at The Charlotte Show

### Attendees realize dual benefit at educational complex, trade show

You can increase your productivity, learn how to develop new customers, improve revenue and profits, and sharpen your skills at Graphic Arts The Charlotte Show.

PICA is proud to present over 60 seminars on topics such as Customer Service, Management, Sales and Marketing, Flexo, Press, Print Buyers, Prepress, and more at the Southeast's premier regional trade show, March 13-15, 2003.

"This year's show will have the most timely seminars ever. We will focus on the tough issues the slowing economy presented, as well as bring some new ideas for those looking for next year's edge," said Jess MacCallum, vice president of operations for Professional Printers, Inc. and Trade Show Committee Chairman on the PICA Board of Directors.

"The Charlotte Show has always held a special place in regards to our industry. It represents a cross road of ideas and equipment that is convenient to visit. A place to renew old friendships and catch up with what is going on with our industry," said Lindsey Gibbs of Gibbs Printing in High Point, NC.

The seminars will be presented at the Charlotte Convention Center all day on Thursday and Friday of the trade show, and in the mornings on Saturday. The lineup features a wide variety of seminars for a wide variety of attendee, from customer service and sales representatives, to production employees and management. Four flexo-specific seminars are featured as well as a number for print buyers and designers.

"The seminars at the Graphic Arts Show provide an excellent opportunity to expand the horizons of key people throughout our organization," said Andy Lesnik of Sheriar Press in Myrtle Beach, SC. "Learning new things is always a great motivator and morale booster. It's healthy for people to step outside their everyday routines and exchange ideas and experiences with peers within our industry. With the show happening only every two years, the seminars offer a learning opportunity not to be missed."

"The Charlotte Show is still a great opportunity to see what is new. As fast as things are changing for our industry, no one can afford to



Association members visit in the PICA booth during Graphic Arts The Charlotte Show 01. Over 16,000 attendees are expected to attend the 2003 event.

miss the show," said Ralph Belk of Belk Printing Technologies in Charlotte, NC.

PICA is bringing some favorite speakers back as well. Taz Tally will be presenting five seminars: "Taz's Scanning School," "Taz's Photoshop 7 Tips and Techniques," "Taz's Guide to Digital Photography for Print," "Taz's Tips for Creating Bomb Proof PDF Files for Commercial Printing," and "Taz's Technology Update: OSX and More."

Peter Muir, another popular speaker, will be presenting "Workflows that Work for You," "Buying Commercial Print Doesn't Have to be Scary," "Preemptive Preflighting," "Where Will Your Profits Come From Tomorrow," and "Design4Digital."

Ray Prince will be presenting "20 Great Ideas on Improving Productivity," "2003 and Beyond: The Prince Forum on the Future of Printing," and "Your Top 20 Pressroom Headaches: Quick Fixes and Longterm Solutions." A total of 34 speakers will be presenting.

"Even during these economic times, people in our industry need to keep up to date on their industry knowledge," said Jeff Stoudt, PICA's VP of Education and coordinator of the seminars. "The educational complex at the Charlotte Show provides you with convenience, relevance and value for your training dollar. This is a great opportunity to have dual learning - at the seminars and on the show floor."

The early bird cost is \$90 per seminar, per attendee before February 14. After February 14, the cost is \$110 per seminar, per attendee. Seminar registrations include admission to the trade show floor.

To register, call PICA at (704) 357-1150, or visit [www.charlotteshow.org](http://www.charlotteshow.org).

## Students to compete in two March contests

Three student graphics competitions will be held in March.

The North Carolina SkillsUSA/VICA competition will be held March 13, 2003 at Graphic Arts The Charlotte Show. The South Carolina competition will be held the next day, March 14, also during the trade show at the Charlotte Convention Center.

Industry professionals are invited and encouraged to watch the competitions during the trade show. Students from graphic arts programs across the Carolinas will vie for their respective state titles and the chance to go to the national competition, which will be held June 26, 2003 in Kansas City, MO.

The state competitions are heavily supported by local industry, such as G.E. Richards Graphic Supplies. "We're glad to help do what we can to support the industry," said Bill Freeman, G.E. Richards' southeast regional manager.

The Phoenix Challenge, the sixth annual international flexographic skills competition, will be held March 20-21, 2003 at the Southwest Campus of Central Piedmont Community College in Charlotte, NC.

Over 30 students from high schools in New



Last year's North Carolina winner, Trevor Harwood from Asheville High School, adjusts the feeder pile at the 2002 state competition that was held at Central Piedmont Community College. This year's North and South Carolina state championships will be held at Graphic Arts The Charlotte Show.

Jersey, Pennsylvania, Canada, North Carolina and South Carolina will participate in the competition. About 18 high school graphics teachers are expected to attend the two-day teacher training sessions, which will cover such topics as prepress, how to motivate students, special needs, ink mixing, dies, and roundtable discussions.

The Phoenix Challenge is fully sponsored by industry, including travel, hotel and meals for competing students and their teachers and scholarships for the winning team.

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## NewsBriefs

**Designing4Digital Toolkit to stimulate business.....2**

To help printers stimulate the market for digital printing and build new business, PIA is releasing a customer digital education program.

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PIA and Print Tec Network, Inc. report that the Get Sales NOW! program produced by Print Tec and sponsored by PIA is exceeding expectations.

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Apprenticeships and job shadowing give employers opportunities to steer young people into the industry.

## Upcoming Events

### January

**18: 36th Annual PICA Awards Banquet.** Charlotte, NC.

**30: Supervisory Training 1: The Challenging Game of Business** Charlotte, NC.

### February

**3: PrintForce Career Awareness Experience for Students.** Hickory, NC.

**6: Supervisory Training 2: Setting the Stage for Peak Performance.** Charlotte, NC.

**13: Supervisory Training 3: Communicating Effectively.** Charlotte, NC.

**14: Advance Registration Deadline - Graphic Arts The Charlotte Show 03**

**26: PrintForce Career Awareness Experience for Students.** Columbia, SC.

### March

**13-15: Graphic Arts The Charlotte Show 03.**



**Seminars listed on pages 4 & 5**



# Hot Type

Your resource for industry events

## January

**12-18: 59th International Printing Week.** For more information on International Printing Week® go online at [www.iaphc.org/events/ipw](http://www.iaphc.org/events/ipw). For a copy of the IPW logo sheets or for more information about the International Association of Printing House Craftsmen and its many programs, you can contact the IAPHC directly by calling (800) 466-4274.

**18: 36th Annual PICA Awards Banquet.** Adam's Mark Hotel, Charlotte, NC.

**23: How to Make Money (Again) in the Printing Business**

Seminar leader Stuart Margolis will show you why the profit leaders are the profit leaders and how you can obtain this status. PIAG, Georgia. \$150. Information: (770) 433-3050

**30: Supervisory Training 1: The Challenging Game of Business**

Employees at any level can develop a real understanding of the flow of resources in the company and see the "big picture," so they can make meaningful contributions to the business through better decision making. Charlotte. \$170 for members (or \$445 for all three supervisory training sessions). Call PICA for more information.

**30-31: Increase Your Print Sales**

Using their new found skills your salespeople will know how to deal with receptionists that are screening calls; handle voice mail and sell the prospect that is happy with his printer. As a result you'll notice immediate and continued growth. PIAG, Georgia. \$995. Information: (770) 433-3050

## February

**3: PrintForce Career Awareness Experience for Students.** Hickory, NC.

**6: Supervisory Training 2: Setting the Stage for Peak Performance.**

Organizational experts estimate that today's employees are only working at 70% of their potential. Participants learn techniques for Individual and team goal setting, motivation, coaching to performance goals, and maximizing resources to achieve desired results. Charlotte. \$170 for members (or \$445 for all three supervisory training sessions). Call PICA for more information.

**13: Supervisory Training 3: Communicating Effectively.** Effective communication is the cornerstone of a successful business. Yet, an untrained communicator can miss 30% of critical content in a 10-minute conversation. Minimizing misunderstanding and missed messages will maximize business results. Charlotte. \$170 for members (or \$445 for all three supervisory training sessions). Call PICA for more information.

**14: Advance Registration Deadline - Graphic Arts The Charlotte Show 03**

**26: PrintForce Career Awareness Experience for Students.** Columbia, SC.

## March

**13-15: Graphic Arts The Charlotte Show 03.** Charlotte Convention Center, Charlotte, NC. Sixty-four seminars will cover compliance, customer service, flexo, management, prepress, press, print buyers, and wide format/digital. For more information, see pages 4 & 5.

**13-14: Skills/USA State Championships.** North and South Carolina will hold annual state championships at Graphic Arts The Charlotte Show. Charlotte Convention Center.

**21-22: Phoenix Challenge.** The international high school flexographic skills competition. Central Piedmont Community College, Charlotte, NC.

**23-25: National Environmental, Health & Safety Conference.** Louisville, KY.

## July

**17-20: PICA Summer Conference.** Grove Park Inn, Asheville, NC.

For an updated calendar of events, log onto [www.picanet.org](http://www.picanet.org).



## PIA's Digital Printing Council offers Designing4Digital Toolkit to stimulate business

To help printers stimulate the market for digital printing and build new business, the Digital Printing Council (DPC) of PIA is releasing a customer education program entitled Designing4Digital. This multimedia outreach toolkit helps printers educate their customers about the benefits and techniques of digital printing and thus grow business.

"Marketers, print buyers, and graphic designers are all aware that targeted communication significantly generates more response than generic direct mail. In recent years the printing industry has successfully accommodated their customer demands for shorter, more targeted press-runs. With the advent of the digital presses in the early '90s and more recent software development, the printing industry is now equipped to offer one-to-one personalized marketing," said Frank Romano, who is the Roger K. Fawcett Distinguished Professor of Graphic Arts at Rochester Institute of Technology, Rochester, New York.

The Designing4Digital package consists of an interactive CD-ROM, a reference CD-ROM, and a book. The interactive CD-ROM consists of ten lesson modules that effectively teach the necessary information about designing for digital printing. Information is provided on databases, design issues, design approaches, linking

data to design, digital workflows, and more. Examples of variable-data printed projects are also provided, along with a digital dictionary, glossary, and "check-up" evaluations at the end of each module. Each lesson takes approximately 20 minutes to complete.

The reference CD-ROM and book contain additional supporting materials related to digital printing. Included on this second CD is a ready-to-use PowerPoint presentation that can be used by printers to host seminars for their customers. Print-ready files of personalized posters that can be used to promote these seminars and a file for creating four-color personalized covers for the Designing4Digital book are also included.

The second CD also contains additional, relevant material such as industry videos, websites, and sample materials. A link is provided to a special part of the DPC website through which users can access the free Designing4Digital newsletters and other DPC publications.

## Digital certification series available online, delivered by Staffingtools.com

The National Council (NC) for Skill Standards in Graphic Communications has announced online availability of the Digital Imaging Certification Examination (DICE) for imaging operators in the printing, publishing and advertising industries, at [StaffingTools.com](http://StaffingTools.com). National Council certification by the DICE Series will be awarded in each of the series of four examinations: Composition, Job Engineering, Image Capture, and Digital Output. Interested candidates may register for a DICE examination starting September 3, 2002.

"We are pleased to announce this new series of imaging examinations," announced Edmond L. Kelley, Council Board chairman. "This innovative and challenging industry 'first' will recognize imag-

ing excellence at the highest level of performance. In addition to knowledge-based content, the examinations contain performance-based components that can indicate a candidate's performance capability. With completion of the entire series, the examination can indicate an operator's performance profile."

Imaging personnel may take any of the DICE Series based on experience alone; those interested in prior review and study may take StaffingTools, Inc. online prepress training courses and the Graphic Arts Technical Foundation (GATF) Digital Imaging Certification Review Program developed by StaffingTools, Inc. and GATF. Combining core and operating skills, the NC Candidate's Procedures Guide contains a description of each of the four examinations with a topical listing of imaging tasks, work areas and functions; sample test questions are included. Ninety minutes is provided for each of the examinations; registration is \$150 for each. The Guide is currently on the NC website.

Candidates interested in taking a DICE examination may access the NC website and check the Guide to select the DICE Series testing location closest to their place of employment. The candidate will then register at [www.StaffingTools.com](http://www.StaffingTools.com), select the testing location, and request an appointment time that will be confirmed by the proctor. Upon meeting, the proctor will set up the computer for the candidate to take the desired examination.

For each examination successfully passed, candidates receive the Expert Digital Imaging Technician (EDIT) certificate and letter of commendation. Upon successful completion of all four examinations in the Series, the NC awards the Master Digital Imaging Technician (MDIT) certificate, an attractive NC lapel pin and letter of commendation. Candidates must have three years of experience in the task areas of the examination in which they seek certification, and sponsorship by their company department manager, HR manager or plant manager. EDIT certification is effective for three years from date of successful completion.

## CHAIRMAN'S LETTER



**David Pitts**  
Chairman,  
PICA Board of  
Directors  
Classic Graphics  
Charlotte, NC

Now look at profitability. The .89% number above for average profits for all firms varies from the .45% reported by PIA in the

	Total Sales	Total Profits	Profit Percentage
All Firms	\$3,855,959,335	\$34,343,630	.89%
Profit Leaders	\$834,181,845	\$63,437,318	7.60%
Others	\$3,021,777,490	-\$29,093,688	-.96%

Our industry is in a crisis. Even in 1999 and 2000 when things were good and the stock market could do no wrong, the Others averaged less than a 1.5% profit. Most printers simply don't have the margin for error to weather a lengthy economic downturn. We've lost some companies in the last two years, and if the numbers are any indicator, we will lose more in the next year.

Another printer told me once that he thought that the PIA Ratios were not representative of the industry. His point was that companies that performed poorly were much less likely to submit numbers than those that performed well, and that the result was that the PIA Ratios overstated industry profits.

The numbers over the last three years lead me to believe that he is correct. When performance worsens, fewer companies submit their numbers. It's just possible that this year's Ratio Studies are unrealistically optimistic.

When I saw these numbers they fascinated me, and I wanted to share them with PICA. If you would like a more complete analysis broken down by company size, for 1999, 2000 and 2001 send me an email at [davidp@cgraphics.com](mailto:davidp@cgraphics.com) and I will send you a copy of the spreadsheet. Fair warning though, depending on the relative size of your company, the numbers are even scarier than these.

Contact David Pitts at (704) 597-9015 or [davidp@cgraphics.com](mailto:davidp@cgraphics.com).

## Profit Leaders and "Others"

When I get the new PIA Ratios Study each year, the first thing I do is compare my company to the profit leaders. Before I begin this article, I want to eliminate the possibility that I will be accused of preaching from the Ivory Tower. In 2001, Classic Graphics was not a profit leader.

Everybody knows the 80/20 rule. Applied to printing companies, it would state that 80% of the profit is earned by 20% of the printers. However, in 2001 the top 25% of our industry earned 185% of the profits. Let me explain.

PIA presents the data in two columns, Profit Leaders and All Firms. Profit Leaders are a part of All Firms, so they are represented in both columns. There should really be three columns, Profit Leaders, Others, and All Firms. I want to know about the Others. Who are they? What is their story?

To find the Others I had to look at the

	# of Companies	Average Sales	Total Sales
All Firms	449	\$8,587,833	\$3,855,959,335
Profit Leaders	113	\$7,382,140	\$834,181,845
Others	336	\$8,993,385	\$3,021,777,490

raw data that PIA provides. We get to the Others by simply subtracting the Profit Leaders from all firms.

2002 Ratio Studies. The reason for that is that the .45% reported by PIA is the average of the percentages reported. The .89% number above is a simple numerical average.

The important data here is that 75% of the industry, on average, had a negative 1% profit. Why? Is it sales volume? No. On average, the Profit Leaders had slightly lower sales. The answer is that the Profit Leaders control their operating costs in relation to sales.

There are two ways to do what the Profit Leaders do. The obvious way is to control costs of operations. The other way to improve profits is to control selling price. Do we really have to cut our prices as low as we do, or is it fear that drives us to do that? Does the last \$30 of price cutting make the sale on the \$1000 job, or do we have a good enough relationship with the customer to sell the value of doing business with us? It certainly makes the difference for profitability. Add 3% to the bottom line and you can completely change course for a lot of companies.

Unless we can continue to reduce our operating costs, the PIA Ratios make it clear that the last 2% or 3% of price-cutting is going to change the face of our industry.



# MEMBER SERVICE

## Sample Military Leave Policy

The possibility exists that the United States could be involved in military action in the near future. The following is the Sample Military Leave Policy from the Printing Industries of America. If you would like this emailed to you to be inserted into your employee handbook, email [pica@picanet.org](mailto:pica@picanet.org) or call (704) 357-1150.

A military leave of absence will be granted to employees who are absent from work because of service in the U.S. uniformed services in accordance with the Uniformed Services Employment and Reemployment Rights Act (USERRA). Advance notice of mili-

tary service is required, unless military necessity prevents such notice or it is otherwise impossible or unreasonable.

The leave will be unpaid. However, employees may use any available paid time off for the absence.

Continuation of health insurance benefits is available as required by USERRA based on the length of the leave and subject to the terms, conditions and limitations of the applicable plans for which the employee is otherwise eligible.

Benefit accruals, such as vacation, sick leave, or holiday benefits, will be suspended during the leave and will resume upon the employee's return to active employment.

Employees on military leave for up to 30 days are required to return to work for the first regularly scheduled shift after the end

of service, allowing reasonable travel time. Employees on longer military leave must apply for reinstatement in accordance with USERRA and all applicable state laws.

Employees returning from military leave will be placed in the position they would have attained had they remained continuously employed or a comparable one depending on the length of military service in accordance with USERRA. They will be treated as though they were continuously employed for purposes of determining benefits based on length of service.

Will your company be affected if the military is called for active duty? If so, let us know about it. Call PICA at (704) 357-1150 or email [pica@picanet.org](mailto:pica@picanet.org).

## BUSINESS DEVELOPMENT

### Improved quote management, creation of quote logs

By Sid Chadwick

Most organizations invest significant resources into quoting, and responding to requests for pricing from both customers and prospects. However, significant revelations and performance-related questions begin to develop when a senior manager or owner begins tracking his organization's "quote hit-ratio" performance.

Connected questions that surface can relate to the plant's current production schedule, production areas that are not

busy, consistent lack of work from customers who are frequently quoted, and in particular, "Why do some Sales Reps win about 50% of the work they quote, and others are struggling with 5-15% quote hit-ratios?" (Pursuit of answers to this last

question can lead to a foundation for ongoing education and training of how to win

more work, without necessarily selling more customers.)

### How to win more work, without necessarily selling more customers

The art of quoting and proactive Quote Management has been generally neglected by most management teams. But if you want to test the issues' potential, sit down with any qualified estimator and ask, "Is there a wide range of quote quality you receive, and can you almost predict when you receive a Request For Estimate (RFE) which ones you expect to see entered as an order, and which one's you don't expect to see again?" And the answer is too frequently, "Yes."

As an observation for improved management practices that can lead to profound company performance improvement, there needs to be ongoing education and training within most graphic arts organizations for improving the quoting process. And as an important note, the issues are not just position related (i.e. for Sales Reps and CSR's.)

Additional issues to address include but are not limited to: (a) developing a written system for prioritizing estimates to produce, (b) improved gathering of information from the customer that allows the supplier to provide a meaningful quote (that elevates the value of the supplier to the buyer organization), (c) updating your RFE sheet to encompass better instructions and information issues, (d) requiring RFE's to include when the quote was requested, when it's needed, when the award is expected to be made, and when the job is expected to be delivered, and (e) develop a quote log that's managed for improved revenues.

As a beginning step to improved management of the quoting process, create a quote log that allows management to track and follow-up on quotes the plant needs to win. And if you question the value of this exercise, ask yourself, "How would our performance numbers change as a company if our estimating "hit ratio" goes from say, 15% to 20%, without having to see more customers, or generate more quotes?"

For most organizations, the answer to that question should be all that's needed to start asking questions, and begin a committed training program and system for improved estimating and quoting.

Editor's Note: "Business Development" is a new column to The PICA Scanner. Written by sales and marketing consultant (and PICA member) Sid Chadwick, this regular column will help you develop your business using sales, marketing and management techniques. Look for future columns in the Scanner, on [www.picanet.org](http://www.picanet.org), and in PICATalk.

Sid Chadwick is president of Chadwick Consulting, Inc. in Lewisville, NC and can be reached at (336) 945-0645 or [sidchadwick@compuserve.com](mailto:sidchadwick@compuserve.com).

## Book Review

### PIA Ratios measures your company's financial performance

#### Benchmarking tool enables printers to make informed decisions

PIA's best-selling product for over 80 years, the PIA Ratios Series is the industry's best benchmarking tool for measuring individual company financial performance against industry averages and profit leaders.

Results of the annual survey of approximately 1,000 North American printers help owners, managers and analysts compare expenses and sales to other firms of like size and geographic location, and make informed decisions on overtime, factory costs, inventory turn, paper costs, and other critical expenses. The Ratios also help printers make informed decisions on purchasing equipment or adding a second shift or sales staff and help them assess critical industry trends.

There are 17 volumes available. Price per volume is \$99.00 for members and \$199.00 for non-members. The full set of all 17 volumes is \$750 for members and \$1,500.00 for non-members.

**Volume 1 - Management Guide to PIA Ratios**  
Item # 00FM02001

**Volume 2 - All Printers by Sales Volume and Geographic Areas**  
Item # 00FM02002

**Volume 3 - All Printers by Product Specialty**  
Item #00FM02003

**Volume 4 - Sheetfed Printers by Sales Volume and Geographic Area**  
Item #00FM02004

**Volume 5 - Web Offset Printers, Heatset**  
Item #00FM02005

**Volume 6 - Web Offset Printers, Non-Heatset**  
Item #00FM02006

**Volume 7 - Combination Offset Sheetfed/Web**  
Item #00FM02007

**Volume 8 - Book Manufacturers' Ratios**  
Item #00FM02008

**Volume 9 - Printers with Sales Over \$15,000,000**  
Item #00FM02009

**Volume 10 - Prepress Specialists' Ratios**  
Item #00FM02010

**Volume 11 - Binders' Ratios**  
Item #00FM02011

**Volume 12 - Printers with Sales Under \$2,000,000**  
Item #00FM02012

**Volume 13 - Quick Printers' Ratios**  
Item #00FM02013

**Volume 14 - Forms and Document Printers**  
Item #00FM02014

**Volume 15 - Label Printers' Ratios**  
Item #00FM02015

**Volume 16 - Digital Printers' Ratios**  
Item #00FM02016

**Volume 17 - Commercial and Advertising Printers**  
Item #00FM02017

## Library Parade

The following books are available in the PICA Library and can be loaned to members for two weeks.

### Paper Buying Primer

By Lawrence A. Wilson

An introduction to the fundamentals of paper usage in the pressroom as it applies to planning and purchasing, written for the layman.

Item #: 1711

### Understanding Digital Color, Second Edition

By Phil Green

This GATF bestseller is the standard text for digital color theory and practice in the industry, addressing key topics from creating, modifying, and transporting digital color files to PostScript errors, digital proofing, and printing.

Item#: 14332

### How's All the Work Going to Get Done?

By Don Blohowiak

How's All the Work Going to Get Done? tells you how to overcome the trauma that follows massive organizational change so you can motivate your staff and get more work done.

### Customer Service in the Printing Industry

By Richard E. Colbary

This detailed training tool explores the need to include all staff in customer service goals and offers guidelines for implementing customer service improvements in the workplace.

Item #: 1594

### Real-Time Marketing

By James Morris-Lee

A guide for marketing professionals and company owners to demonstrate how organizations use digital printing to create competitive advantage and offer rules of the road for its use in a number of important marketing media.

Item #: 1303

### Win Top-of-Mind Positioning

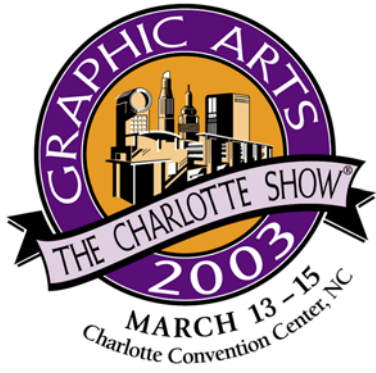
By T.J. Tedesco, Mike Stevens, Henry Mortimer

Move the battlefield away from price and create irresistible customer relationships by making yourself thought of first in the relationship-based business of graphic arts sales & marketing.

Item #: 1300

A large variety of other titles are also available for check-out from the PICA Library. Items must be returned within two weeks.

The Library gives members an excellent way to peruse books before purchase. Call PICA at (704) 357-1150 for more information.



## Compliance

Friday, March 14 - 9:00 - 12:00 p.m.

**#25 Hazard Communications**  
Harry Rogers  
Compliance USA

Friday, March 14 - 2:00 - 5:00 p.m.

**#42 Safety Programs and Record Keeping**  
Harry Rogers  
Compliance USA

## Customer Service

Thursday, March 13 - 9:00 - 12:00 p.m.

**#1 Don't Get Lost In The Customer Service Triangle!**  
Dave Fellman  
David Fellman & Associates

Thursday, March 13 - 2:00 - 5:00 p.m.

**#15 Growing Customer Service For Improved Revenues and Profits**  
Sid Chadwick  
Chadwick Consulting, Inc.

Friday, March 14 - 9:00 - 12:00 p.m.

**#26 Customer Service in the Printing Industry**  
Rich Colbary

Friday, March 14 - 2:00 - 5:00 p.m.

**#43 Delighting Customers**  
Mike Kicidis  
The Advantage Plus Group

Saturday, March 15 - 9:00 - 12:00 p.m.

**#53 Communications in the Printing Industry**  
Rich Colbary

## Flexo

Thursday, March 13 - 9:00 - 12:00 p.m.

**#2 Flexo Estimating: What to Know First**  
Lisa Muennich

Thursday, March 13 - 2:00 - 5:00 p.m.

**#16 Flexography 101- A Detailed Overview**  
J. Page Crouch  
Print Education & Training, LLC

Friday, March 14 - 9:00 - 12:00 p.m.

**#27 Profit Potential and Pitfalls of Flexographic Printing**  
Art Fields  
Flexographic Trade School

Saturday, March 15 - 9:00 - 12:00 p.m.

**#54 Flexographic Technology - Advanced**  
J. Page Crouch  
Print Education & Training, LLC

## Management

Thursday, March 13 - 9:00 - 12:00 p.m.

**#3 How to Manage and Increase Plant Capacity**  
Clint Bolte  
C. Clint Bolte & Associates

**#4 Printing Production Management**  
Rich Colbary

**#5 Training & Education Opportunities for Printing Employees**

Jim Holmes / Hans Mortensen  
Georgia Southern University

**#6 Activity Based Costing: The Tools to Determine True Cost**  
John Leininger  
Clemson University

Thursday, March 13 - 2:00 - 5:00 p.m.

**#17 Understanding Veterans, Boomers, X'ers & Y's**  
Brian Gill  
Gill Group

**#18 Business Lessons Learned in the Recent Economic Slump, 2003**

Dick Gorelick  
Graphic Arts Sales Foundation

**#19 Failure Mode Effects Analysis (FMEA) in the Printing Industry**

Jan Roovers  
Jan Roovers & Associates

Friday, March 14 - 9:00 - 12:00 p.m.

**#28 How Fulfillment Warehousing Services Drive Print Volume**

Clint Bolte  
C. Clint Bolte & Associates

**#29 Managing for Productivity**

Brian Gill  
Gill Group

**#30 Taking Your Company to the Head of the Class**

Alan Clayton  
Westinghouse Savannah River Company

**#31 Estimating: Choosing The Right System For Your Company**

John Leininger  
Clemson University

**#32 2003 and Beyond: The Prince Forum on the Future of Printing**

Ray Prince  
Graphic Arts Technical Foundation

Friday, March 14 - 2:00 - 5:00 p.m.

**#44 Where Will Your Profits Come From Tomorrow?**

Peter Muir  
I. O. Technologies

Saturday, March 15 - 9:00 - 12:00 p.m.

**#55 Developing The Hourly Rate**

Clint Bolte  
C. Clint Bolte & Associates

**#56 Human Resources in the Graphic Arts**

Peter Burmeister

**#57 The Critical Business Challenge: Cash Flow Management**

Dick Gorelick  
Graphic Arts Sales Foundation

## Prepress

Thursday, March 13 - 9:00 - 12:00 p.m.

**#7 Workflows that Work for You**

Peter Muir  
I. O. Technologies

**#8 CTP: Where It Is, Where It's Going, and How To Get There**

Julie Shaffer  
Graphic Arts Technical Foundation

**#9 Taz's Scanning School**

Taz Tally  
Taz Tally Seminars

**#10 Color: Clarifying the Confusion**

Tom Whiteman  
Chowan College

Thursday, March 13 - 2:00 - 5:00 p.m.

**#20 Understanding RIPS**  
Jim Holmes / Hans Mortensen  
Georgia Southern University

**#21 Taz's Photoshop 7 Tips and Techniques**

Taz Tally  
Taz Tally Seminars

**#22 Building Responsible Color Pages**

Vicki Stone  
Green Printing & Packaging Company

Friday, March 14 - 9:00 - 12:00 p.m.

**#33 Introduction to Digital Asset Management**

Peter Burmeister

**#34 Taz's Guide to Digital Photography for Print**

Taz Tally  
Taz Tally Seminars

**#35 Understanding Densitometry and Spectrophotometry**

Norm Uress  
X-Rite

**#36 Preemptive Preflighting**

Peter Muir  
I. O. Technologies

Friday, March 14 - 2:00 - 5:00 p.m.

**#46 Digital Proofing**

Julie Shaffer  
GATF

**#47 Taz's Tips for Creating Bomb Proof PDF Files For Commercial Printing**

Taz Tally  
Taz Tally Seminars

Saturday, March 15 - 9:00 - 12:00 p.m.

**#58 101 PDF Tips and Tricks**

Julie Shaffer  
Graphic Arts Technical Foundation

**#59 Taz's Technology Update: OSX and More**

Taz Tally  
Taz Tally Seminars

**#60 Designing for Digital**

Peter Muir  
I. O. Technologies

## Press

Thursday, March 13 - 9:00 - 12:00 p.m.

**#11 20 Great Ideas On Improving Productivity**

Ray Prince  
Graphic Arts Technical Foundation

**#12 Is Your Pressroom Ready For Color Management**

Dan Remaley  
Graphic Arts Technical Foundation

Friday, March 14 - 9:00 - 12:00 p.m.

**#37 Benchmarking Your Pressroom Operations**

Dan Remaley  
Graphic Arts Technical Foundation

Friday, March 14 - 2:00 - 5:00 p.m.

**#48 How To Fingerprint the Offset Press**

Steve Suffoletto  
RIT Consultant

Saturday, March 15 - 9:00 - 12:00 p.m.

**#61 Understanding Lithographic Variables and Relationships**

Steve Suffoletto  
RIT Consultant

**#62 Your Top 20 Pressroom Headaches: Quick Fixes and Long-Term Solutions**

Ray Prince  
Graphic Arts Technical Foundation

## Print Buyers

Thursday, March 13 - 9:00 - 12:00 p.m.

**#13 How to Avoid Headaches and Control Costs**

Suzanne Morgan  
Print Solutions

Thursday, March 13 - 2:00 - 5:00 p.m.

**#23 Buying Commercial Print Doesn't Have to be Scary**

Peter Muir  
I. O. Technologies

Friday, March 14 - 9:00 - 12:00 p.m.

**#38 Print 101: For Print Buyers & Sellers, Designers and Marketers**

by J. Page Crouch  
Print Education & Training, LLC

Friday, March 14 - 2:00 - 5:00 p.m.

**#45 Understanding Color for Print Buyers and Designers**

Norm Uress  
X-Rite

**#49 Trends in Print Buying**

Suzanne Morgan  
Print Solutions

## Sales

Thursday, March 13 - 9:00 - 12:00 p.m.

**#14 Birth (or rebirth) of a Salesperson**

Peter Burmeister

Friday, March 14 - 9:00 - 12:00 p.m.

**#39 Building A Marketing Plan: The Key To Success In The Modern Business Environment**

Dave Fellman  
David Fellman & Associates

**#40 How to Sell The Entire Print Process - From Prepress to Print, Mail Management, Storage and Fulfillment**

Dick Gorelick  
Graphic Arts Sales Foundation

**#41 Mastering Negotiation Techniques for 2003**

Jerry Scher  
Printers' Services - PRISCO

Friday, March 14 - 2:00 - 5:00 p.m.

**#50 Effective Sales Management: Key To Growing Customers and Reps**

Sid Chadwick  
Chadwick Consulting, Inc.

**#51 The Big Money Question: What's The Best Way For Me To Grow My Business?**

Dave Fellman  
David Fellman & Associates

Saturday, March 15 - 9:00 - 12:00 p.m.

**#63 Researching and Developing Target Prospects and Current Customers**

Sid Chadwick  
Chadwick Consulting, Inc.

**#64 Behind your buyer's eyes: Secrets to getting to "YES"**

Suzanne Morgan  
Print Solutions

## Wide Format/Digital

Thursday, March 13 - 2:00 - 5:00 p.m.

**#24 The Digital Factory...It's Here Now!**

Patti Williams, I.T. Strategies  
Brooks Tippet, Digital Printing Systems

Friday, March 14 - 2:00 - 5:00 p.m.

**#52 Wide Format Imaging - An Untapped Resource for Printers**

Susan Patton  
David King

## PICA members to receive discounted seminar pricing

Offer only available with special form

Members of The Printing Industry of the Carolinas, Inc. (PICA), can receive discounted pricing for Graphic Arts The Charlotte Show seminars if they use a special form.

The form was mailed out in late December and is available by calling (704) 357-1150. It is not available on PICA's website.

The regular pricing is \$90.00 per seminar, per attendee before February 14, the early registration date. The PICA member rate is \$75.00 before February 14 if they use the special PICA member seminar form.

"After the early registration date, all seminars are \$110," said Jeff Stoudt, PICA's vice president of education.

To register, fax the completed PICA member seminar form to (708) 344-4444.

See you at the Show!

PICA Booth 1039



# Showcase offers flexographic companies regional, prominent exhibit

Equipment manufacturers and suppliers to the flexographic printing industry have responded quickly to the announcement of a new flexo-focused exhibit area at the upcoming GRAPHIC ARTS THE CHARLOTTE SHOW® 2003.

The Graphic Arts Show Company (GASC®) announced it will stage the first FLEXOTEK Showcase™ as part of the regional show that runs March 13-15 at the Charlotte Convention Center in Charlotte, NC. Nearly 10,000 attendees and more than 225 exhibiting companies are expected.

The first companies to book space in FLEXOTEK Showcase include:

\* Harper Corporation, a leader in anilox roll production and restoration for corrugated, wide web, narrow web and newspaper flexographic printing markets.

\* Max Daetwyler Corporation, maker of pressroom equipment, accessories, supplies and chemicals;

\* Printer's Service, Inc. (PRISCO), a leading national manufacturer and distributor of chemicals, blankets, and equipment for pressroom and finishing departments.

\* Prime UV Systems, which provides systems for coating, curing, drying and related processes.

"The early response to the FLEXOTEK Showcase demonstrates that this new exhibit opportunity truly meets a need in the flexo community," said GASC President Regis J. Delmontagne. "The goal was to offer companies an economical way of putting their message in front of a superb regional industry audience, whether they were new to the industry, launching a new product, or simply wanted to reach out to new prospects. The FLEXOTEK Showcase is well on its way to delivering these values."

FLEXOTEK Showcase will offer new exhibitors a fully furnished 6' x 8' exhibit space in a prominent area on the show

floor. It's designed to be ideal for new exhibitors to gain a presence at the show without a huge investment in time, staff or funds.

Each booth includes carpeting, a draped table for literature or demos of small equipment, a chair, wastebasket and basic electrical service, all for a fixed price of only \$900. Exhibitors already taking exhibit space on the floor can receive one of these Showcase exhibits for their flexo-specific offerings at no charge.

For exhibit information, call GASC at (703) 264-7200.

## Exhibitors

**These companies are exhibiting in Graphic Arts The Charlotte Show as of December 4, 2002. PICA members are in BLUE.**

A-Korn Roller, Inc.  
[AccuCopy/QuickTabs](#)  
 Announcement Converters Inc.  
 APS  
[Arjobex/Polyart](#)  
[B.W. Wilson Paper Co.](#)  
 Beta Industries  
[Bindagraphics](#)  
[BindTech Inc.](#)  
 Blanks/USA  
 Blumer USA Inc.  
 Bobst Group  
 Brandtjen & Kluge, Inc.  
 Buhrs Americas, Inc.  
[Business Card Express of Charlotte](#)  
 Business Card Express - Morrisville  
 Business Cards Tomorrow  
 Caprock Developments, Inc.  
 Continental Datalabel  
 Cook Receipt Book Mfg.  
 Count Machinery Company  
[Creative Coatings of Carolina](#)  
[Creo Americas](#)  
 Cylinder Repair  
 Day International  
 Diamond Roller  
 Digital Solutions  
 Discount Labels  
[Duffie Graphics, Inc.](#)  
 Dynaric Inc./DYC Supply Company  
 Ferrell Manufacturing Company  
 Folders Made Easy by Winthrop  
 Atkins  
 Franklin Estimating Systems  
 GBC Films Group  
 Glunz & Jensen Inc.  
 GMS  
 Go 4 Color Cards Inc.  
[GPA, America's Label Expert](#)  
 Graphic Arts Education and Research Foundation (GAERF)  
 Graphic Communications Council (GCC)  
 Graphic Whizard  
 Hadronics Inc.  
 Halm Industries Co., Inc.  
[Harper Corporation of America](#)  
[Heidelberg](#)  
 Henkel Adhesives  
[Hewlett-Packard, Indigo Division](#)  
 Ihara U.S., Inc.  
[Impact Enterprises, Inc.](#)  
 International Graphic Arts Education Association  
 Island Clean Air Inc.  
 Jalema Filing Systems  
 Just Normlicht, Inc.  
[Kale Bindex, Inc.](#)  
[Komori America](#)  
 Kongskilde Industries Inc.  
[Konica Graphic Imaging](#)  
 Label Works  
 Labelblank Corporation  
[Mac Papers Inc.](#)  
[MAN Roland, Inc.](#)  
 Martin Yale Industries, Inc.  
[Max Daetwyler Corporation](#)  
 MBM Corporation  
 Moll Group  
[Monarch Color Corporation](#)  
 NAPL  
 NPES  
 OneSource Wholesale Copy  
 Oxy-Dry Corporation  
 Pace Systems Group  
[Paper Handling Solutions](#)  
 Parsec Corporation  
 Pierce Equipment Co.  
 Prime UV Systems  
[PrintCafe](#)

Printer's Parts Superstore  
[Printer's Service - PRISCO](#)  
 Printers Market Place  
 Printing Equipment Guide  
 PICA  
 Professional Mail Services  
 RB Sun Enterprises  
[Reeves Brothers Inc.](#)  
 Regency Thermographers  
 Roconex Corporation  
 Rollem Corporation  
 Self-Seal Container Corporation  
 SkillsUSA Graphics Competition

Specialties Bindery Inc.  
 Spinks Ink  
 Standard Graphics  
[Subtle Impressions](#)  
 Sunraise, Inc.  
 Tag Stringing Service  
 Tec Papers  
 technotrans america, inc.  
 Tecre Co., Inc.  
 Tekmatex, Inc.  
[The Twin Oaks Team, Inc.](#)  
 Therm-O-Type Corporation  
[Unique Collating](#)

Van Son Holland Ink Corp.  
 Vijuk Equipment, Inc.  
[Washington Printing Supplies](#)  
 Wexler Packaging Products  
 Wide Format Opportunities Pavilion  
[Wright Roller Company](#)  
[X-Rite, Inc.](#)  
[Xerox](#)  
 Xinet, Inc.  
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 Zapco, Inc.

## GRAPHIC ARTS THE CHARLOTTE SHOW®

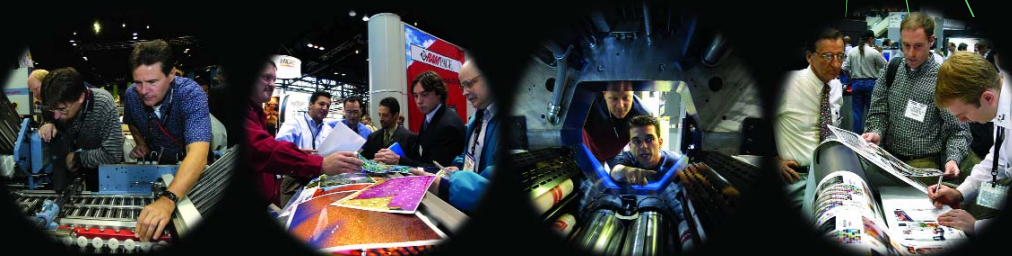
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**PIA, Print Tec Network Alliance delivering results with Get Sales NOW! program**

## Innovative sales program living up to its promise

The Printing Industries of America (PIA) and Print Tec Network, Inc. ([www.printtec.com](http://www.printtec.com)) report that the Get Sales NOW! program produced by Print Tec and sponsored by PIA is exceeding expectations. Get Sales NOW! is a 90-day program that uses a combination of sales coaching and small-group conference calls to teach printing sales professionals a structured prospecting process that transforms the way they approach their day-to-day selling activity.

According to Mary L. Garnett, PIA's Vice President of Education & Training, "We have been extremely pleased with our member feedback on this program, and we are planning additional programs to augment this content and to foster continuous learning.

The Get Sales NOW! program generates not only sales momentum but motivation as well."

Print Tec starts at least one new class each month and caps the group's size at ten to ensure a personal touch. Print Tec's President, Bill Farquharson, says, "There is no question that 2002 has been a difficult year for the printing industry. Ask any PIA member to name their top priority and the answer comes back: sales. Printers need help growing the top line; and increased sales activity is the only proven way to achieve that goal. We are delighted but, not at all surprised, by the fact that our average Get Sales NOW! client is achieving 2-3 appointments with new clients per week.

During the program, sales professionals

identify at least ten new prospects every week. A formal process is followed for each prospect, and sales professionals report activity on a weekly basis. With coaching and guidance from the Print Tec staff, sales professionals benefit from the Print Tec staff's average sales experience of 18 years, gaining organizational skills as well as learning how to effectively engage prospective customers, conquer time management and shorten sales cycles.

B&B Printing in Richmond VA initially enrolled two members of its sales staff in the program. By the end of the first month, the company had committed five more participants to the program and established Get Sales NOW! as a new-hire requirement. According to Steve Van Huss of B&B, "As Bill

predicted would happen, when the other reps saw the extraordinary success achieved by the first two participants, they came into my office begging to sign up as well. By using a structured prospect development process, the team is in a much better position to analyze what works and what doesn't, and learn from the experience, improving their sales skills in the process."

For more information about Get Sales NOW! visit [www.printtec.com](http://www.printtec.com) to view first-hand stories delineating how this program positively impacts printing sales or contact Bill Farquharson at (781) 934-7036 or [billf@printtec.com](mailto:billf@printtec.com) or Beth Parrott at (703) 519-8137 or [bparrott@printing.org](mailto:bparrott@printing.org).

THE ORIGINAL  
**Print**<sup>TM</sup>  
INFORMATION  
TECHNOLOGY



The Charlotte Observer uses a MAN Roland FLEXOMAN press to print 300,000 copies of the newspaper a day.

## Newspapers, printing have long history together

By Terrie Duncan

Newspapers and printing have a long history together in the United States.

The Founding Father of American Printing, Benjamin Franklin, used the profits from printing the Pennsylvania Gazette and Poor Richard's Almanack to finance a chain of print shops throughout the colonies. Journalist Walter Isaacson said that "Franklin is one of the first American publishers to understand that freedom of the press and tolerance are part of what it is to be a newspaper editor, and what it is to be a printer. Part of the genius of America is that we're open in our discourse."

The Pennsylvania Gazette later became known as the Saturday Evening Post.

Printing as a trade was mainly used in the beginning to publish newspapers, pamphlets, political material and other items. Now, the newspaper and publications business in the Carolinas is a multi-billion dollar industry with almost ten thousand employees, according to PIA's 2001 Print Market Atlas.

The newspaper industry in the United States generated over \$63 billion in revenue in 1999, according to a study titled "The Outlook and Trends for the Future of Newspapers" by the Graphic Arts Marketing Information Service (GAMIS) of PIA. The study states that in-paper advertising (display and classified) accounts for about 71% of total newspaper industry revenues. Circulation represents 17% and insert of preprint distribution produces 12% of total newspaper revenues.

Raw materials, such as newsprint and ink, can be extremely expensive and sometimes editors make the decision to decrease the paper's size or change the space allocations to balance the concerns. Presstime, the magazine for the Newspaper Association of America (NAA), recently ran an article about the quandary editors face when they reduce the size or number of stock quotes that are published. "...Newspaper publishers want to save space where they can. The narrower page that came with 50-inch web presses fuels some of the change," the article by Aly Colon states. Yet, when some papers changed the stock quotes, they were met with resistance from their readership.

Newspapers are in a constant balancing act between the business of being a news provider and being a newspaper printer. When those two things are in balance, readers and advertisers are both sat-

isfied.

The Charlotte Observer is a daily newspaper with a Carolina circulation of 250,000 daily and 301,000 Sunday. "Our printing process has many significant advantages that are valued by our readers and advertisers. Our process is flexo, enabling us to use water-based inks that greatly reduce the possibility of ink coming off on your hands," said Bob Burns, the vice president of operations. "For many years this was the number one complaint."

National newspaper readership has been steadily decreasing since 1964, according to a readership study by the NAA. Eighty percent of the population read the newspaper daily in 1964, compared to only 58.3% in 1997. In 1998, readership data was based on the top 50 markets and stopped being directly comparable to previous years; but even so, weekday readership in 2001 was 54.3% of the total population.

The North Carolina Press Association reports that in 2000, 54% of the total adults in North Carolina did not subscribe to a daily or Sunday newspaper. The biggest reason cited was "too busy/not enough time to read it."

Just like any business, growing it is a major concern. Burns concurred. "Our biggest challenges are growing the business. We need to grow our circulation and revenue base, expand our direct mail and commercial printing business. A key strategy is to increase the revenue and profits from non-traditional sources."

Still, newspapers continue to be printed. Most newspapers are fully-functioning print production facilities. But do they believe that they are part of the Carolinas' printing industry?

"We believe we are a part of the Carolinas' printing industry," said Burns. "Our production department is a full service unit capable of providing all prepress, printing, distribution, and direct mail needs. We produce a daily newspaper and print commercial publications for a number of customers."

The future of newspapers and other publications relies heavily on how they will respond to growing trends in technology, such as the Internet and portable personal computers. "Tomorrow's news consumer will have the choice of getting news from a television screen, radio speaker, computer screen, portable electronic device, or a printed newspaper," wrote Steve Outing in Newspapers and New Media: The Digital Awakening of the Newspaper Industry.

Will this affect newspaper sales or advertising? Outing states that "Because of the additional choice of online or on-screen news, printed newspapers will decline in usage somewhat. Still, this \$51 billion industry is not in danger of dying.... Newspaper companies will continue to evolve such that they are 'information publishers' rather than just 'newspaper publishers.'"

Out of the non-subscribers in the NC Press Association readership survey, 18% get their news elsewhere but only 3% get their news on the Internet. The GAMIS report states that "the Internet dominates any discussion about the future of the newspapers. While the study participants agree that the Internet represents both a threat and an opportunity for newspapers, there was no clear consensus as to the best way for newspapers to move forward in a period of great uncertainty and accelerating developments."

The silver lining to this technology cloud is that "publishers will print and deliver fewer copies of the newspaper and thus save production/distribution costs, since some of their customers will take a digitized version," said Outing.

"Newspapers are expected to invest heavily in new technology and production facilities to offer advertisers and readers more color, Please see **NEWSPAPERS** / page 7

## FocusOn:

### Newspapers

The Charlotte Observer  
Charlotte, NC  
Primary process: flexographic

The Print IT series focuses on unique processes and applications within printing as a way of illustrating the wide range of opportunities within the graphic communications industry.

The following topic will be covered this year in the Print IT series.

The Wonderful World of Printing  
April - June 2003



# Feature Story

## Work-based learning programs inspire new generation of employees

By Terrie Duncan

Finding qualified employees continues to be a challenge in the printing industry, and creating awareness of the industry to young people is a continuing opportunity.

Printing companies can meet their employment needs and steer young people toward a career in the industry by utilizing work-based learning programs such as apprenticeships and job shadowing. Apprenticeships, governed by the federal Department of Labor, are long-term programs that are customized for each sponsoring employer. Apprenticeships enable the student to be fully trained in each department in a company and can last for as many as four years. Job shadowing programs are one-day events geared toward introducing a young person to a particular field of interest. Both encourage young people to look at the printing industry as a viable career choice.

### Apprenticeships

Employers can benefit immediately from hiring apprentices by creating trained, experienced employees that are loyal to the company that has invested in their education and career. Apprentices gain valuable work experience that will benefit the industry of the future.

Max Daetwyler Corporation is a manufacturer of equipment and materials for the flexographic and gravure segments of the printing industry. Located in Huntersville, NC, they have had a successful formal apprenticeship program for the last seven years. Their four-year program normally begins the summer before the student's senior year in high school and continues while the student is enrolled at Central Piedmont Community College.

During the apprenticeship, according to Terri Willis and John Friguglietti at Max Daetwyler Corporation, all of a student's college tuition, books and fees are paid for by the sponsoring company. The student receives wages for all work and day-time classroom hours. "At the end of a four-year period, you have an employee that has experience in every department," said Willis.

"It's more than just school," said Levi Nelson, a third-year apprentice. "It's learning a trade and being taught by someone who

has more than 30 years experience in the field."

Max Daetwyler has six apprentices now. The majority of the apprentices they have trained over the last seven years have stayed with the company. Friguglietti said that the difference between training apprentices and hiring part-time workers is largely one of attitude. With apprentices, the goal is "getting hands-on skills and education. With part-time workers the goals are different."

Apprenticeships enable employers to "grow their own," said Dr. Ron Davis, Education Associate, Career Guidance of South Carolina's Department of Education. "They can influence students to take a strong look at their career field and gives the students practical experience."

"Recruiting is a big deal to us," said Willis. "Although we're taking somewhat of a risk, our goal is that we have a full-time employee at the end of four years."

"Apprenticeships are industry-driven," said Tim Eldridge, an apprenticeship consultant with the North Carolina Department of Labor. Each program is customized to the particular sponsoring company, which works with a DOL apprenticeship consultant to determine the minimum qualifications and selection criteria.

### Job Shadowing

Job Shadow Day is an event that is composed of several components that are built around a half-day visit to a job site in the private, non-profit or government sector. Students tour the facility, "shadow" an employee for at least two hours, and participate in some workplace activities.

The first local Job Shadow Day was held in Boston in 1996. In 1997, the National Job Shadow Coalition was formed to encourage participation in a shadowing initiative across the United States, according to the coalition's website, [www.jobshadow.org](http://www.jobshadow.org). The goal of this day was to help young people explore firsthand the skills and education needed to succeed in today's and future job markets, and to encourage the development of relationships between students and caring adults.

A recent study by Junior Achievement confirmed that more than 86% of students report that participation in job shadowing positively changed their attitudes about



Daetwyler apprentice Levi Nelson operates a gear-puller as trainer John Friguglietti looks on.

working. "It is gratifying to quantify how positively job shadowing is impacting the lives of students across the country," said Stuart Shapiro, executive director of the Job Shadow Coalition. "Over the past six years, this initiative has given adults the opportunity to encourage millions of young people to reach for their dreams, by showing them real world applications for their school work. We encourage all businesses and schools to take part in this worthwhile project on January 31, and beyond."

The annual initiative, designed to give students the opportunity to "shadow" a workplace mentor, has traditionally kicked-off on Groundhog Day. Since Groundhog Day falls on a weekend this year, the National Job Shadow Coalition is encouraging schools and businesses to tie it in with the school day and shadow on Friday, January 31.

More than 100,000 businesses and organizations across the country will participate in Job Shadow Day this year. Before the day, teachers will lead their classrooms in activities that will prepare them for their visit. At the job site, the workplace coordinator should oversee the logistics of the day and

employees should serve as Workplace Hosts, conducting activities with students that demonstrate job skills and education requirements.

For an employer, Job Shadow Day enables them to help prepare the future workforce, shows students career possibilities in printing, demonstrates a tangible commitment to supporting and improving the community, creates a feeling of personal satisfaction that comes from mentoring a young person, and promotes potential long-term mentoring relationships.

### How to get started

PICA's workforce development initiative, PrintForce, can help you design a customized apprenticeship program for your facility, working with area DOL apprenticeship consultants. To launch a program, call (704) 357-1150.

To participate in Groundhog Job Shadow Day, go online at [www.jobshadow.org](http://www.jobshadow.org) or call PrintForce at (704) 357-1150 for more information.



Groundhog Job Shadow Day!

## Newspapers

Continued from page 6

more targeted distribution and better quality reproduction," stated the GAMIS report. "Even though the newspaper industry is making considerable progress on many production and technology issues, the best method of integrating printed newspapers with the Internet remains a challenge."

The difficult part comes with learning how to write and disseminate news in several very different mediums. Outing said, "Newspapers will have to figure out how to publish to print, the Web, and digital tablets simultaneously, which can be a challenge but is a necessary survival step."

In the article in Presstime, Colon quoted Randy Picht, the director of the Associated Press's Markets Information Group. "Newspapers have this franchise," Picht says. "They've had it for years. You can make the case that the Internet has advantages. But it can't replicate the newspaper. You can't go and have breakfast and look at your stocks.... You can't fold up your computer and put it under your arm.... People circle things while they have

a cup of coffee. The portability of the newspaper is something to be valued."

## PrintForce

Continued from page 1

Doster said, "Members of this industry have supported us for the past seven years, and now we are pleased to be in a position to help them by supporting PrintForce."

Cleghorn hopes that the PRISCO program can grow into a model for other suppliers to emulate. He hopes that this program will "stimulate other companies to look at creative ways to support PrintForce. If our customers grow, then our company grows too. So it's in our best interest to help our customers grow."

Other suppliers that have supported PrintForce are Mac Papers, xpedx, The Twin Oaks Team, Coyne Textile Service, and Harper Corporation of America.

## Universities recruit new employees for companies

Firms across the Carolinas will vie for printing students at three regional university career days in late winter.

The William A. Krueger School of Graphic Communications at Chowan College, located in Murfreesboro, NC, will hold its Career Day on February 21, 2003. Mike Steczak with Chowan said he expects between 25-30 students to participate in the career fair, of whom 18 are graduating seniors and the rest will be searching for internship opportunities.

The Graphic Arts and Imaging Technology program at Appalachian State University will hold its Career Connections event February 27-28, 2003. A reception is held the first day where applicants and prospective employers can meet informally. The second day is for formal interview appointments. John Goodell with Appalachian said that he expects about 35 companies to attend. Each company will have 10 scheduled interviews. "This format has been really well received and very successful," said Goodell. He expects about 75 students to participate, half of whom are graduating seniors. All students will be looking for either full-time employment or internships.

Clemson University's Intern Employer Day will be held on March 4, 2003. Over 425 Clemson Graphic Communications students will meet 30 to 50 companies. Of these 425 students, about 25% are graduating seniors. "Graduating seniors are looking

### Graphics programs at:

**Chowan College**  
(252) 398-1224

**Appalachian State University**  
(828) 262-3123

**Clemson University**  
(864) 656-7646

for full-time employment. The remainder of the students will either be looking for internships for the next semester or they will be gathering information for internships that

they will need in future semesters," said Dr. Bryan Simmons, Associate Professor and Internship Coordinator.

"Intern Employer Day has become so successful that many of the companies returning are represented by students who graduated from the Clemson GC program many years ago," said Simmons. "Through their Intern Employer Day contacts most GC students obtain their first job well before they graduate."





# Scanner

## The Printing Industry of the Carolinas, Inc.

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A quarterly publication of  
The Printing Industry of the  
Carolinas, Inc.

Our mission is to protect and promote the common interest of the printing industry; and to help our members prosper, both individually and collectively, through fellowship, education and cooperative action.



**Seminars listed  
on pages 4 & 5**

January - March, 2003



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## New Members

PICA welcomes these new members:

### Alcan Packaging - Lawson Mardon

Wide Web Flexographic Printing Company  
1600 Westinghouse Blvd.  
Charlotte, NC 28273  
(704) 588-4789  
(704) 588-6954 Fax  
Contact: Steve Long

### Domtar

Manufacturer of Printing Paper  
4127 Hillcrest Road  
Richmond, VA 23225  
(804) 233-1073  
(804) 233-2537 Fax  
Contact: Lewis Fix

### Gulf States Paper Corp.

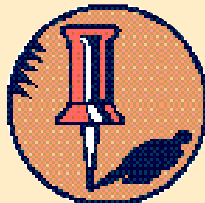
Folding Carton Printing Company  
2690 Kelly Boulevard  
Claremont, NC 28610  
(828) 459-8006  
(828) 459-2731 Fax  
Contact: Brian Emerick

### Recover, Inc.

Waste Paper Buyer  
1200 Woodruff Road A-3  
Greenville, SC 29607-5732  
(864) 213-2141  
(864) 288-3995 Fax  
Contact: Bill McLellan

### Sonoco-Trident

Prepress for Flexo and Offset  
8800 South Boulevard  
Charlotte, NC 28273  
(704) 501-3136  
(704) 552-1410 Fax  
Contact: Cheryl Johnson



## Tips & Tricks

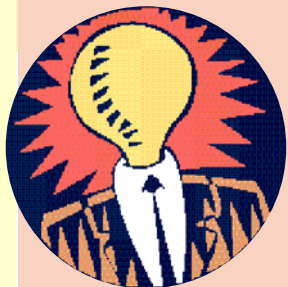
**As a member benefit, the following tips and tricks are provided to members exclusively through The PICA Scanner from GATF technical consultants.**

Joe Marin warns against using a shortcut for creating PDFs in Mac OSX when the PDFs are intended for high-end printing. Apple's newest operating system, OSX, gives you the ability to create PDF files from the print dialog box in any application using the Save As PDF option. On the surface, this appears to be a convenient way to create PDF files. But this feature should be avoided if you are creating PDFs for prepress. The problem with these PDFs is that all images will be converted to an RGB color space, and even worse, fonts are either subsetted or converted to pixels depending upon the application you're using.

Dillon Mooney offers this tip to help save sheetfed ink and cut down on hickeys. The process of opening a used can of ink and removing the top layer of skinned ink can

represent a substantial amount of wasted ink. The complete removal of the skinned ink layer is critical to prevent dried ink from entering the roller train and creating hickeys on the plate. Old ink from the fountain can be returned to the can, this waste layer of ink will skin and can be removed when the can is reused. Skinning the old ink saves good ink as the can needs to be skinned just below the fresh ink and very little new ink is wasted. Returning old contaminated ink to the ink can may not be a good idea if an ink drier was added to the ink or if fountain solution stimulators were used as they may affect the good ink in the can. Using an anti-skinning ink spray will also help prevent hickeys as the treated ink will still skin, but the skin will not be brittle and shatter and scatter the dried ink like untreated ink.

Bill Farmer reminds that it is important that proof hues and the ink hues are as close numerically as possible to achieve color match approval on the printing press. He explains that the industry uses several shades [hues] of each of the four-color process inks, depending on the type of product reproduced such as flesh tones, general product images, and cosmetic advertisements. Color can be converted to numeric value as hue error and CIELab values. Printers should use a spectrophotometer to establish these color values and fine-tune the match process. He advises printers to get their proof device representative and their ink supplier on the same page. It saves a lot of time, money, and embarrassment.



## Ask Brad

**Send your technical questions to [hotline@picanet.org](mailto:hotline@picanet.org).**

**Q:** During shipping, damage occurred to the UV-coated covers of catalogs we printed. Where scuffing occurred, the ink now appears darker but there is no damage to the dots. How do you explain this?

**A:** We believe that the scratches in the UV coating are causing an optical interference pattern making the ink appear darker. Or the darker appearance of the ink could be a shadow of the scratches.

**Q:** While foil stamping and embossing a fairly large area, we experienced pick-out or

incomplete foil transfer. Why did this happen?

**A:** There are two possible causes. The first cause might be that the heat of foil stamping softened the underlying ink which in turn caused the ink to release to the foil instead of the foil to release to the ink. The second cause may be that the moisture in the paper turned to steam and was released through the thin foil layer.

**Q:** GATF's Preucil Print Analysis Lab recently received a job with a ghosted

image appearing in areas with a 20 to 40 percent screen. The ghosted image appeared as thick horizontal lines. GATF was asked to determine the cause of this problem.

**A:** The ghosted image matched the image of the previously printed job. The ghosted lines were actually lines of text embossed into the blanket. This embossing of the blanket was caused by not cleaning the blanket good enough between runs.