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Association of

Southern California

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Headline Summary

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Did You Know...

According to *ForeSee's 2010 American Customer Satisfaction Index E-Business Report*, more than 80% of users do not seek out product recommendations from social media sites (Facebook, MySpace, Wikipedia, and YouTube).

Over half of the raw material used to make paper in the U.S. comes from recovered paper and the wood waste (such as wood chips and sawdust) left behind from lumber manufacturing.

International Paper has launched a new website *Down to Earth* that addresses the most important environmental myths and misconceptions surrounding paper and the environment. See down2earthonline.com for educational brochures.

WatchDog

Guarding the Business of Print

August 2010

November Ballot Initiatives

Proposition 18: Safe, Clean and Reliable Drinking Water Supply Act of 2010—Support

Unless action is taken, experts warn that California will face ongoing water shortages, the potential for failure of our water delivery system, and environmental failure in areas that are important to drinking water and wildlife.

Proposition 19: Regulate, Control and Tax Cannabis Act of 2010—Oppose

If this measure were approved, employers would be faced with the burden of proving that an employee who tests positive for marijuana is "actually impaired" from performing the job before taking any adverse action against the employee.

Proposition 20: Redistricting of Congressional Districts—Voters FIRST Act for Congress—Support

This measure extends the Proposition 11 (to redistrict the statewide elective offices) to draw new boundaries for U.S. congressional districts. It is an important component of election reform, aimed at making the congressional redistricting process more open and competitive.

Proposition 21: Establishes \$18 Annual Vehicle License Surcharge to Help Fund State Parks and Wildlife —Neutral

Establishes an \$18 annual state vehicle license surcharge and grants free admission to all state parks to surcharged vehicles.

Proposition 22: Local Taxpayer, Public Safety and Transportation Protection Act—Support

This initiative would revoke the state's ability to borrow from local government property tax funds currently authorized by Proposition 1A of 2004 and prohibit the state from borrowing Proposition 42 funds (gas tax), which voters have dedicated to transportation and mass transit.

Proposition 23: Suspends Greenhouse Gas Emissions Reduction Until Unemployment Drops Below Specified Level for Full Year—Support

This measure suspends state laws requiring reduced greenhouse gas emissions that cause global warming, until California's unemployment rate drops to 5.5 percent or less for four consecutive quarters.

Proposition 24: Repeal Corporate Tax Loopholes Act—Oppose

PIC opposes this proposal because it repeals recently enacted tax reforms, such as the elective single sales factor, net operating loss (NOL) carry-back, and tax credit sharing.

Proposition 25: On Time Budget Act of 2010—Oppose

The measure would exempt the budget bill and other bills providing for appropriations related to the budget bill from the existing two-thirds vote requirement, and provide that those take effect immediately.

Proposition 26: Stop Hidden Taxes Initiative—Support

PIC supports this proposal that closes a loophole in the law that allows the Legislature to raise, by a majority vote rather than the required two-thirds vote, taxes on products and services simply by calling them "fees" instead of "taxes."

Proposition 27: Eliminates State Commission on Redistricting—Oppose

This initiative overturns the California Voters First Act reform (Proposition 11), which creates a bipartisan coalition of consumer, senior, public interest, taxpayer, community and business groups to draw legislative district boundaries.

PrintPAC Supporters

In a moment of candor, Jess Unruh, former Democratic Speaker of the California Assembly, stated: "Money is the mother's milk of politics." And he was right. While campaign contributions don't buy support, they do buy access to decision makers. And access determines the success or failure of an organization's policy interests

Our political action committee (PrintPAC of California) does a great job in helping us keep our industry's political concerns in the "minds-eye" of legislators.

We want to thank the following PIASC members for recognizing the importance of our of industry's governmental affairs efforts. They are the engine behind our success. Through their support our entire industry has benefited greatly—such as accelerated depreciation on printing presses, sales tax exemptions on printing, and workers' compensation reform.

Thank You!

5 Day Business Forms Mfg. Inc.	MRA Complete Graphics
AccuGraphix	MV Printing Solutions, Inc.
Adams Press	PIP Printing #46
All Book Covers, Inc.	PJ Printers
Automation Printing Co.	Print Industries FCC, Inc.
Best Label Co., Inc.	Print Media Services
Bickley Printing Co.	Printco Graphics, Inc.
BR Direct Marketing	PSB
Brandenburg & Associates	Queen Beach Printers, Inc.
Business Data Incorporated	R. Dunn & Assoc., LLC
Coast Label Company	Reseda Printing Service
Collating House, Inc.	Sarkans & Associates
Continental Imaging Center	SLB Printing, Inc.
Crown Printers	Sparks Unlimited Inc
Data Label Products, Inc.	Soul Studio 7, LLC
Day Direct Network	Superior Lithographics, Inc.
Dimon Creative Comm. Services	Superior Press
Dynamic Services, Inc.	Superior Printers/LN Publishing
Goodway Print & Copy, Inc.	Systems & Methods, Inc.
Graphic Tech, LLC	The Dot Printer, Inc.
Greens, Inc.	The Foster Printing Company
Handbill Printers	The Printing House
Ink Makers, Inc.	TPC Printing Corporation
Ink Systems	Unique Business Forms/Ad Specialties
Kirk Hyde	Wespac Business Systems
Lester Lithograph, Inc.	WonderMedia
Lithocraft Company	Woolner Mailing, Inc.
Martin & Chapman Company	Zeavy Graphics
Master Litho Colors, Inc.	

Court Rules for SCAQMD

A state superior court judge has ruled in favor of the South Coast Air Quality Management District in a lawsuit filed by environmental groups that would have blocked the construction or expansion of thousands of small businesses and public facilities in the Southland.

Plaintiffs brought the lawsuit in December 2009 in an effort to derail SB 827 (Wright) and AB 1318 (M. Perez), which directed SCAQMD starting on Jan. 1, 2010 to issue some 1,200 air permits that had been frozen by a 2008 state court decision. The 2008 decision had resulted in a one-year moratorium on SCAQMD issuing permits to small businesses and public facilities, which in turn created a significant negative impact on the region's economy and jobs.

At issue in this decision and the prior state court action is the availability of emission offsets, which new or modified facilities must provide whenever they increase emissions.

SCAQMD provides offsets from its internal bank at no cost to small businesses and public facilities such as police and fire stations, landfills, water treatment plants and sewage plants. In November 2008 a state court decision prevented SCAQMD from issuing offsets from its internal bank. The ruling effectively placed a moratorium on air quality permitting in the Southland and forced businesses and public utilities to delay plans to expand or modernize. SB 827 lifted the moratorium allowing SCAQMD to resume issuing emission offsets at no charge to small businesses and public service facilities.

U.S. Postal Service

The USPS is facing serious financial issues because of falling demand, binding labor contracts, and legislative oversight that would rather have the problems just go away.

Here are the big ticket items:

- On July 6th, the USPS filed for a rate increase before the Postal Regulatory Commission for an across the board 5.6% increase, with larger increases for certain classes of mail including periodicals, nonprofits, some catalogs and small parcels.
- The Postal Regulatory Commission issued a report that the USPS has overpaid the Civil Service Retirement System by as much as \$55 billion dollars.
- On July 21st, the House Oversight Subcommittee on Federal Workforce (oversees the USPS) approved legislation to "correct" an overpayment by the USPS into the federal Civil Service Retirement System.

The USPS will soon begin bargaining with two of its four major unions. These unions currently have "no layoff" and "no cross training" clauses in their contracts.

These issues are tightly linked and may have more impact for the near future of print volume than many in the industry may imagine.

The printing industry continues to work with USPS on joint marketing efforts, although the Postal Service is a federal entity that responds to political pressures. These political pressures are behind the rate increase request as well as limiting the USPS's ability to take the kinds of dramatic actions with facilities and employment that it would otherwise take.

The Affordable Mail Alliance is a coalition of Postal customers who have come together to say "enough is enough"—no more postal rate hikes. Check out its website, <http://affordablemailalliance.org/>.

