



# PIAMS Weekly News

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## USPS Proposes Rate Increase

The U.S. Postal Service has proposed raising the price of first-class stamps by 2 cents to 46 cents, rates for periodicals by 8 percent, catalogs by 5.1 percent and standard mail parcels would be increased about 23 percent to narrow a deficit projected at \$7 billion this year.

Increases, which must be reviewed by the Postal Regulatory Commission, would take effect January 2, 2011. Full details of their proposal are available [here](#).

## Sustainability a Priority for CEOs

The UN Global Compact and Accenture Sustainability Services recently released the results of the largest-ever chief executive study on corporate sustainability. Nearly 1,000 CEOs, senior business executives, and civil society leaders contributed to this study on the state and future of responsible business in the 21st century. Of interest, contrary to what many firms in our industry are observing, is that despite the economic downturn and a flurry of global challenges, corporate commitment to environmental, social, and governance issues remains strong: 93 percent of CEOs see sustainability as critical to their company's success.

### Print Delivers & It's Sustainable Check it Out & Pass it On

[http://www.youtube.com/watch?v=qaElm\\_h9KpU&feature=player\\_embedded](http://www.youtube.com/watch?v=qaElm_h9KpU&feature=player_embedded)

AND, it's not dead!!

## Honesty is the Best Policy For Building Trust

Many managers worry that admitting their mistakes will diminish their authority with their employees. But studies have shown that managers who are open about their mistakes are actually judged more competent by their employees and co-workers. Those who refuse to concede any errors are more often than not seen as "cover-up artists," rather than highly competent managers. When you are not afraid to admit mistakes, co-workers trust that you won't try to mislead them.

Source: *Across the Board*

## Kodak Expands Relationship with Xpedx As Primary National Dealer in US

On July 8<sup>th</sup> Eastman Kodak Company announced that it has named xpedx as the company's primary U.S. national authorized reseller for Kodak's suite of commercial prepress products.

"Kodak is expanding its relationship with xpedx because we believe it will support the best interests of our customers," said Don Whaley, Director, Channel and Key Account Development, Kodak, North America. "Our top priority is to ensure that our customers have steady, seamless access to Kodak's unmatched product portfolio and xpedx is the best national partner to deliver speed and excellence on a local level."

**Separately, Kodak has notified Pitman Company that Kodak is terminating Pitman's right to distribute all Kodak products. This termination will take effect at the end of business on October 5, 2010.**

"We have already begun working with our customers to ensure a smooth transition to an alternative source of supply," said Vic Stalam, Director, Commercial Sales, Kodak, North America. "Meanwhile, we have set up a dedicated customer number-1-800-929-9209 to handle questions and concerns on product delivery, availability and transition details."

## OSHA's Penalties Against Denver Mail Facility

2 months ago, the Occupational Safety and Health Administration (OSHA) cited the U.S. Postal Service for alleged willful and serious violations of safety standards for exposing workers to electrical hazards at the Denver Network Distribution Center. Proposed penalties total \$217,000. OSHA's inspection found that employees were performing testing on live electrical equipment and doing so without adequate training, personal protective equipment, and safety-related work practices. As a result, the agency issued three willful citations, with \$210,000 in proposed fines. OSHA defines a "willful violation" as one committed with plain indifference to or intentional disregard for employee safety and health. One serious citation, which resulted in a \$7,000 fine, was issued for failure to post warning signs to alert employees of electrical hazards.

## Consumers Open to More Relevant & Targeted Personalized Advertising

Consumers are holding on to their print magazines, not ready to join the e-reader revolution, and are open to more relevant and targeted personalized advertising according to a new consumer experience study from the Chief Marketing Officer (CMO) Council and sponsored by InfoPrint Solutions Company. Key results:

- Two-thirds (67%) of consumers surveyed feel that e-readers have their place, but prefer the experience of holding a print magazine.
- Nearly nine out of 10 say they will continue to favor their print magazine subscriptions.

Only 41% of consumers surveyed said they would respond to personalized magazine advertising delivered via a digital reader, versus 63% who would opt-in for the next step on engagement through a printed subscription.

## Interesting Commentary on Rebranding

Before your company invests money, time and emotional effort in researching names and logos to reflect your "new" business, consider these tips from Margaret Heffernan who says, "...If the positioning is right, you can call yourself anything. And if the positioning is wrong, you can also call yourself anything — because no name or logo could save you." To illustrate her point, Heffernan names "brands" like Dyson, McDonalds, Mattel, and Poison (the perfume), and argues that these names have no inherent meaning. Instead, the products gave the meaning to the name. In a similar fashion, companies who want to rebrand themselves need to ask themselves these questions:

**What do you stand for? What are the qualities of your products or services? On what do you stake your business's reputation?**

**Do you ensure that your employees know what your company stands for and that they repeat it?**

**Who are your customers?**

**How does your offering make a difference in your customers' lives?**

**Are you ruthless in throwing out ideas — and customers — that don't fit the bill?**

Agonizing over names and logos is what companies do when they can't or won't answer these questions. If every single person at your business can answer these questions, you have all the branding you need.

*Excerpted from "Why Changing Your Name and Logo Is a Waste of Time" by Margaret Heffernan, first published June 3, 2010 on bnet.com.*

## Do You Know the Risks?

### Owning Up to Non-Owned Auto Exposures

Subtle liability hazards can expose you and your firm to great financial risk. For example, you may not have considered your non-owned auto liability exposure in planning your current insurance program. If that's the case, read on.

Whenever your employees are driving on company business you may have liability exposure, whether they're driving company vehicles or a privately owned personal vehicle. Whether you reimburse the employee's trip expenses is also irrelevant. As long as the employee is involved in company business, or alleged to be on company business, you may be named in a suit. Non-owned liability coverage may be written to provide coverage for your business.

So, how can you protect your business? A well-crafted plan to address the exposure is needed. Follow these steps:

- Allow only selected employees to conduct business using non-owned vehicles.
- Treat employees who drive non-owned vehicles on company business as you would any company driver. Include them in your Motor Vehicle Record (MVR) screening program.
- Restrict employees with poor MVRs from driving in any capacity.
- Periodically check each driver's personal policy limits. Work with an insurance professional to help you determine an adequate limit. Require that drivers provide either a current certificate of insurance or a copy of their policy's coverage and limits page to verify.

The keys to managing any risk are to identify and understand your exposure, and then to implement actions to control it.



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