



PIAMS Weekly News

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July 24, 2009

Printing & Imaging Association
Mountain States (303)771-1578
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PIAMS is Moving

Effective August 1st, PIAMS will be in a new location. Our new address will be:
5000 Osage Street, Suite 700
Denver, CO 80221

With all good luck our phone service will be operational as soon as we move in, but just in case it isn't you can contact us by cell phone and/or e-mail.

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We'll update you on the move in the August 7th issue of *PIAMS Weekly News* when we're back in action.

A Interesting Piece of History

In preparation for the move of the PIAMS offices, we found an interesting letter from the American Association of Advertising Agencies (the 4A's) in response to an inquiry to them in 1991, another time when Sequential Liability raised its ugly head with regard to printing for agencies.

The letter was from then Chief Operating Officer O. Burtch Drake of the 4A's to Ray Roper, who was the president of Printing Industries of America at that time. *A pdf of that letter is attached.*

The letter states that "the A.A.A.A. views printing as a production not a media expense", therefore as you will see in a quote addressed in the letter "...Payment terms/liability for production expenses are typically covered by an agency purchase order based upon terms mutually agreed upon by the agency and supplier in question. The A.A.A.A. has not proposed or endorsed any change to that procedure".

This interesting piece of history brings up the question – has that policy been changed, or is what many printers are seeing in purchase orders from the agencies they do business with a misunderstanding of the stated purpose of Sequential Liability being for "media purposes only" **or another attempt to keep from paying their printers during another tough economic time?**

Whatever has caused this round of printers to be put back in the Sequential Liability loop, we suggest that you read all purchase orders carefully. And, as we've said before if there is such a clause in the purchase order either have it stricken or **run screaming!**

An Update on Do Not Mail

It has come to our attention that there has been some misinformation about how the 2007 proposed Do Not Mail Legislation in Colorado was stopped in its tracks and by whom. To keep the record straight, it was stopped by a coalition coordinated by PIAMS and we are proud of the extensive and speedy work that was instrumental in stopping one of the earliest and most onerous potential legislative actions on Do Not Mail in the country. For those who were involved, including many PIAMS members, Unisource for its work on getting real information on paper to Representative Gagliardi and her co-sponsor of the proposed legislation, the Horizon Chapter of MFSA, the USPS, the AFL-CIO and everyone else that helped us at the time, we want to make sure that your efforts are not diminished by those who have stated otherwise. Thanks again to our coalition partners who we are working with already to keep this latest effort from getting to the Legislature again in January.

Another Scam - "Watch Your Fax"

This just in: On Wednesday a PIAMS member firm received a fax from a John Austin with a PA area code with reference to a Rev. John Watkins request to order flyers. It also had a religious connotation. It looks bad, it's written badly, and should remind all of you that scams are becoming even more prevalent. Put it in the shredder!

Another scam unfortunately is a printed one that we are looking into, as is the state of Colorado – also out of PA. It includes a letter from Governor Ritter and a brochure on Long Term Care directed toward Coloradan's 40 and older. It has some great references, that appear to be legit at first glance, but the printing is bad and the information is bogus. **Watch your fax, watch your wallet and research everything.**

Hope to See You at SummerToast

If you haven't registered yet do so today by going to www.summertoast.com PIAMS will be there and we hope to see you too. The price is just \$20 and it gets you lots of food, drink & fun.

Join us for the 7th Annual SummerToast
SummerToast
Denver's Largest Marketing & Business Professional's Networking Event
2009

at Club 303
2301 Blake St, 80205
Thursday, August 6, 2009
from 5pm-8:30pm
100 admission (150 students complimentary) REG & ADVETIZERS from Colorado
White Dress and Great Restaurants
2009 Charities: Ineed to Kids & Passion for a Cause Kill

Event Produced by Contagious Media | Website & Design by Unique Frye | Register at www.summertoast.com