

## UP CLOSE WITH

For more information or to get your job started, contact the division:

**Publishing Services Division**  
555 Ramirez Street,  
Space 200  
Los Angeles, CA 90012  
Phone: (213) 485-2070  
Fax: (213) 847-0640

## Publishing Services of the City of Los Angeles:

# Putting It on Paper Has Never Been Better

### What do you need to have printed?

Chances are, the City's Publishing Services, a division of General Services, can help you get it done, and well. It's a department you should get to know.

The department takes its commitment to our customers very seriously. Publishing Services offers the quality and service you can expect at the most sophisticated print shop with the low cost obtainable through a not-for-profit operation. Please see the Mission Statement for the department's commitment to you.

It offers job planning, graphics, printing, copying and binding services at Piper Technical Center, 555 Ramirez St., Space 200. Hours of operation for manufacturing are 6 a.m. to midnight. Customer service and clerical functions operate from 8 a.m. to 4:30 p.m.

All services are charged back on a cost-recovery basis. Occasionally the department will buy entire jobs or parts of jobs from outside vendors. In these instances the costs are passed on to the customers without any markup. Remember that the department's experience in the industry allows it to obtain the most beneficial pricing while ensuring that vendors perform satisfactorily. Contact the Customer Service staff to plan the most cost-effective way to produce your job. Written estimates are made before jobs are produced.

In addition to printing operations, Publishing Services is responsible for:

- Central duplicating
- Citywide copier program
- Electronic forms design
- Business card ordering

# Publishing Services

a division of General Services

## WHAT WE DO

The Publishing Services division of General Services is equipped and staffed to handle almost all of the printing needs of the City. Here are some of the main services provided:

### Central Duplicating

■ **Electronic Job Submission:** Customers may enjoy the benefit of submitting work electronically to Central Duplicating. Consider that you can now sit at your desk and send your copy requests—black and white or color by simply selecting a print option, and your work will be delivered the next day. Sending your copy jobs electronically has the added advantage of treating every copy like an original so the quality is superior. All of this is at no extra cost.

■ **Turnaround:** The most important thing to remember regarding turnaround time is that we are here to meet your needs and we have significant resources that we are able to apply to whatever your job requires. Tell us what you need and, if it can be done, we can do it. We have four copiers that run at a combined speed of 1,140 copies per minute to meet your most demanding deadlines.

Central Duplicating also offers 24-hour turnaround time on orders consisting of 25,000 total copies or less. Whatever your needs are—call us and let us know. We have the means and the desire to solve your publishing problems.

■ **Cost considerations:** Publishing Services operates on a chargeback system designed to recover our costs. For specific pricing regarding photocopy work please refer to our price list. You should keep in mind though that, from a price perspective it becomes less expensive to print rather than copy run lengths of 2,000 1-sided and above. Of course, that process takes a little longer but the higher the quantities the lower the unit cost becomes when you print your job rather than copy it.

■ **Color copier:** Central Duplicating now offers color copies at 35 cents each for one-sided and 70 cents for two-sided. You not only have the ability to send your jobs electronically but it is highly recommended that you either send them through the LAN or provide them on a disc since the copier will treat every copy as an original giving you the optimum quality available.

### Citywide Copier Program

By now most City employees are aware that a new copier contract was awarded to Canon Business Solutions. However, you may not know that the new contract has allowed the City to migrate from an analog environment to a digital solution at annual savings of \$1,400,000. This savings does not include the removal of fax machines and individual printers that can be replaced with these multifunction devices or the quality and workflow improvements made possible by networked digital equipment.

Copiers are placed based on monthly usage and the appropriate model can be determined by visiting our website at [insidela.ci.la.ca.us/gsd/pubcopier.htm](http://insidela.ci.la.ca.us/gsd/pubcopier.htm). You will also find a distributed copier cost worksheet that allows you to calculate costs based on your actual volume, product information, equipment rental forms, copier move requests, supply order forms and a sample service log.

Please remember that the copiers in your office are for convenience copying. Large jobs should be sent to Central Duplicating to avoid tying up your personnel to run a copier. More importantly large jobs can be run more cost effectively using our services. Publishing Services is committed to helping you determine the most cost-effective way to use your copier and our services.

If you have any questions regarding the Citywide copier program please call Michael Leighton at (213) 485-5340.

### Other Services

Publishing Services can also help you with **Electronic Forms Design** and **Business Card Ordering**. Contact Printing Services directly at (213) 485-2070.

## WHO WE ARE — WHO WE ARE — WHO WE ARE

### Michael Leighton, Director of Publishing Services

Michael has 31 years of experience, thanks to being in a family of printers; his father was a linotype operator for the Los Angeles Times. Michael has held positions as printing and records manager for United California Savings Bank and Hunt Wesson Foods, as well as the chief of reprographics for the County of Orange and the reprographics specialist for the City of Beverly Hills. He has served as the ship's printer aboard various cruise ships for Princess Cruises and, while working for R.R. Donnelley as a quality analyst, was responsible for the administration of the quality program for Time, People and Sports Illustrated.

### Mike Boundy, Superintendent of Publishing Services

Mike has 29 years of service with the City of Los Angeles, Publishing Services. Under his guidance, the department's capabilities have evolved from the simple black and white requests of years ago to the high quality full-color printing that we consider routine today. Mike began his career in printing as a print shop trainee, later being promoted to printing press operator, press room supervisor, and then superintendent of publishing services, where he has served the City for the past 15 years. Mike attended LA Trade Tech, and Cal State San Luis Obispo, training in typesetting, pre-press, press, and bindery operations. Mike knows the City's print shop better than anyone else... he's the guy to get it done!

### Richard Malvino, Supervisor of Prepress Operations

Richard has been active in the commercial printing industry since 1965. He has worked for some of the largest printers in the country, including Applied Graphics in New York City, and Lithographix and George Rice & Sons here in Los Angeles. Richard's extensive experience and training covers all areas of prepress technology, and he has honed his skills over the years to keep pace with the rapidly evolving technology that drives his area of responsibility. Richard enjoys working closely with our staff and customers while he analyzes individual orders to provide an accurate determination of labor and material costs regarding color, layout and other particular quality requirements.

### Richard Vollaire, Supervisor of Press Operations

Rich attended LA Trade Tech, taking classes in presswork, printing management and estimating. He has 30 years of service with the City, beginning with six years as an operator at the Department of Water & Power, following 12 years in production at the City's print shop. He has held his current position as press supervisor for the first shift for the past 12 years. Rich's extensive experience serving the City is a real asset to all of our customers.

## Publishing Services



### Publishing Services Held Open House

The Publishing Services division of General Services held its annual Open House recently to showcase its people and what they can do for the City of Los Angeles. Some photos from the Open House are on these pages.

**"The most gratifying thing about our annual Open House is seeing the interaction between our customers and the staff at Publishing Services,"** said Michael Leighton, Director of Publishing Services. "The pride and professionalism that these employees exhibit while explaining how they meet our customer's needs impresses our visitors and reminds me how fortunate I am to work with this group.

"Our customers invariably walk away with a renewed sense of our appreciation for their patronage and a better understanding of our technical expertise."

**Contact Publishing Services at (213) 485-2070.**



WHY WE DO  
WHAT WE DO

**We are committed**  
to inspiring  
**customer confidence**  
by providing the  
**highest quality printing**  
**that our tax dollars**  
**can buy and by taking**  
**an individual interest**  
**in our customer's**  
**printing requirements.**

#### We do this by:

- Taking the time to understand the intent of our customer's printing requests
- Communicating to our customers exactly what they can expect and meeting those commitments
- Promoting the teamwork and cooperation necessary to optimize our resources for our customer's benefit
- Recruiting, training, developing and supporting a dedicated staff of printing professionals
- Maintaining the financial and production controls necessary to run an efficient business
- Working to continuously improve the quality of our product
- Maintaining the confidentiality that our customers require
- Examining and using emerging technology to the benefit of our customers
- Maintaining close ties to the graphic arts industry

**We do these things because we believe in ourselves and respect our customers. We absolutely guarantee complete customer satisfaction.**

WHO WE ARE — WHO WE ARE — WHO WE ARE

#### David Shur, Supervisor of Finishing Operations

At the age of 13, David Shur took his first class in graphic arts and continued at Hamilton High School, where he was rewarded an L.A. Times grant for outstanding performance in the field of printing. In 1975 he received his Bachelor's degree at L.A. Trade Tech College in prepress and press operating. He worked at a small print shop for two years, and then was accepted into the City of L.A.'s Print Shop Trainee Program in 1977, assigned to the bindery department. He quickly promoted to bindery equipment operator, and then bindery supervisor, where he is responsible for the finishing and shipping/receiving areas. David lives in Los Angeles with his 10-year-old daughter.

#### Amy Colina, Finance

Six months after her arrival to the United States, Amy joined the City as a clerk typist with the Department of Planning. Two years later she was promoted to an accounting clerk and in 1990 she joined General Services as an accountant I. Amy transferred to publishing in 1993 as an accountant II. Amy is now responsible for overseeing all accounting functions in our office. If you have any questions regarding your billing, please feel free to give her a call—she's very knowledgeable and helpful.

#### Louis Cascone, Production Planning

Louis began his printing career in 1960 as a pressman running full-color yearbooks for his high school. He attended Southern Illinois University, taking printing management classes, and he attended Wright College for art and design. From 1964 to 1981 Louis worked at several large commercial print shops in Chicago and Los Angeles. He was responsible for printing such work as Sears and Ward's retail catalogs, Esquire, Playboy and Reader's Digest magazines, Almaden wine labels, Mattel toy boxes and many of the pocket books sold in the country. Louis began working for the City in 1981, running the two- and four-color presses.

#### Abby Truong, Customer Service

Abby graduated from the University of La Verne in 1996, majoring in psychology. She came to us with a great deal of customer service experience, working for a corporate bank in Los Angeles and other private industries. She has been with the City of Los Angeles for two years, starting in November 1998 as a clerk typist here at Publishing Services. Anyone who has called to check on the status of his/her job or ordered business cards can tell you what a pleasure it is to deal with Abby.