

May 2017



City of Torrance

Torrance, California

City of Torrance celebrated its Centennial in 2012 and is the eighth largest City in Los Angeles County. It attracts a rapidly growing and diverse population with its 1.5 miles of beaches on the Pacific Ocean. City of Torrance is ranked one of the top safest communities in Los Angeles County and it competes globally through its myriad assets including diverse residents, flourishing businesses and safe communities. It is home to the US headquarters of American Honda Motor Company and houses one of the top five largest malls in the United States, The Del Amo Fashion Center, located on 2.5 million square feet of leasable space.

Gerry Pinela, Supervisor of Central Services, has managed the City's print shop since June of 2007. He is a native of the City of Angels and graduated from California State University, Los Angeles with a B.S. in Printing Management.

Gerry worked in the private printing sector for 8 years prior to taking a teaching position at CSU Los Angeles. Gerry taught several printing courses at the University, including introduction to pre-press, color theory and off-set screen printing. He was then promoted to his current position where he oversees a team of 9.

City of Torrance has been an edu customer since 2008. The Central Services division is a "full service" operation offering graphic design, reproduction, bindery and mailing services and produces approximately 3,000 jobs annually which are all processed via Print Shop Pro®.

The shop's equipment consists of 1 Canon Océ' 6160 Ultra+ highspeed Black and White printer, 1 Canon Océ' Varioprint 135 production printer, 1 Canon C800 color printer with saddle stitching, 1 Konica Minolta

6501 color copier, 1 Morgana folder, a tabber, laminator and a digital cutter.



Gerry Pinela (far left) and the Print Services Team at City of Torrance

We asked Gerry about his favorite types of print jobs. He shared, “I enjoy finding unique applications for our services. One of the exciting jobs we do is creating blue prints for our water department using polypropylene material.” Gerry explained, “Our engineers would be out in the field managing repairs and would have issues with plans getting wet. Polypropylene is water resistant which protects the city’s plans and blue prints. And, our engineers can redline plans and drawings remain safe and undamaged. These are the kinds of things I enjoy. Going the extra mile and thinking outside the box to find a solution to our customers’ unique challenges,” said Gerry.

We also asked Gerry how he keeps customers from using external printers. Gerry answered, “It’s about providing great customer service and a quality finished product. We focus on giving the customer exactly what they want at a great price and often exceed their expectations.” Gerry added, “We lead tours through our shop and we invite every customer to come by and meet with us once they have submitted a job to build a personal connection.”

Gerry reviewed several Print MIS vendors in his search for a web-to-print system including Avanti, EFI and PrintSmith. Gerry shared, “I was impressed with the ease of use Print Shop Pro® offered. We were going from a manual process with jobs coming in handwritten or on carbonless paper so we needed something easy for customers to learn and use.” Gerry continued, “We were also managing jobs via Excel Spreadsheets, so we wanted something with robust job tracking and reporting capabilities that

included easy online ordering for customers. For the ease of use offered in a system and the price, Print Shop Pro® proved to be the best fit for us.”

In addition to a passion for customer service and printing, Gerry loves travel and photography. He also sits on the board for the Southern California Industrial Graphics Association (IGA). SoCal IGA (www.socaliga.org) has members from the paper industry, in-plant print managers, graphic designers, corporate purchasing agents and mail room supervisors in the Southern California area and helps graphic and print professionals gain industry knowledge and networking resources needed to sustain in a challenging environment.

We appreciate the opportunity to partner with Gerry and the Central Services Team at the City of Torrance and look forward to meeting their needs for many years to come. We also look forward to seeing them back again next year at the annual PSP User Group Meeting in San Diego in March!

by: Leeann Raymond

With the introduction of Version 14 of Print Shop Pro®, Users now have the ability to generate quotes for multiple quantities of an order in PSP Manager. Here's how:



1. Open a print order.
2. Go to **MISC** section of the order form.
3. Go to the **Estimate Quantities** section.
4. Enter a value for **Quantity** and select **Add Quantity**.
5. The new estimate will be displayed under the label **Estimate Quantities**.

You can repeat the process using different quantities as needed for estimating purposes.

by: Chuck Bailey



QUESTION:

How can I edit the message that appears on the Login/Registration Screen?

ANSWER:

You can configure/modify the message that appears on the Login/Registration Screen by accessing **Owner Configuration**. Here's how:

1. Go to **Website > Owner Configuration > Administration Settings > Custom Login Screen Header Message**.
2. Use the available tools to add/modify this message.
3. Click **Update**.

The message you have composed/edited will now appear on the Login/Registration screen.

by: Jeff Abrogena

CURRENT RELEASE VERSION - V14.0.2

Make sure you have the latest Print Shop Pro[®] Version. The release date is May 3, 2017.

To obtain this update and release notes to go <http://printshopprosupport.com/kb/RequestSupport.aspx> and simply enter "Send me the latest update."



Welcome Aboard!

We know how difficult and time consuming it is to evaluate software solutions to help manage your operation. Congratulations on successfully completing this intensive process. We want to say **Thank You** for choosing edu and **Welcome Aboard**. We look forward to helping you meet your ambitious goals and are at your service.

Brooklyn College - Brooklyn, NY
Columbia University - New York, NY
Middle Tennessee State University- Murfreesboro, TN
New York University - New York, NY
San Jose City College - San Jose, CA

by: Corey Kucera

Upcoming Events:

IPMA

June 11-14, 2017
Pittsburgh, PA

Graph Expo

September 10-14, 2017
Chicago, IL

SUPDMC

October 15-19, 2017
Murfreesboro, TN

2018 Print Shop Pro® User Group Meeting

March 18-21, 2018
San Diego, CA